

International Roundup

› NEMA Presence at Hannover Messe 2016 Highlights Important Relationships

NEMA President and CEO Kevin J. Cosgriff visited the Hannover Messe trade show in Germany April 25–27 to meet with European and U.S. industry leaders and to take in the latest innovations in industrial automation. The world's largest trade fair featured booths from approximately 20 NEMA member companies.

NEMA's journey to Hannover began in 2015 when Mr. Cosgriff wrote to Secretary of Commerce Penny Pritzker urging the U.S. to accept the offer to serve as the designated partner country. Visits by President Barack Obama and German Chancellor Angela Merkel to NEMA members' booths were highpoints at the massive event. Mr. Cosgriff met with many NEMA members exhibiting, including ABB, GE, Phoenix Contact, Rittal, Schneider Electric, and Siemens.

In remarks at a special reception alongside leaders from Orgalime (NEMA's counterpart organization in Europe) and ZVEI (the German Association of Electrical and Electronic Equipment Manufacturers), Mr. Cosgriff highlighted the significance of close relations between U.S. and European electroindustry associations. These relationships are important, he said, as manufacturers compete to create the digital future and struggle with similar challenges, such as government regulations, political uncertainty, cybersecurity, and workforce development. ©

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German Chancellor Angela Merkel, President Barack Obama, ABB CEO Ulrich Spiesshofer, and ABB Americas Region President Greg Scheu discuss how smart sensors can be applied to low-voltage motors to improve efficiency, reduce downtime, and save money. Photo courtesy of ABB



NEMA President and CEO Kevin J. Cosgriff (left) speaks with Orgalime President Tomas Hedenborg and ZVEI President Michael Zieseemer at an April 25 event at Hannover Messe 2016. Photo by Gene Eckhart



Frank Stührenberg (left), CEO of Phoenix Contact GmbH & Co. KG, demonstrates electric vehicle charging equipment to President Barack Obama and German Chancellor Angela Merkel, while Jack Nehlig, Phoenix Contact President, looks on. Photo courtesy of Phoenix Contact