

## Media Release

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### HANNOVER FAIRS AUSTRALIA AND AMGC ANNOUNCE STRATEGIC PARTNERSHIP FOR INDUSTRIAL TRANSFORMATION AUSTRALIA EXPO

Hannover Fairs Australia, a subsidiary of Deutsche Messe, has formed a strategic partnership with the Advanced Manufacturing Growth Centre (AMGC) for [Industrial Transformation Australia \(ITA\)](#) this July.

Held in conjunction with CeMAT Australia at The Dome, Sydney Olympic Park, 22-24 July 2025, the collaboration and the event are a commitment to advancing Australia's manufacturing capabilities.

As Australia's preeminent industry body for small- to medium-sized manufacturers, AMGC has a long-standing relationship with Hannover Messe having attended and co-hosted Australian delegations to the world's leading industrial trade fair in Germany. This partnership is a natural extension of that relationship, aligning with the goals of both organisations to further develop Australia's manufacturing industry through the adoption of advanced technologies and processes.

**Managing Director of AMGC, Dr Jens Goennemann said,** "In today's rapidly evolving industrial landscape, manufacturers need to continuously advance to stay at the forefront of technological and process developments, and the best way to do this is to get out and network at events like this,

"Industrial Transformation Australia will bring to life AMGC's philosophy that 'Advanced manufacturing is not about what you make, but how you make it', allowing manufacturers to see the latest technology in action and speak to those that have deployed it in daily operations." Said Goennemann.

AMGC will leverage its presence at ITA to facilitate industry engagement activities under its recent appointment to the Federal Government's Industry Growth Program. As part of this initiative, AMGC will connect with manufacturers and industry leaders, providing access to specialised advisory services, cutting-edge technology, and resources. These efforts will focus on the Transport, Defence, and Value-Added Resources sectors, creating opportunities for manufacturers to collaborate with AMGC and industry leaders to drive growth, innovation, and partnerships within their industries.

**Mike Nissen, Commercial Director, Hannover Fairs Australia said,** "This strategic alliance reflects our shared commitment to usher the region's manufacturing industry into its next era. AMGC's involvement in Industrial Transformation Australia 2025 strengthens the event's promise to actively help drive the growth and competitiveness of the industries it serves."

Over the past nine years, AMGC has facilitated more than 500 national collaborations and co-funded over 161 industry projects, while creating more than 4,300 jobs across the country. It has invested over \$137 million of combined industry and Government funds into manufacturing projects, resulting in an estimated \$1.62 billion in additional national revenue.

For further information about Industrial Transformation Australia, please visit

<https://www.industrialtransformation.com.au/>

For more information on the Industry Growth Program, please visit [AMGC Media Release](#).

### ***About Advanced Manufacturing Growth Centre (AMGC)***

Advanced Manufacturing Growth Centre (AMGC) is an industry-led, not-for-profit organisation. AMGC's vision is to transform Australian manufacturing to become an internationally competitive, dynamic and thriving industry with advanced capabilities and skills at its core.

Through the delivery of its world-leading research, workshops, and ground-breaking projects, AMGC aims to develop a highly skilled and resilient local manufacturing sector that delivers high-value products – via the integration of innovative technology – to domestic and international markets. <http://www.amgc.org.au>

### ***About Hannover Fairs Australia***

Hannover Fairs Australia (HFA) is an award-winning subsidiary of the global event company, Deutsche Messe AG. Based in Sydney, Australia, HFA's mission is to bring global industry trends and innovations to Australia. HFA is a leader in creating premier trade fairs and events that drive economic growth and technological advancement.

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