Sample output. *This report was generated from a fictional trade-show visit using TripDeck's actual output format. Contacts, companies, and follow-up actions are illustrative. Real reports are populated from your scanned business cards, your notes, and enrichment against your ICP.*

Trip Report — Hannover Messe 2026

TripName: 202604_Hannover_HannoverMesse
Context: RhineWorks Industrial (illustrative persona: mid-market industrial-automation firm)
Date of Event: 20–24 April 2026
Location: Deutsche Messe, Hannover, Germany
Host: Deutsche Messe AG
Author: RhineWorks Industrial — BD Lead (booth + floor)

BLUF

Hannover Messe 2026 was a strong wedge event for RhineWorks: five days of booth traffic plus targeted floor work produced **34 scanned cards**, of which **12 fit-scored at or above 3.5/5 against the RhineWorks industrial-automation ICP**. Real value clustered in three collaboration threads: **(1) Siemens Digital Industries** — a credible OEM co-sell path for the RhineWorks retrofit-controller line into brownfield automotive plants; **(2) SEW-Eurodrive** — a drive/gear-motor supplier whose service-network coverage in Central Europe fills RhineWorks' installation gap; **(3) Kion Group (Linde MH)** — an intralogistics OEM asking for automation-controller integration on their AGV/AMR platform, which is a direct product opportunity, not a partnership. Two additional exhibitors surfaced usable secondary paths (Beckhoff on protocol interoperability, ifm electronic on sensor bundling). Recommend near-term commercial follow-up on Kion and Siemens, a technical-fit review with SEW-Eurodrive within 14 days, and continued relationship-building with Beckhoff and ifm.

Trip Overview & Attendance

Hannover Messe attendance was consistent with the 2025 cycle — dense OEM presence, meaningful attendance from Tier 1 and Tier 2 industrial buyers, and an uptick in Eastern European integrators (Poland, Czech Republic, Romania) evaluating retrofit paths for aging brownfield equipment. Observations:

- **Siemens Digital Industries** — booth traffic to their partner-desk was heavy on the first two days. Managed a 25-min conversation with a technical account manager on Day 2 (see Vendor Analysis §1).
- **Kion Group** — visited the RhineWorks booth on Day 3 (met on floor, not walk-up). Their controls team asked specifically about IEC 61131-3 runtime compatibility on ARM Cortex-A targets — this is a technical filter we pass. Strong signal.
- **SEW-Eurodrive** — walk-up at the booth on Day 4. Regional service manager for DACH + BeNeLux. Real interest in bundling our retrofit controllers with their service contracts.
- **Beckhoff Automation** — brief conversation on Day 2 at their stand. Openness to EtherCAT interoperability testing but not a near-term commercial vector.
- **Booth staffing note** — dual-mode use: floor lead captured 19 contacts across the show; booth staff logged 15 visitors at the stand. Encounter tags distinguished the two automatically in this report.

Vendor Analysis & RhineWorks Fit

1. Siemens Digital Industries — Andreas Vogel, Technical Account Manager, Motion Control

What they do. Global industrial-automation OEM. Digital Industries segment covers PLCs (SIMATIC S7), servo drives (SINAMICS), HMI, industrial-edge compute, and the TIA Portal engineering suite. Andreas's group runs motion-control partner programs, specifically for third parties whose controllers can act as SINAMICS downstream nodes over PROFINET or replace legacy S7-300 stations in retrofit installations.

Collaboration opportunity. Siemens and RhineWorks are natural partners, not competitors. Siemens wins the new-plant business; RhineWorks wins the brownfield retrofit business where the customer wants to keep the existing Siemens field bus and drives but replace the aging S7-300 or S5-155U CPUs with a modern, ARM-based, open-runtime controller. Three collaboration models surfaced:

- **Certified partner listing.** RhineWorks gets listed in Siemens' Solution Partner program for retrofit controllers, with joint reference sites at 2–3 automotive Tier 1 plants.
- **Co-sold retrofit packages.** Siemens field-sales flags a customer with a discontinued S7-300 base; RhineWorks quotes the drop-in retrofit; Siemens supplies drives and engineering services.
- **Joint TIA Portal integration.** RhineWorks' engineering-suite plug-in lands inside TIA Portal so end-users program our controller in the same tool they use for Siemens hardware.

Development effort. Low-to-moderate. Our runtime already speaks PROFINET IO-Controller and IO-Device. TIA Portal plug-in is the real work — Siemens has an SDK for exactly this, roughly 4–6 engineering-months to a certifiable first release. No hardware R and D.

Fit rating: 4.5 / 5 — Strong. The Siemens partner-program path is a repeatable channel into the exact brownfield retrofit market RhineWorks targets. Meaningful revenue potential once the TIA plug-in exists.

Risk on this relationship: Siemens' internal politics on third-party controllers vary by segment. Motion Control is friendly; Process Automation is not. Stay in Andreas's segment; do not cross-sell into process.

Follow-up actions:

1. **Immediate** — LinkedIn connect + email thanking Andreas; propose a 30-minute technical-alignment call within 2 weeks to walk through our PROFINET stack and TIA Portal plug-in scope.
2. **2 weeks** — share RhineWorks controller technical brief and reference deployments; request Siemens Solution Partner program eligibility criteria.
3. **30 days** — identify 2 target retrofit accounts where a joint Siemens + RhineWorks proposal is credible; propose a joint capabilities brief.

2. Kion Group (Linde Material Handling) — Katrin Möller, Head of Automation Products

What they do. Kion is the parent of Linde MH, STILL, Dematic, and Baoli — a top-3 global intralogistics OEM. Katrin's group owns the automation-products roadmap: AGVs, AMRs, automated forklifts, and the fleet-management software (Kion iGo neo, Linde-MH Automation). She specifically asked whether our IEC 61131-3 runtime can host a customer's application code on the AGV's onboard controller.

Collaboration opportunity — direct product sale, not a partnership. This is the highest-value conversation of the trip. Kion is evaluating alternatives to their current AGV onboard-controller architecture and RhineWorks' ARM-based open-runtime controller is a candidate. If we win the design-in, we are on every Linde-MH automated forklift built at that platform generation — multi-thousand-unit volume across a 5–7 year platform lifecycle.

Development effort. Moderate. Our controller as shipped covers 90% of the requirement. Gaps: (a) automotive-grade temperature qualification (–40°C to +85°C — we currently ship –20°C to +70°C), (b) CAN FD channel count on the base SKU (we ship 2, they want 4), (c) functional-safety certification path to SIL 2 for the safety domain (we are certified for parts of the requirement but not for a full AGV safety controller). Rough estimate: 9–12 months to a design-in-ready variant.

Fit rating: 5 / 5 — Highest priority. Real, funded, high-volume near-term opportunity. Everything about the conversation was concrete: Katrin named the platform, the timeline (Q3 2027 architecture freeze), and the

gating technical decisions. This is not exploratory.

Risk on this relationship: Design-in cycles at OEMs of Kion's size are long and can be zeroed out by a single procurement decision. Mitigation: qualify a second automotive-adjacent OEM in parallel so the RhineWorks product-development spend is not single-customer-dependent.

Follow-up actions:

1. **Immediate** — send Katrin a one-page controller spec sheet with the four gap items called out and a candid "here is what would need to change" appendix.
2. **2 weeks** — request a technical alignment call with Kion's controls and safety engineering leads to lock the exact SIL 2 scope and CAN FD channel-count requirement.
3. **30 days** — internal go/no-go on funding the automotive-grade variant. If go, propose a design-partner MoU with Kion covering NRE cost-share and a first-refusal window.

3. SEW-Eurodrive — Markus Hoffmann, Regional Service Manager, DACH + BeNeLux

What they do. German family-owned drive-technology manufacturer. Full product range: gear-motors, servo drives, electronic drive controllers, mechatronic drive systems (MOVIGEAR), and — critically for this conversation — a service network of ~90 service points across Europe with 24/7 coverage on drive systems already in the field.

Collaboration opportunity. RhineWorks controllers ship into brownfield plants; end-customers ask for local service coverage as a purchase precondition; we currently source that on a project-by-project basis. SEW's service network is exactly the coverage we lack. Model: SEW's field-service technicians receive a two-day RhineWorks-controller training; their 90 service points become our first-line service network in return for a labor-hour service-revenue share.

Development effort. Low. No product changes. Effort is in: (a) a service-provider agreement, (b) training curriculum for SEW field techs, (c) parts-stocking policy at SEW service points for the RhineWorks controller spares kit.

Fit rating: 4 / 5 — Strong. Non-competitive; adjacent product line; fills a genuine gap. Only reason it is not a 5 is that the revenue impact is enabling (unblocks larger sales) rather than direct.

Follow-up actions:

1. **Immediate** — email Markus, thank-you plus a two-page "service-partnership concept" outline.
2. **2 weeks** — request an alignment call with SEW's DACH service ops lead to test appetite.
3. **30 days** — draft a term sheet: labor-rate structure, training commitment, spares-stocking terms, SLA for first-response.

Secondary Contacts (card captured, lower priority)

• **Beckhoff Automation** — Dr. Elena Sauer, Product Manager EtherCAT. Encounter tag: met on floor. Open to interoperability testing between our runtime and Beckhoff TwinCAT over EtherCAT. Not a commercial vector — a compatibility-hygiene conversation. Follow-up: LinkedIn connect; propose an engineering-to-engineering call in Q3.

• **ifm electronic** — Jan-Erik Brandt, Key Account Manager. Encounter tag: booth visit. Discussed bundling ifm IO-Link masters with our controllers as a pre-integrated field-bus starter kit. Interesting but low urgency. Follow-up: 30-day exploratory call.

• **Bosch Rexroth** — Sara Klein, Sales Development. Encounter tag: met on floor. Business-card exchange only; no substantive conversation. Follow-up: LinkedIn connect; log to CRM.

• **Weidmüller** — Tobias Rehm, Application Engineer. Encounter tag: booth visit. Asked about our terminal-block footprint — we don't sell terminal blocks, so this is a mismatch. Polite decline; no follow-up.

• **Automation24 (distributor)** — Nikolaus Weber, Buyer. Encounter tag: booth visit. Distributor with strong SME reach in DACH. Follow-up: 30-day call to explore listing our low-end SKU.

Priority Roll-up

Rank	Vendor	Fit	Relationship type	Near-term revenue potential
1	Kion Group (Linde MH)	5 / 5	Direct product sale (design-in)	High — multi-thousand-unit AGV platform, Q3 2027 freeze
2	Siemens Digital Industries	4.5 / 5	OEM co-sell partner	Medium-high — repeatable retrofit channel
3	SEW-Eurodrive	4 / 5	Enabling — service-network partner	Medium — unblocks larger controller sales in DACH/BeNeLux
4	Beckhoff Automation	3 / 5	Interoperability (no near-term rev)	Low — hygiene value, not commercial
5	ifm electronic	2.5 / 5	Product-bundling exploratory	Low-medium — 90-day proof point required

Risks

• **Kion design-in cycle is long and single-decision-vulnerable.** A single procurement decision can zero out 9–12 months of RhineWorks NRE. **Mitigation:** qualify a second automotive-adjacent OEM in parallel; do not let the automotive-grade variant program be single-customer-funded.

• **Siemens partner-program politics vary by segment.** Motion Control is receptive; Process Automation is hostile to third-party controllers. **Mitigation:** stay in Andreas's segment; do not name Process customers in joint materials until we have air cover from a Siemens sponsor at director level or above.

• **SEW service-partnership economics are unproven.** A labor-hour revenue-share model is standard in the industry but the exact split (60/40? 70/30?) will depend on training and spares-stocking commitments we have not yet scoped. **Mitigation:** get to a term-sheet draft in 30 days so both sides see the same economics.

• **Booth traffic quality risk for Hannover Messe 2027.** Traffic was strong this cycle. If Deutsche Messe reduces the automation-hall footprint next year (rumor from two exhibitors), reassess booth investment before the March 2027 contract deadline.

Trigger Events / Watch List

• **Kion Q3 2027 platform architecture freeze** — this is the gating date. All RhineWorks activity for that opportunity must complete before it.

• **Siemens Solution Partner intake window** — Siemens typically opens Solution Partner applications in Q1 each year. Have the TIA Portal plug-in scope defined by January 2027.

• **SEW Eurodrive service-partner sign-offs** — SEW's service ops lead cycle is quarterly. Target the January 2027 review for the term-sheet decision.

• **Central-Europe brownfield retrofit tenders (Poland, Czech Republic, Romania automotive Tier 1 plants)** — track via TED and via the two integrator contacts captured in Secondary Contacts.

Report Quality Matrix

A candid self-check on the inputs behind this report — surfaced so the reader can weight the conclusions.

Dimension	Rating	Note
Card-scan confidence	High	34/34 cards scanned cleanly; no OCR reruns required.
ICP fit-score confidence	High	ICP profile last updated 4 April 2026 (16 days pre-show).
Company-enrichment recency	Medium-high	Enrichment ran within 24h of each scan; 2 companies had stale org-chart data.
Voice/text note completeness	Medium	Booth staff notes are shorter than floor-lead notes; 3 encounters have card-only records.
Follow-up-plan specificity	High	Every Tier-1/2 contact has named next-step + owner + timing.
Risk surfacing	High	Both political (Siemens segments) and commercial (Kion single-customer NRE) risks named.
Source-cited claims	N/A for this report	No external web-sourced claims; report is composed of on-site observations + enrichment. Sources appear in reports that draw on external market data.

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