



20.- 24. April 2009 · HANNOVER MESSE · Germany

P R E S S R E L E A S E

2 April 2009

How to use Space Technology to Boost Innovation in Your Company

The European Space Agency (ESA) presents the second annual 'SpaceTransfer' show, the world's only international platform for space technology transfer, during the Hanover Fair from 20 to 24 April 2009.

The SpaceTransfer09 offers European industry access to innovation, which was originally developed and funded by European Space programmes. Especially now, in times of global economic crisis, industry faces a huge opportunity to take advantage of knowledge and technology that already exists in Europe. Now is the time to invest in European industry through leveraging on existing technology from space by transferring it to other industries.

The SpaceTransfer09 wants to foster the transfer of knowledge, know-how and technology. For this reason, ESA teamed up with its prime technology transfer broker **MST Aerospace**, as well as with top aerospace company **VEGA Deutschland GmbH & Co. KG**, watchmaker **FORTIS** with its long lasting relationship to the space industry, as well as many more industrial partners in order to support cross fertilisation and transfer between the space and non-space industry. The SpaceTransfer09 was initiated by **ESA's Technology Transfer Programme Office**, headed by **Frank M. Salzgeber**. "Many people do not realise that all sorts of products contain elements that originated in space technology. The actuator for an airbag comes from space developments, for example, as do fireproof garments for fire fighters and even exotic items such as the material used for the tailgate of the Lamborghini Gallardo Spyder", explains Salzgeber. The car will be showcased on the stand to illustrate the very latest technology transfer developments in the automotive industry.

All in all 11 companies will present their successful technology transfers at the SpaceTransfer09, impressively showing that space technology transfer is not only relevant for high-tech companies, but can also be beneficial for the most diverse and unexpected industrial branches. **Werner Dupont**, head of MST Aerospace underlines: "If you have a technology problem, come to us. We have a track record of aiding in developing some truly incredible solutions for any kind of industry. We can help you to find yours." ESA and its broker network have successfully implemented more than 230 technology transfers.

Lower Saxony's Prime Minister Christian Wulff is a key visitor to the SpaceTransfer09, as the SpaceTransfer09 show is being sponsored by **Lower Saxony's Future and Innovation Fund Foundation** under the leadership of **Gerald Nothdurft**. The exhibit is also supported by **Hannover Messe**.

Salzgeber stresses: "We Europeans have recognised that innovation is the key to the future. Knowledge is our capital. And technology transfer from the field of aerospace can give Europe's research and technology a major boost. So let's work towards exploiting this capital together in Hanover".

The complete 2009 programme of SpaceTransfer09, which is the brainchild of space marketing expert **Jürgen E. Aha**, will be made public at the:

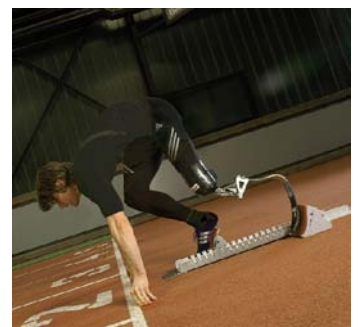
Central Press Conference
on Monday, 20 April 2009 at 1.00 p.m. in Hall 2, Stand E30.

The guests of honour will be:
Paralympic gold medal winner Wojtek Czyz,
who is achieving international successes with an artificial limb developed in aerospace research.

Germany's first private female suborbital spaceflight participant, Sonja Rohde, who is set to go into outer space with Virgin Galactic in 2010, will also be in attendance.

On Tuesday, 21 April 2009 at 4.30 p.m.,
Prime Minister Christian Wulff will be coming to SpaceTransfer09,
to learn about all the latest developments.

For more information on our comprehensive programme and all the interesting presentations, go to
www.spacetransfer09.com



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