

## Federal Minister of Economic Affairs visits Turck at Hannover Messe

Dr. Robert Habeck learns about Turck's contribution to a sustainable industry at the Hannover Messe

Mülheim, April 24, 2024 – As part of his tour of the trade fair on the second day of Hannover Messe 2024, Federal Minister of Economic Affairs and Climate Action, Dr. Robert Habeck, also visited the Mülheim-based automation specialist Turck. Together with a delegation from the ZVEI and VDMA associations, the minister learned about Turck's contribution to a sustainable industry. The guests were welcomed by Managing Director Christian Wolf and Olaf Ophoff, Vice President of the business unit Automation Systems.

The minister and the hosts had a lively discussion about how Turck brings the company motto "We enable Sustainability" to life. "Whether effective energy management, efficient and resource-saving production or transparent supply chains - all steps towards greater efficiency and sustainability are based on the right data. We ensure the reliable collection, processing and transmission of this data - from the sensor to the cloud," explained Wolf. "As a specialist in smart sensor technology and decentralized automation with IP67 protection, we support the digital transformation and are among the pioneers of Industry 4.0 and IIoT," added Ophoff.

The Federal Minister of Economics saw how this approach can be implemented in practice on two exhibits, first on a demo machine that records a lot of data and transmits the measured values to the cloud, and then on an RFID-based track-and-trace application that demonstrates the efficiency gains through transparent supply chains. In the relaxed atmosphere of the conversation, Dr. Habeck did not miss the opportunity to steer the model forklift truck used for this purpose through the RFID gate at the trade fair stand himself - or at least to give it a try.

PRESS RELEASE 09/24



Turck0924.jpg:  
Federal Minister Dr. Robert Habeck in conversation with Olaf Ophoff and Christian Wolf (from left to right)

FURTHER INFORMATION  
<https://www.turck.de/en/company-news-2863-federal-minister-of-economic-affairs-visits-turck-at-hannover-messe-48479.php>

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