



37th Control

International trade fair
for quality assurance



06.-09. May 2025



Stuttgart

next level quality assurance



Visitor Information



With the following outstanding specials!

- Exhibitor Forum ▪ Start-up Area ▪ Fraunhofer IPA Eventforum
- Special show "Contactless Measuring Technology" by Fraunhofer Business division "Vision"



CONTROL
QUALITY TALK
2025



Welcome to Control 2025!

Dear expert visitor,

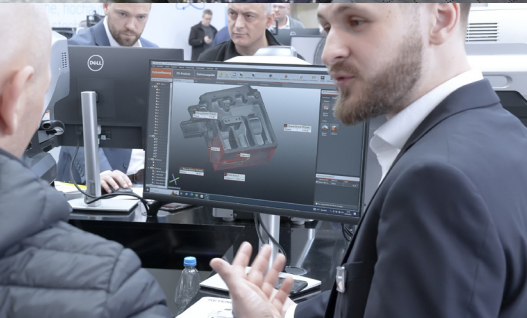
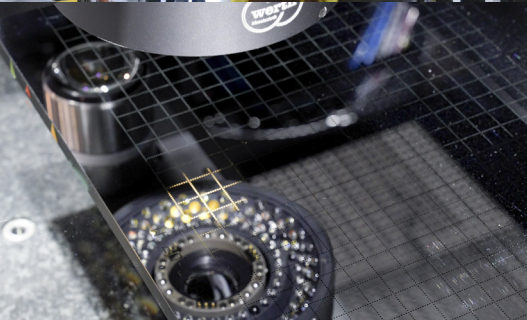
Welcome to the 37th Control international trade fair for quality assurance in Stuttgart from the 6th through the 9th of May, 2025. It's the meeting place for anyone and everyone who's responsible for the **quality of a product**, a process or a service. Attention is focussed on technologies from the fields of machine vision, image processing, sensor technology, measuring and test technology, as well as software and data management. Control is the industry meeting place in every sense of the word.

Today's challenges include efficiency, the conservation of resources and sustainability. And thus primary emphasis is placed on "process improvement" – a goal pursued by all manufacturing and processing companies in every sector. By identifying and eliminating inefficiencies, companies streamline their processes, reduce their consumption of resources and **minimise costs**.

Quality assurance makes a major contribution in this regard because it plays a key role in preventing errors and defects, reducing waste, increasing product quality and improving the utilisation of resources. Not least of all, the safety of persons and products is the primary objective of effective quality assurance measures.

Control brings **experts from all over the world** together on an equal footing on matters of quality assurance. For many companies, Control is the most important trade fair of the year because they meet up with their customers and business partners at the event. You too can take advantage of Control as a technology and business platform in order to gather information concerning market developments and new technologies.

We look forward to your visit!



Trade Fair Opening Hours

Tuesday, 06th to Friday, 09th May 2025

Tuesday – Thursday: 09:00 am – 05:00 pm

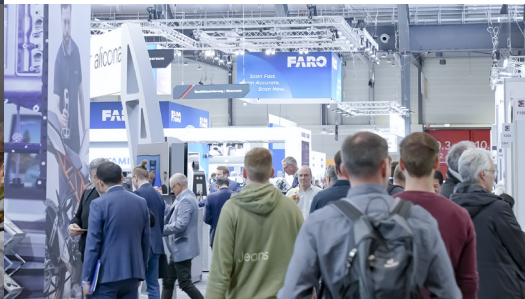
Friday: 09:00 am – 04:00 pm

Nomenclature (short survey)

- Measuring technology
- Material testing
- Analytical apparatus
- Optoelectronics
- QA systems / service



Download Nomenclature





Take the next level!

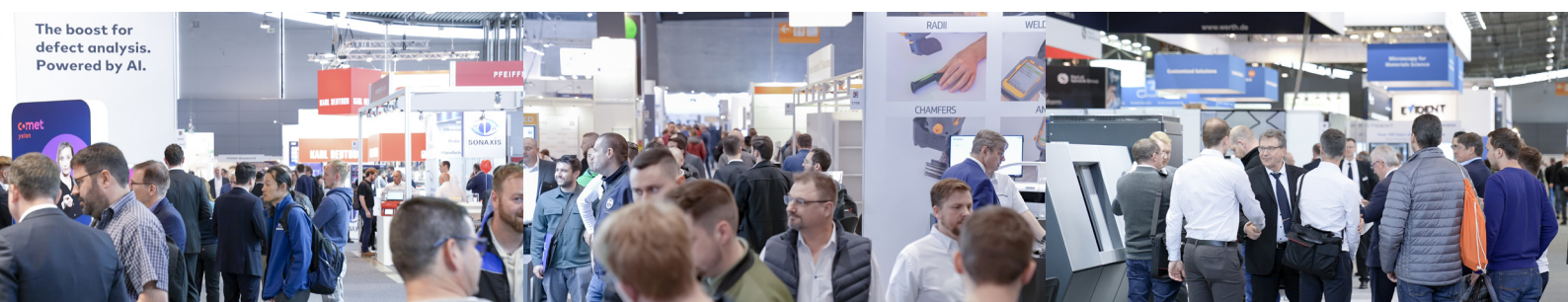


Reasons for Experiencing #Control2025 Live

- 1** Industrial quality assurance is a key factor in the digital transformation, and in the automation of manufacturing processes all over the world. Experience the latest solutions for the QA industry – live at Control.
- 2** As soon as you arrive at the exhibition centre, you'll enter into a direct technical exchange with a highly specialised expert community.
- 3** Individual solutions for various production setups with efficient, cutting-edge technologies will be presented and explained to you in the modern, bright exhibition halls.
- 4** The unique complexity of possible solutions and the comprehensive overview of variants, which can only be found at specialised trade fairs, provide you with reliable support for your investment plans.
- 5** You'll experience technical innovations and digital trends with all of your senses, from which your business will undoubtedly gain new ideas and impetus.
- 6** There's no substitute for a personal, face-to-face exchange at the trade fair, because best business with capital goods is a matter of trust.
- 7** Control's inspiring and creative professional atmosphere promotes intensive dialogue at the trade fair booths, which are ideally suited to this end.
- 8** Valuable, long-lasting business relationships always evolve at the event.
- 9** And thus exhibitors, expert visitors, company employees, media representatives and colleagues are especially looking forward to this year's Control – at the heart of one of Europe's leading technology regions.
- 10** A differentiated thematic concept ensures major benefits for expert visitors..

Control
2025
 **06.-09. May**

 **Looking forward to the fair? Check out the video!**



Control-Specials

Start-up Area

Innumerable start-ups have established themselves in recent years who are **revolutionising** future industrial quality assurance with their **innovative** solutions. As a long-standing event, Control would like to support in particular emerging companies, and provide them with a platform at the industry meeting place at the heart of Europe's leading technology region. At Control, start-ups can book an attractive all-round carefree package including booth setup and marketing. The prerequisite for participation is simple: exhibited products must be related to industrial quality assurance. Visit the Start-up Area in Hall 3.



Exhibitor Forum

With its exhibitor forum, Control provides expert visitors with the opportunity of gathering information in an even more intensive manner concerning the range of products and services offered by the individual exhibiting companies, as well as their technological expertise and process know-how. Beyond this, research institutes will introduce their projects both in theory and in actual practice. Take a seat and benefit from the individual know-how of top speakers, with whom you'll also have an ideal opportunity for discussion after the presentation. Visit the Exhibitor-Forum in Hall 7.

 **To the Trade Fair Programme**

FORUM

SCHALL

MESSEN FÜR MÄRKTE



Special Show: “Contactless Measuring Technology”


As an integral part of Control's agenda, world-class events which accompany the trade fair are held traditionally by **renowned research facilities** of the Fraunhofer Institute, i.e. the Fraunhofer Vision Alliance and the Fraunhofer Institute for Production Technology and Automation (IPA). They support the technology transfer and present developments which are currently ready for use, as well as **forward-looking concepts** for the enhancement of QA in industrial manufacturing.

The special show for “Contactless Measuring Technology” held by Fraunhofer's Vision business unit will take place for the 19th time at Control 2025. It presents a broad spectrum of innovative technologies, applications and system components from the field of **contactless measuring and test technology** at a central location and has established itself as a innovations marketplace for exhibitors as well as trade fair visitors.

More than Just Orientation

The special show provides interested parties and potential users with initial orientation for **the selection of a suitable technology** for dealing with their own testing tasks – because the performance and flexibility of modern systems are advancing steadily. Ever larger measuring ranges are being encompassed and new applications are being penetrated. Rapid technological develop-

ments don't make it easy for users to orient themselves to the market and make suitable selections with regard to their own individual requirements. In addition to this initial orientation, exhibitors at the booth for the special show will offer complete contactless measuring and test systems which provide **solutions** for visitors with concrete tasks.



“ Our trade fairs are targeted at industrial practicability. Control is setting the pace where quality assurance is concerned, and it's intended to provide expert visitors with everything they need to excel in international competition with outstanding QA.

Bettina Schall, Managing Director, P. E. Schall GmbH & Co. KG



CONTROL QUALITY TALK

 **06. May 2025**  **2.30 pm**  **Forum Hall 7**  **Booth 7715**



AI in QA – Will the Future be Free of Defects?

AI as Turbocharger for Profitability and Efficiency

The goal of QA is to ensure error-free products, safe and smooth-running workflows, and minimised material consumption. To an ever-greater extent, artificial intelligence (AI) systems are supporting QA procedures, for example with regard to the acceleration of measuring processes, the evaluation of measurement data and automation through the use of closed-loop processes. Within the framework of the 2025 Control Quality Talks, a panel of ex-

perts will discuss which AI systems already exist today, which are already being used in industry, and which specific results they're achieving in terms of cost-effectiveness and efficiency. The extent to which future AI systems will simplify QA and pave the way for error-free products and processes within the context of full automation will also be explored.



“Will it be possible to achieve error-free production in the future using AI in QA? In which measuring technology applications is AI already in use and what role is being played by synthetic data and generative AI? We'll discuss all these questions live at the 2025 Control Quality Talks with experts from CAQ, Fraunhofer IPA, Werth and Zeiss.”

Dr.-Ing. Peter Ebert Editor-in-Chief of inVISION

 **Moderator**

Distinguished Guests at the Expert Round Table:



Florian Schwarz,
CEO, CAQ AG
Factory Systems



**Dr.-Ing. habil.
Ralf Christoph,**
Managing Director
and Proprietor of
Werth Messtechnik



Dr. Christian Wojek,
Head of AI, Zeiss IQS



Dr.-Ing. Ira Effenberger,
Head of Research Department
Artificial Intelligence
and Machine Vision,
Fraunhofer-Institut
für Produktionstechnik und
Automatisierung IPA



Dr. Timo Bernthaler,
Managing Director
Matworks GmbH



„We cordially invite all participants of Control 2025 and look forward to your visit to this high-calibre panel discussion.“

Bettina Schall, Managing Director, P. E. Schall GmbH & Co. KG

A cordial welcome! Duration approx. 1 hour followed by a get-together.

Tickets & Travel Connections

World-class cutting-edge technologies in the field of industrial quality assurance will be presented on-site at Control 2025 in a highly competent, concise and comprehensive manner. Trade fair participants will experience an exceptionally inspiring atmosphere in the midst of outstanding, highly specialised QS know-how. A day full of exciting content lies ahead at the trade fair – advance to the next level.

Venue

Landesmesse Stuttgart, Messepiazza 1, D - 70629 Stuttgart

Admission Prices

Day pass: €35 Discount day pass: €28

Numerous exhibitors cordially invite you to request **ticket codes in the showrooms** which can be found in the exhibitor list! This is the ideal way for exhibitors and expert visitors to start a dialogue with each other.

 [To the Exhibitor List](#)

Hall Overview





Travelling to Control at the High-Tech Venue in Stuttgart - at the Heart of Europe

With favourable travel connections, the trade fair grounds in Stuttgart are centrally located at the middle of one of Europe's strongest and most innovative economic regions. Direct connections to Stuttgart International Airport ensure an efficient, time-saving trade fair visit.

Detailed information concerning the traffic infrastructure and complete parking information is available here:

 [Travel to the Stuttgart Exhibition Centre](#)

Hotel Reservations / Accommodation

Stuttgarter Marketing GmbH  49 (0) 711 2228-100  www.stuttgart-tourist.com





Always Up-to-Date with Our Digital Services



A Strong Community in the Social Media

Brief, friendly and focussed, first-hand information. Link up with us now!

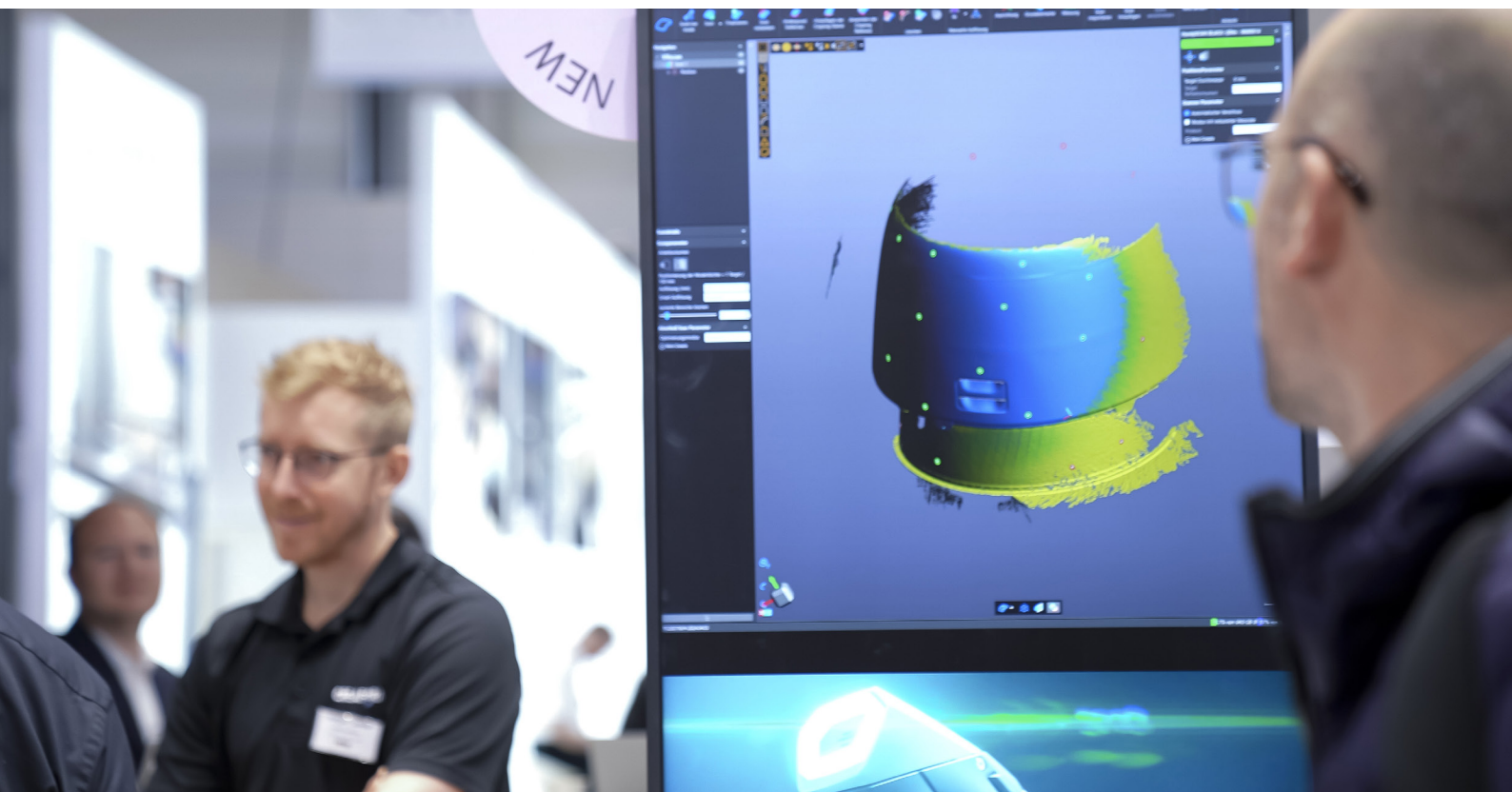


Genuine Added Value - the Trade Fair Newsletter

With free newsletters from trade fair promoters P. E. Schall. At event-specific intervals, we inform you with news concerning exhibitors, the trade fair programme, special shows and much more. Always well-balanced and to the point.



To the News Service



Schall Trade Fairs' Success Concept

Schall makes **trade fairs for markets** – significant, internationally established trade fairs which have been around for many decades. And thus P. E. Schall GmbH & Co. KG has been Germany's most successful private trade fair promoter for decades in the field of technical trade fairs and technically oriented public exhibitions.

With **experience, efficiency and reliability**, Schall trade fair promoters bring users and suppliers together from international manufacturing industries in order to experience cutting-edge technologies with all of their senses, generate turnover, penetrate new fields of business and score in global competition.

“ Meeting on an equal footing, discussing new technologies with experts, maintaining valuable, long-lasting contacts, experiencing **issue-specific diversity in a concise manner**, gathering ideas and inspiration for new projects, conserving resources, increasing efficiency and promoting value creation – Schall trade fairs offer all of this and more. We're very much looking forward to getting back on track now with our well-established, highly significant trade fairs – because **#bestbusinesswithpleasure** is our burning passion. Bettina Schall, Managing Director



Schall has successfully developed business platforms with their internationally recognised trade fairs for quality assurance (Control), optical technologies, components and systems (Optatec), stamping technology (Stanztec), automation in production and assembly (Motek), bonding technology (Bondexpo), plastics processing (Fakuma), sheet metal

working (Blechexpo) and joining technology (Schweisstec). This has given rise to entirely new markets in various sectors, whose protagonists are distinguished by tremendous innovative strength, comprehensive systems competence and practical application solutions.

Blechexpo



Bondexpo



Control



Fakuma



Motek



Optatec



Schweisstec



Stanztec



#bestbusinesswithpleasure

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