



GLOBAL BUSINESS MAGAZINE

ENTERING NEW MARKETS 01 - 05 APRIL 2019

New Global Value Chains

Global Trade: Challenges ahead

Smart Manufacturing: Growth in Asia

Innovation: Initiatives for Europe

Global Business & Markets:

Program, Partners & Profile

Kooperationspartner:





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Editorial



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Peter Altmaier, Federal Minister for Economic Affairs and Energy

Digitalisation and networking in industry open up major opportunities world-wide. And German companies have laid important foundations for driving forward new products and markets to success. At the same time, the regulatory conditions for exporters are changing in many parts of the world.

The Global Business and Markets Forum is the platform where HANNOVER MESSE focuses on international trade and investment and enables SMEs from Germany and the rest of the world, as well as the partners that they support in international business, to meet and engage in dialogue.



I welcome this initiative and encourage you to use this Forum to network cross-border and to come together to develop successful joint ventures



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Dr. Jochen Köckler, CEO Deutsche Messe AG

As organizer of Global Business & Markets in Hall 27 HANNOVER MESSE is proud to host one of Europe's largest events on trade and investment in Europe. This platform supports the internationalization of industrial SMEs, who are facing new global challenges these days. Our goal is to provide impulses and information for cross-border co-operations and a successful entering of new markets.

I am grateful for the support of all patrons, partners and exhibitors who are sharing their market expertise.



I want to invite all visitors of HANNOVER MESSE to discover new entrepreneurial perspectives in the markets of the world offering you access in Global Business & Markets

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VOICES

A portrait of Per Thöresson, a middle-aged man with grey hair, wearing a dark suit, white shirt, and a red and white striped tie. He is standing in front of a building with large glass windows.

**“Looking out
of the box”**

Per Thöresson *Page 12*

A portrait of Elżbieta Bieńkowska, a woman with blonde hair, wearing a bright red blazer. She is speaking at a podium with two microphones.

**“Strength in
diversity”**

Elżbieta Bieńkowska *Page 14*

A portrait of Dr. Gunther Kegel, a man with dark hair, wearing a dark suit and a light blue shirt. He is gesturing with his hands while speaking.

**“Global
manufacturing
networks require
free markets”**

Dr. Gunther Kegel *Page 20*

A portrait of Roland Bent, a man with dark hair and glasses, wearing a dark suit, white shirt, and a red patterned tie. He is standing in front of a background with large letters.

**“Sharing
knowledge is
the new basis
everywhere”**

Roland Bent *Page 18*

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An integrated approach to a non-oil industrial future

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Innovation durch Kooperation

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Incorporating intelligence to production

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Global Business & Markets

Open markets, new partners, new business

Global Business & Markets in Hall 27 is an unparalleled source of information on prospective industrial opportunities worldwide.

Monday, 1 April 2019

10:20 – **Chinese-German Cooperation Forum of Intelligent Manufacturing**
12:30

Host: China International Investment Promotion Agency (Germany) GmbH, Deutsche Messe Technology Academy
Hall 27, Stand B18, Business Forum 1

13:30 – **Meeting Chinesisch-Deutsche Industriestädteallianz 2019**
17:00

Host: China International Investment Promotion Agency (Germany) GmbH
Convention Center, Saal 3A

14:00 – **USA-Forum: Successful in turbulent times. The US business under changed conditions**
15:30

Host: Deutsche Messe AG
Hall 27, Stand B18, Business Forum 1

14:30 – **Jahrestreffen 2019 Arbeitsgruppe deutsch-chinesische Automobil-industrie**
18:00

Host: Deutsche Messe AG
Convention Center Saal 11

14:00 – **EU-Canada Cluster Cooperation Event**
17:00

Host: European Commission
Hall 27, Stand D35, Business Forum 2

Tuesday, 2 April 2019

- 9:00 – **Wie kann man das Geschäft im Iran fortsetzen? - Herausforderungen und Chancen**
11:00
Veranstalter: Deutsch-Iranische Industrie- und Handelskammer
Halle 27, Stand B30/11, VIP Room
-
- 10:00 – **Industrie & IT - das wirtschaftliche Potenzial ukrainischer Regionen**
11:00
Veranstalter: AHK Ukraine Deutsch-Ukrainische Industrie- und Handelskammer
Halle 27, Stand B30/9, Conference Room 2
-
- 10:00 – **Jinan Investment Cooperation Exchange Symposium (Germany)**
12:30
Veranstalter: AHK Ukraine Deutsch-Ukrainische Industrie- und Handelskammer
Convention Center Room 15-16
-
- 10:00 – **Business and Development – German Industry and the SDGs**
13:45
Host: Bundesverband der Deutschen Industrie e.V. (BDI)
Halle 27, Stand B18, Business Forum 1
-
- 10:15 – **Added value by project and risk management in CAPEX and supply chain projects**
12:15
Host: THOST Projektmanagement GmbH
Halle 27, Stand B30/9, Conference Room 2
-
- 11:00 – **Southeast Asia Transformation to Industry 4.0**
12:30
Host: DIHK | Deutscher Industrie- und Handelskammertag e.V.
Halle 27, Stand D35, Business Forum 2
-
- 11:15 – **Young Energy Europe**
12:15
Host: DIHK | Deutscher Industrie- und Handelskammertag e.V.
Halle 27, Stand B30/11, VIP Room
-
- 12:30 – **Uruguay: Latinamericas Best Business Gateway**
13:30
Uruguay XXI
Halle 27, Stand B30/11, VIP Room
-
- 14:00 – **Workshop USA: Chancen und Risiken auf dem US-Markt**
16:00
Host: DIHK | Deutscher Industrie- und Handelskammertag e.V.
Halle 27, Stand B30/11, VIP Room

Tuesday, 2 April 2019

- 14:00 – **5th Oil and Gas Networking Event**
17:30
Host: German-Arab Chamber of Industry and Commerce
Halle 27, Stand B18, Business Forum 1
-
- 15:10 – **Schwedische Industrie setzt auf autonome Maschinen**
16:15
Veranstalter: Germany Trade and Invest
Halle 27, Stand D35, Business Forum 2

Wednesday, 3 April 2019

- 10:00 – **DJW Roundtable: Trends triggering innovation – Where Germany and Japan should be heading**
12:00
Host: Deutsch-Japanischer Wirtschaftskreis (DJW) e.V.
Halle 27, Stand B30/11 VIP Room
-
- 10:00 – **Afrika: Dynamische Märkte von Kapstadt bis Kairo**
12:30
Veranstalter: DIHK | Deutscher Industrie- und Handelskammertag e.V.
Halle 27, Stand B18, Business Forum 1
-
- 13:00 – **13th German-Japanese Economic Forum: AI in industrial production – the self-learning factory of the future**
18:00
Host: Deutsche Messe AG
Halle 27, Stand B18, Business Forum 1
-
- 14:00 – **Roundtable talk of the German-Turkish automotive industry**
17:00
Host: AHK - Deutsch-Türkische Industrie- und Handelskammer
Halle 27, B30/9, Conference Room 2
-
- 14:00 – **Niedersächsischer Außenwirtschaftstag 2019: Welthandel im Wandel**
18:00
Veranstalter: Land Niedersachsen
Forum NordLB
-
- 15:00 – **Industrie 4.0 Workshop der AHK Korea**
17:00
Veranstalter: AHK Korea-German Chamber of Commerce and Industrie
Halle 27, Stand B30/11, VIP Room
-
- 15:00 – **Public talk Moscow in Industry 4.0**
18:00
Moscow City Government
Halle 27, Stand D35, Business Forum 2

Thursday, 4 April 2019

- 10:00 – **Higher Education: Impact on Innovation in the field of Renewable Energies**
 12:00
 Host: Deutscher Akademischer Austauschdienst e.V. (DAAD)
 Hall 27, Stand D35, Business Forum 2
- 14:00 – **Brazil and Mexico: Infrastructure and Energy Projects**
 17:00
 Host: Lateinamerika Verein e.V.
 Hall 27, Stand B18, Business Forum 1
- 14:00 – **EU-China Economic Cooperation (EUCEC) Forum 2019**
 18:00
 Host: DCW
 Hall 27, Stand D35, Business Forum 2
- 14:30 – **Ecosystems 4.0: Challenges for Investment Promotion**
 15:30
 Host: Deutsche Messe Technology Academy and local global GmbH
 Hall 27, B 30/9 Conference Room 2
- 16:00 – **South China International Fair Shenzhen**
 16:30
 Host: Deutsche Messe AG
 Hall 27, Stand B30/11, VIP Room
- 16:30 – **Opportunities for digital transformation in Mexico and the USA**
 17:30
 Host: Deutsche Messe AG
 Hall 27, Stand B30/11, VIP Room

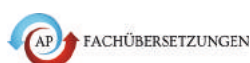


INVESTMENT LOUNGE of Global Business & Markets in Hall 27: the right place for international networking.

Patronage



Exhibitors



Partner Country Sweden

Program overview

Inspirational Stage, Hall 27/H30

Monday, 01 April 2019

09:00 - 09:30	Inauguration of the Sweden Co-Lab Pavilion
11:15 - 13:15	Swedish-German Business Summit
15:00 - 16:30	Co-lab ecosystem key to speed of innovation
16:30 - 16:50	Matching Swedish start-ups with leading German companies – innovation through cooperation
16:45 - 17:15	Chasing the Next Office

Tuesday, 02 April 2019

9:15 - 9:45	Enabling business growth through sharing economy and connected devices
10:00 - 11:00	Innovative Swedish partnerships to reach a fossil free future
11:00 - 11:20	Come innovate with us in West Sweden!
15:00 - 16:30	How will connectivity change the industry
15:00 - 16:30	The Swedish startup legacy - reinventing incumbents through open innovation

Wednesday, 03 April 2019

10:00 - 11:00	Future of Work 2030
12:00 - 13:00	The Factory of the Future – made real
13:30 - 14:30	The future of packaging is digital
14:45 - 16:00	Automation Excellence by bringing startups and corporates together
15:00 - 16:30	The Swedish startup legacy - reinventing incumbents through open innovation

Thursday, 04 April 2019

10:00 - 11:00	Becoming fossil free to increase competitiveness
11:15 - 11:45	Chasing the Next Office
12:00 - 13:00	Hear over 20 companies with impact on energy system pitching their offer
13:30 - 14:30	Circular Economy – moving beyond recycling
15:00 - 16:00	Swedish Startup Sessions

Friday, 05 April 2019

10:00 - 11:00	German-Swedish business culture: differences and challenges
12:00 - 13:00	Chasing the Next Office

Co-Lab Stage, Hall 27/H30

Monday, 01 April 2019

14:30 - 14:50	How Artificial Intelligence lets the sun shine
15:00 - 15:20	Enabling radical improvements to machine reliability and efficiency
15:30 - 16:20	A fossil free initiative that revolutionize iron- and steelmaking – meet the CEOs behind the idea
16:30 - 16:50	Matching Swedish start-ups with leading German companies – innovation through cooperation

Tuesday, 02 April 2019

10:00 - 10:20	Collaboration with start-ups for accelerated innovation within edge AI to create smart products. Husqvarna Group & Ekkono Solutions
10:30 - 10:50	How largescale research facilities can drive growth, competence development and Innovation in Europe
11:00 - 11:20	Come innovate with us in West Sweden!
11:30 - 11:50	Flexible Production and next generation employees
12:00 - 12:20	Nordic leaders in a joint call for the world's best startups
12:30 - 12:50	Open Innovation – corporates + startups = speed and success in digital transformation
13:30 - 13:50	Smart Products in Ergonomics
14:00 - 14:20	Enabling business growth through ecosystem collaboration
14:30 - 14:50	Cooperation to reach market deployment of innovative technology hydrogen based zero-emission technology solutions
15:30 - 15:50	How to leverage Swedish innovation and R&D capabilities to co-create global offerings?
16:00 - 16:20	Industrikas group Reflections on innovation in a multinational company
16:30 - 16:50	Looking Outside In: How to accelerate Innovation in Big Enterprises?



Co-Lab Stage, Hall 27/H30

Wednesday, 03 April 2019

10:00 - 10:20	The production Leap - Industry 4.0 the Swedish Way
10:30 - 10:50	Why 5G for the future Flexible Factory?
11:00 - 11:20	WHAT IF paper could power the future of packaging?
11:30 - 11:50	Shop floor management digitized
12:00 - 12:20	Swedish research agenda and strategies, Innovation by Research & Development in collaboration
12:30 - 12:50	Digital transformation of Life Cycle Data in Swedish Industrial Interoperability Association
14:00 - 14:20	Flexible mobile fenceless robot solution with heavy payloads loads at high speeds
14:30 - 14:50	Collaboration with start-ups for accelerated innovation within edge AI to create smart products
15:00 - 15:20	On A Mission to Digitalize Rotating Equipment
15:30 - 15:50	Industry 4.0 meets Bank 4.0 – Driving new business models

Thursday, 04 April 2019

10:00 - 10:20	The dynamic factory - How to enable local production with Mass Customization
10:30 - 10:50	How to Take control over the future with data driven sustainability work
11:00 - 11:20	Electrolux: Paving the way as a sustainability leader
12:00 - 12:20	Driving new revenue streams by focusing on sustainability through AR based Remote Guidance
12:30 - 12:50	Collaboration with start-ups for accelerated innovation within edge AI to create smart products
13:30 - 13:50	Troubleshooting with AI: Automating technical support
14:30 - 14:50	Green:field - Accelerating fossil free within one generation, through innovation
15:00 - 15:20	Using Light to Gather Machine Intelligence via Rolling Bearings
15:30 - 15:50	Join the Swedish Region of Dalarna to learn how we can be sustainable together
16:00 - 16:50	WomenPower Breakout Session to the Swedish Pavillion

Sweden Co-Lab Pavilion, Hall 27/H30

Monday, 01 April 2019

13:15 - 14:30	Lunch & Mingle in the Swedish Pavilion: Networking event after the Sweden - German Business Summit
15:00 - 16:00	Fika session with Swedish Startups

Tuesday, 02 April 2019 to Thursday, 04 April 2019

10:00 - 11:30	Brokerage event for research collaboration with Sweden
12:00 - 16:00	Sweden Hannover Business Arena - Pre-booked matchmaking meetings
15:00 - 16:00	Fika session with Swedish Startups
16:00 - 17:00	Invest Lab Fika – the best Swedish Innovation Tuesday: Stockholm & Dalarna Wednesday: Västra Götaland Thursday: Örebro

Sweden Energy Pavilion, Hall 12/B49

Monday, 01 April 2019

16:00 - 17:00	A shared sustainable e-mobility
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Tuesday, 02 April 2019

16:00 - 17:00	How connected chargers and smart charging can support emobility development and the energy transition
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Wednesday, 03 April 2019

16:00 - 17:00	Hybrit - Towards fossil free steel
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Tuesday, 04 April 2019

16:00 - 17:00	Connectivity & 5G - Smart Manufacturing & Sustainability
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Global Business Forum , Halle 27/D35, Business Forum 2

Dienstag, 02. April 2019

15:10 - 16:15	Warum setzt die schwedische Industrie auf autonome Maschinen? Veranstalter: Germany Trade and Invest GmbH - Partner: Deutsch-Schwedische Handelskammer - DIHK e.V.
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"An inspiring environment for innovation"

Ambassador Per Thöresson on "Co-Lab", Sweden's industrial culture of sharing knowledge and social commitment

Ambassador, you usually start presentations on Sweden's industrial future with an image of a lake in the woods. Why is that?

The picture shows where we come from. Water, wood and ore are the raw materials with which Swedish industry has been working for over a hundred years and on which many of our large traditional companies are based. But the picture also shows where we want to go, namely to use our resources sparingly and sustainably. There are already a whole series of exciting projects that continue our industrial tradition.

Test facilities have already succeeded in producing steel without any CO2 emissions. And thanks to cheap, green electricity from hydropower, the river-rich north of Sweden is developing into a real hotspot for energy-intensive industries such as data centres or battery production.

„Co-Lab“. That is the by far shortest claim we ever read in 15 years of closely following partner countries at HANNOVER MESSE since 2005. Can you give us some more details of this concept and why it stands for the industrial development of Sweden?

Our motto Co-Lab is a combination of the terms cooperation (Co) and innovation (Lab) and thus the two most important success factors of Swedish entrepreneurship. We Swedes are regarded as future-oriented and technology enthusiasts. As a relatively small country with a small domestic market, our companies have to face global competition early on. It is important to stand out, to be innovative and adaptable.

In times like these, the strong focus on cooperation is particularly important to us. Looking outside the box has made Sweden a very successful industrial location, and we would like to make that clear at the HANNOVER MESSE and continue to do so.

You were always emphasizing the complementarity of Global Players, SME and start-ups from Sweden. What is the driving force behind the Swedish „ecosystems“, how can visitors have a better understanding of them in Hannover?

In Sweden, we have found that a good climate for innovation can be created above all if all participants contribute and cooperate as much as possible. We are talking about the so-called triple helix, i.e. the close integration of research,

companies and government authorities. Good and close cooperation between these three actors creates an environment in which innovation can emerge and grow.

Visitors to the HANNOVER MESSE will certainly also feel this. After all, all the demos we show in our Swedish „Co-Lab Pavilion“ will be actual Co-Lab projects, i.e. innovations that have emerged from cooperation between different sectors, between multinational companies and start-ups or between business and science.



Per Thöresson, Swedish Ambassador to Germany

Some words about Sweden's expectations from the Partner Country role at HANNOVER MESSE. After April 5 – what will be different, what should be a sustainable achievement of this large industrial presentation of Sweden?

We would like to present ourselves at HANNOVER MESSE as an open, strong cooperation partner and actively look for new opportunities for cooperation. For example, we organise daily matchmaking sessions for the 30 start-ups that we will be bringing to Hanover. After the fair, we hope that visitors will link Sweden not only with clear lakes and lonely forests, but also with an open and reliable culture of cooperation, a dynamic start-up scene and a strong innovation location. We hope that the HANNOVER MESSE will be the beginning of many new long-term business partnerships and exchange opportunities with players from all over the world.

■ Central Pavillion of
Partner Country Sweden
Hall 27
www.business-sweden.se





“Strength in diversity”

EU Commissioner Elżbieta Bieńkowska on the future of industry and technology clusters in Europe

Interview: Hans Gäng

What is your approach to the new challenges of SME, when it comes to competitiveness and skills?

Only about a quarter of European companies are highly digitalised and the digitalisation rate is not growing as quickly as in the US or South-East Asia. There is also a shortage of IT-skilled workers in most EU countries. We are working on several fronts to enhance the uptake of digitalisation and associated advanced technologies – for example through improving the investment climate, facilitating knowledge-sharing and ensuring workers have the skills needed by our industry.

On the knowledge-sharing, clusters play an important role. They are groups of specialised enterprises and other innovation actors, such as universities, that cooperate closely together in a particular location. In addition, the new Digital Innovation Hubs will support and advise European businesses on their path to digitalisation.

On data-sharing, we want to ensure that secure and high-quality data is accessible. We have two pilot projects in the pipeline looking into which business models arise from proprietary data.

Digitalisation also requires a big shift in tech-related skills and talents. The Skills Agenda for Europe sets out our strategic approach for sectoral skills strategies. Pilots already started in 2018 in the automotive, space, maritime, tourism and textile sectors. More will follow in 2019 and 2020.

How can Europe keep pace with the rapid development of global competitors?

We are aware of our global competition – their digitalisation speed is very good, and they quickly roll out new technologies, including AI. When it comes to data, the fuel of AI, US companies collect and put to use immense amounts of data, a lot of it from European citizens. China also has a different view on data privacy compared to Europe, which allows access to massive sets of public data among others.

European businesses, in particular SMEs, are very diverse and we need to reach out to them by going local. This is the purpose of our cluster policy. With our actions, we are supporting business ecosystems favourable to innovation and modernisation. In turn, this encourages the development of new industrial chains and of emerging industries. Via clusters, we build on each country's or region's strengths. It is a policy that truly embodies strength in diversity.

” Regions and industry need to work together along new value chains

What is the core of EU's industrial policy?

Industry has always been subject to technological and structural change. However, digitalisation, automation, advanced manufacturing, decarbonisation and the introduction of new business models have recently accelerated the pace of industrial transformation and the need for industrial modernisation. This requires investments as well as development of dynamic ecosystems for innovation at regional level. The industrial transformation takes place on regional level and regional authorities are crucial in creating the most favourable conditions in their territories.

In this context, smart specialisation is a promising tool to design and implement a strategic approach for research and

innovation at regional level. But regions and industry also need to work together with other partners along new value chains. This will allow them to find complementary resources, share risks and save costs. Moreover, interregional cooperation will help less advanced regions as well.

What about e-mobility as challenge for employment in the EU?

The EU automotive sector is not only a global leader in innovation and manufacturing, but also a provider of many highly skilled jobs. Around 3.3 million people are employed directly in the manufacturing of motor vehicles and components and around 4.3 million people are employed in the value chain. The sector is facing many challenges that will have a dramatic impact on the workforce. On-going trends such as digitalisation, electrification, connected and automated mobility and the automation of production processes will bring changes. We are addressing this issue through the Blueprint for Sectorial Cooperation on Skills programme, bringing together businesses, trade unions, research and education institutions and public authorities.

Together, all these initiatives will provide a comprehensive overview of the skills requirements across the EU with a range of best practices and other tools to help regions and industry reskill its workforce and meet new skill needs.

” We aim to help regions and industry to reskill its workforce

A personal question: After all this years, is there any specific memory of HANNOVER MESSE which comes to your mind?

Coming to the HANNOVER MESSE has been a highlight of my every year's agenda. During all these years being here gave me the possibility to engage with all the most important partners from the different industry sectors. It also gave me the chance to hear about the great progress being made and the possibilities out there. But also to hear about what still needs to be done.

■ Full length interview:

www.globalbusiness-magazine.de/bienkowska

■ EU-Cluster Conference

April 1, 14:00 – 17:00

Hall 27, Stand D35,
Business Forum 2



“Europe has to become faster and more effective”

Baden-Württemberg's Minister of Economics, Dr. Nicole Hoffmeister-Kraut, on industrial partnership and competition with China

Interview: Luca Marie Wodtke

Baden-Württemberg's Minister of Economics has led the federal state's largest business delegation to China - just a couple of weeks before the start of HANNOVER MESSE.

What are your impressions of your trip to China at the end of February, where you led Baden-Württemberg's largest business delegation to visit China to date? Are growth and opportunities the same as before or are geopolitics making prospects bleak?

Five days are, of course, far too short a time to be able to deliver a substantive economic assessment of China's capabilities. But I have to say that my delegation and I were in some

respects quite impressed. China's dynamism and willingness to take risks, particularly as far as new technologies like artificial intelligence are concerned, as well as its promotion of start-ups are exceptional.

We need to be aware of the fact that we are competing against China in a contest of the systems. China has formulated clear objectives in its “Made in China 2025” and “Belt and Road Initiative” strategies aimed at achieving market leadership in a wide range of technologies, where our companies are very successful. I have no reason to believe that China will not emphatically pursue these goals. China and its huge market provide our companies with massive opportunities.

That is why I therefore hope that China and the USA will soon be able to settle their trade dispute.

AI and electromobility are new challenges – is the advantage that Baden-Württemberg's automotive and mechanical engineering industries have acquired over the course of many years now at risk from Chinese competitors?

At least the traditional allocation of roles has clearly changed. We are observing an explicit transition from quantity to quality and China is increasingly becoming a competitor. China's dynamism, speed and willingness to take risks have impressed me. Even if China has caught up in the automotive sector, I still see our companies as being better positioned. We benefit from our unique structure involving a strong medium-sized business sector with many hidden champions and powerful clusters – all coupled with an excellent R&D environment.

Another asset is our dual education system, which provides us with superbly trained professionals. But for all that we must be conscious of the fact that Baden-Württemberg's competitiveness is not to be taken for granted. It's high time we press further ahead with our innovation policy and invest in education, R&D and infrastructure. That's the only way we will be able to compete on the international stage in the longer term.

As far as government support for key areas of industrial research and safeguarding the future are concerned, can an individual federal state or even the Federal Republic itself compete effectively on their own against the People's Republic? In this context what role do EU programmes play?

The key fundamentals are boosting your own strengths and putting your own innovation policy centre stage. Back in the summer, my ministry developed an economic strategy for AI. This includes an AI innovation park – a key project for commercialising AI in Baden-Württemberg. This is designed to model the entire value chain from research/development through to testing/utilisation. A 5G transfer centre for SMEs is already being implemented.

” Our drivers of innovation are the European fundamentals of market, competition and competitiveness

But in fact, we need to rediscuss several issues, like how Europe can pack a more powerful punch, how we become faster and more effective, whether our competition law needs to be reformed and how we can provide the data required for new

business models. I am convinced that we won't be successful if we copy China. Our drivers of innovation are the European fundamentals of market, competition and competitiveness.

Equal treatment of domestic and foreign companies plays an important role in the trade policy discussion with China. Have you raised this issue? What are your expectations?

I felt it was very important to use the visit for constructive political dialogue as well. Political contacts are a fundamental prerequisite for providing targeted support to companies and addressing problems openly. Our long-established relationships with our partner provinces in particular play an important role here. Of course, I have broached the subject of a level investment playing field as well as protection of intellectual property and implementation of the cyber security law. It's only when we keep on addressing these issues and do so at all levels, are we able to win support for our ideas.

What do you regard as being the most important areas for closer cooperation between German and Chinese industry – areas that will generate genuine, substantive win-win situations?

Germany and Baden-Württemberg in particular have technology know-how at their disposal in all key areas of the “Made in China 2025” strategy. That is why China has a major interest in cooperating in these areas in particular. China, as Asia's most important market, plays a key role as far as our companies are concerned. Long-term cooperation can therefore benefit both sides.



Baden-Württemberg represents open markets, free movement of capital and reciprocal investment

How would you formulate your invitation to potential Chinese investors in Baden-Württemberg?

Overall, Baden-Württemberg benefits from foreign investment. This also applies very explicitly to Chinese investment. Baden-Württemberg represents open markets, free movement of capital and reciprocal investment. In turn this is what we expect of the investment climate for European companies in China. What we won't accept is a targeted, state-controlled outflow of key technologies. Those who accept these rules are most welcome.

■ **Full length interview:** www.globalbusiness-magazine.de

■ **Baden-Württemberg at HANNOVER MESSE:**
www.bw-i.de



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“Sharing knowledge is the new basis everywhere”

Roland Bent, Chief Technology Officer at Phoenix Contact, on the prospects for Industry 4.0 in China

Interview: Hans Gäng

What significance do Asian markets currently have for Phoenix Contact?

First of all, Asia is not a homogeneous construct. They are completely different national economies that function and develop very differently.

So one after the other...

Japan is a highly developed market that is very interesting for us, even with strong growth in recent years. Japan has a high level of technological competence of its own. A foreign company there has good opportunities with products that Japan's own economy does not have. The basis of our positioning in Japan was connection technology, which Japanese

companies need for the international market. Today, however, our entire product portfolio is interesting.

There is still one big economy - Korea. Here, the focus is no longer only on the large corporate groups. Industry 4.0 and Smart Manufacturing are also intended to raise suppliers and the entire industry to a new level. The issue is at the top of the political agenda, as was communicated at all levels during my recent visit to Korea.

Will China remain a key market for Phoenix Contact?

Yes, China remains the big growth engine in Asia. For us, this is a very important market that is still really booming. China and its global players are pursuing the path to an

innovative economy very consistently and strategically. At the moment, higher automation and intelligent production are even leading to a new industrial boom in China. Here we are investing in new technologies that the Chinese do not yet have themselves.

” China remains the big growth engine in Asia

What does this development mean for the future?

This development leads to an enormous need for training and further education in the industry. China reflects this in its education systems. There is an enormous change taking place - from a purely academic orientation to more and more application-oriented education, including university education. China knows that people with practical training are needed in order to remain innovative in the future.

How does competitiveness depend on the exclusive knowledge of German providers?

It would be a misconception to hope that high technology could be sold to innovative customers and at the same time encapsulate one's knowledge from the markets even today. We have our own development teams in China and network intensively with our Chinese customers to find specific solutions for them. In connection technology as well as in automation, I have to get together with the customers at an early stage so that they can understand the applications technologically and discuss them with us at eye level. I need local know-how and resources, people who can implement solutions with customers. So knowledge sharing should not be prevented at all. It is the new foundation of our business everywhere

Intellectual Property - what role does this topic play in this open world of knowledge?

Unfortunately, it will be very difficult to prevent the very crude approach of copying a product exactly. There are certainly still one or two attempts at fake products. But we would underestimate competition if we thought they did not have their own innovation process. The best copy protection is still a high speed of your own innovation.

And how does a technology leader maintain its unique position in this constellation?

The task is simply to stay fast enough, to develop further, to bring new things and thus to remain attractive for customers. Our now 60000 products are a result that shows our competence and know-how - from the expertise in inter-

faces to the software for Cyber Security Software: To be creative from this full range of mastered technologies, to be able to develop complex applications and specific customer solutions – that's how we remain attractive in the market.

How does the concept of the Technology Academy, in which they appear together with other medium-sized companies, help?

The concept does not focus on the presentation of a single product, but shows how different components interact in a production line. Making this clear is the common basis for success in China. In a group of predominantly German manufacturers, we can demonstrate our competence - and our ability to integrate aspects of the digital world into networked overall solutions. This is a win-win situation for all sides - for us as manufacturers as well as for the visitors. We have a great interest in multiplying this together with the Technology Academy. We also have comparable activities of our own at ten different Chinese universities. They operate demonstration plants for smart manufacturing that were set up under our direction.

How does Phoenix Contact communicate its corporate culture and build employee loyalty?

There is no silver bullet for this. But it must become clear that you are giving the Chinese employees something special: Qualification that increases their own market value, genuine appreciation, the feeling that they will continue to work on cutting-edge technology in the future. It is also important to offer employees opportunities to shape their future. But that has its limits when it comes to compensation. With such rapid development as in China, especially locally around Shanghai, this is a real challenge if well-trained employees leave the company because of it. We ourselves still have this very well under control at the moment. The concept and stability of a German family business are factors that should not be underestimated for managers.

What are the effects of the current trade policy tensions?

The global and geopolitical situation has already triggered a great deal of uncertainty. We are noticing that our Chinese colleagues are sceptical about the future. That is not a good development - we have to be clear about that. That has never led to anything good, this development.

■ **Phoenix Contact**
Hall 9, Stand F40



“Global manufacturing networks require free markets”

Dr. Gunther Kegel, CEO of Pepperl+Fuchs GmbH, on current trade challenges and the role of Asia

Interview: Hans Gäng

© VDE / Frank Rumpenhorst

Does a global manufacturing network eliminate any exposure to regional market developments?

Our turnover split – 25 percent each in Germany, Europe, the USA and Asia – means that we are robust enough to withstand regional business cycle fluctuations. However, there is no cure for a global slow-down.

How risky do you believe that current trade tensions are?

What is disconcerting right now is the level at which current trade disputes are being conducted. Unfortunately, there are plenty of conceivable escalation levels. If protectionism, e.g. in the form of custom duties, is designed to protect an economy from imports, then a commercial business can live with that and adapt to those circumstances. If geopolitical interests result in direct blackmail in the form of supply and production bans for certain markets, and there are a whole lot more “torture tools” in countries’ arsenals, then dealing with that is a much tougher proposition. That jeopardises the structure of the international production facility network that we have built up during the last 20 years of successful globalisation. Global manufacturing networks cannot exist without free markets.

Does portfolio extension in specific locations represent a possible counter-strategy?

No, if you take the USA, after Germany our most important outlet market, which we supply from all our global manufacturing facilities. We and incidentally many of our industrial clients in that region also produce and supply goods for the global market from facilities in the USA. Producing everything that’s required locally in one specific market does not provide us with the “economies of scale” that we need to be competitive. And even if we wanted to, we can’t react in a short space of time and quickly alter our portfolios in each specific location.

How do you view the longer-term future?

These geopolitical disputes between the major trade zones will continue once the Trump era is over, let’s be clear about that. Balances of trade are not set to change so rapidly; you can’t decree more national value added and international demand to be created by imposing customs duties.

In this context, what role does the South East Asia region play?

South East Asia is the global hub for our supply chain activities, we manage our international sourcing from there. We regard our locations in Indonesia, Vietnam and Singapore as a manufacturing network that is immensely competitive. Added to that is the logistics centre at Singapore with its massive container port and freight airport in the middle of the ASEAN region. But we also regard Singapore as a safe haven that is free of instability and legal uncertainty. We have 30 years' experience of supply security and market access and can go about our business from this "Asian Switzerland", which would not as feasible in the hectic and politicised market environment in China. Despite geopolitical tensions, "Made in Singapore" will enable us to supply most markets around the world. In this context we are not quite so sure about "Made in China".

What corporate development responsibilities can this location take on?

We are also pursuing our digital strategies for the Asian market from our base in Singapore. Singapore's tertiary education infrastructure is now world-class. Laboratory facilities tend to be better than in Europe, graduates from the six universities have a very high standard of education and it is transparent too. The Economic Development Board (EDB) is championing digitisation and investing in incubators and trend factories. Our Singapore-based engineers enable us to rig up technologies of the future, not in customizing mode but in sandbox format. This local market with its key core industries allows us to try out our own new ideas without our entire global brand being simultaneously affected. There are government support and incentive models available for this purpose. We are using this latitude in order to penetrate new automation market segments like the aerospace industry.

Industrial companies are also competing worldwide by applying new business models. What's your take on this new race to innovate?

We as automation businesses are currently being faced with new technologies on an unprecedented scale, which are set to change demand from our clients very substantially. This process will not only alter our products but also our business processes, i.e. the way we provide our products and handle orders. However, nobody yet knows exactly in which direction these changes are headed. There are hundreds of ideas, but only a handful of them will be able to change the market in a formative way. There is pressure to do something. Because companies do not know what options to exercise, they react like some plants – when they are stressed, they develop stress shoots and attempt to ensure their survival through a large number of buds. And so, companies invest in all sorts of things – here one hundred thousand or half a million for a

” Out of hundreds of innovative ideas, only a handful will be able to change the market formatively

great idea outside of their core business, there in purchasing a start-up or even a spin-off. They all worry about the fact that while their current business model still works, it is no longer generating growth. But given increasing cost pressures, not being able to participate in this new wave of growth is the road to disaster. We are all searching for a persuasive story that will enable us to continue on our growth path. So, we are all busy experimenting. Everybody is investing in digitisation, but it is difficult to say who is already earning money as a result of doing so.

What changes are in the pipeline at Pepperl+Fuchs?

We are migrating from the product via the system very much into the solutions business, which already accounts for a considerable portion of our turnover. As far as software is concerned, we are taking new approaches at many places within the company, in order to position ourselves in new segments of the market, offering new partial services. But we are not striving by hook or by crook to put new business models in place, only there where they provide new client benefits. It's fascinating watching what approaches all the others are taking and, where appropriate, we are adopting successful formulas.

” Maintaining a level of agility will be required, given the challenges ahead

To that end you have also entered into entirely new partnerships...

We have launched Digital Hub Rhein-Neckar GmbH together with SAP and BASF. This is an emerging collaborative venture, which we have not had previous experience of. We are now able to provide global players that are so much bigger than we are with key elements that dovetail with the issue of connectivity, which is one of our major strengths. New data, new logs, new architectures are now enabling new business models and partnerships with SAP, which we never would have previously dreamed of, despite a long period of good neighbourliness. Fortunately, we are also a company that keeps on successfully reinventing itself and does so relatively quickly. Maintaining and enhancing this level of agility will be required, especially given the challenges now ahead after a golden, record-breaking decade.

■ **Pepperl + Fuchs**
Hall 9, Stand D76



“Double-digit growth in Asia”

Dr. Robert Bauer, CEO of SICK AG, on international cooperations

Interview: Hans Gäng

Everyone is talking about the worldwide problems caused by trade policies. Have you been affected by them yet?

The trade conflicts are definitely having an impact on the international climate. This uncertainty makes business, in particular, difficult. We have certainly been affected indirectly: We can already feel the concerns on the market. We are not, however, affected directly because we do not deliver from China to the USA. We have concentrated our production for Asia in Singapore and Malaysia.

What advantages do these sites offer, and what role do they play in corporate development?

We deliberately chose Singapore in 2009 because of the highly dependable patent protection there. The SICK Regional Product Center Asia combines product development at the Singapore site with very stable production in Malaysia. The connection between Singapore and Malaysia has proved to be a positive factor. We consistently achieve double-digit growth in Singapore and the other Asian markets. The stimuli for this come from the electronics industry, as well as the region's automotive industry. Singapore really has become an independent and important site for SICK. Production decisions are made there autonomously. There are some products that are only developed in Singapore – we therefore do not simply speak of an extended workbench for the sites in Germany.

” In regards to localized operations, we invest, above all, in the competence of our local employees and integrate them in decisions

What investments is SICK making in personnel in order to maintain long-term success in this growth market?

When we decide on localized operation, we invest, above all, in the competence of our local employees. We integrate them in many decisions – not merely local ones but also international and global. Employees who feel good here will

stay here. We thus gain a high level of attractiveness and have a low fluctuation rate. And we need this if we want to remain successful in Asia's competitive environment. One advantage of Singapore is that half the population also speaks Chinese. We can therefore directly support the Chinese market directly from Singapore, as well as from Vietnam and Malaysia. In our globally networked sales organization, our specialists from Singapore work directly on complex solutions with experts from Germany.

” We operate on a partnership concept: Each retains and protects their know-how, while each profits from shared knowledge

Industry 4.0 means collaborating with several solution partners. How does this concept of exchanging knowledge function in Asia?

When collaborating with customers, the requirements and objectives must be clear right from the start and contractually agreed. Some companies want to keep all the knowledge for themselves while others want to, and can, share it. We operate on the basis of a partnership concept in solution business: Each retains and protects their know-how, while each profits from shared knowledge. Good patents and contracts ensure security and trust. Even in China, the protection of intellectual property is changing in response to the interests of its technology companies. But we have been able to build up durable collaborations in Singapore because this protection has already been strictly regulated there for a long time.

■ SICK
Hall 9, Stand F18



“It is vital to be present in diverse markets”

Peter Fenkl, CEO of ZIEHL-ABEGG SE, on the balancing of international markets

Interview: Luca Marie Wodtke

How important is it for you to have a presence in diverse markets during increasingly turbulent times in terms of trading policy: which regions do you see providing the strongest impetus for business that helped you to record another very high rate of growth in 2018?

Having a presence in diverse markets is absolutely vital for ZIEHL-ABEGG. This is especially true in these times of near unpredictability on the political front. In this context, the current growth is coming from almost every region in the world. Only China reported something of a slowdown in the pace of growth in 2018.

What role does the major market of Southeast Asia play for you? Do you see this as an alternative, a consequence or a “second pillar” to the expansion in China?

Southeast Asia is still a young market for ZIEHL-ABEGG but one which is developing at a very dynamic pace. We are talking ultimately about approx. one billion people with increasing needs as a result of their growing prosperity. Our aim is to fulfil some of these wishes with our products.

Fundamentally however, this region is not an alternative for China. The mere line of thought that one region could be considered a substitute for another is out of the question.

” The thought that one region could be considered a substitute for another is out of the question

What reasons and locational advantages now specifically favour expanding your capacities in Thailand? What do you have planned there?

Since ZIEHL-ABEGG already owns quite a large plant in China, on risk grounds alone it makes reasonable sense to build a second location in Asia. Thailand offers people who possess both good technical and linguistic training, as well as a good work ethic in a country which is also very attractive in terms of its economy and market.

■ ZIEHL-ABEGG
Hall 11, Stand C81/1



“Where you find people, you find markets too”

Dr. Volker Treier, Head of Foreign Trade at the DIHK on the subjects of Brexit, Africa and internationalisation

Interview: Hans Gäng / Luca Marie Wodtke

In 2018 German exports hit a record high for the fifth year in a row. What can we expect in 2019?

A diverse range of interrelationships with international markets ensures that our exports remain stable. None of our country markets are larger than 10 percent of the overall market. That is a reflection of how broadly based and risk-diversified our companies are in global division of labour terms. To that extent it's almost a matter of course that exports are increasing from year to year and that we only ever experience setbacks when exceptional events like a global financial

market crisis occur. But the question is how are the global economy and global trade set to perform. The answer is that both have been disappointing recently when measured against high but not unfounded expectations. Trade disputes have also had an impact on Germany. Our 3% export growth in 2018 has slowed considerably compared to the long-standing average of more than 5 percent per annum. We will experience even weaker growth in the current year. The DIHK's economic survey forecasts the weakest growth since 2012. Even when based on optimistic scenarios, we expect export growth of just 2 percent. That is poor.



Given the trade policy challenges that companies are faced with, how should they react?

It is a delicate situation over which companies themselves have almost no control. They can only come up with scenarios of how things could turn out. That not only applies to Brexit but also to the USA and China. That means companies need to deal with issues that definitely can cause uncertainty, yet which can also result in a realistic re-assessment of opportunities and risks. One should then gear up accordingly, even if - as in the case of Brexit precautions - unnecessary costs may need to be accepted and absorbed. That's what the more than 12 percent of German companies, which don't regard the UK as part of the international value chain anymore and have stated that they have already put tangible contingency relocation plans in place, are already doing. Besides, that won't change just because the withdrawal date is now being postponed. The whole issue doesn't provide companies with a greater degree of planning reliability, but only extends the current uncertainty.

” Brexit: the delayed withdrawal date only increases companies' uncertainty

Chambers of Foreign Trade attend HANNOVER MESSE in large numbers. Why?

We believe that the set of geopolitical circumstances and the alleged flattening off of the globalisation process in particular must not be used as an excuse for companies to stick their heads in the sand. We want to encourage and motivate companies to diversify their sales, develop new strategies, refocus on markets that they previously disregarded. Digitisation is changing business and entire companies radically. This process is providing entirely new perspectives in particular industries and for exports as well. Many countries around the world are also reacting by negotiating free trade agreements. This is also providing new opportunities, which our network will be reporting on at the show.

And why is Africa such an important issue this year?

Of course, migration pressures and the Chinese presence in Africa are a general or rather political reason for analysing the continent. But taking a more thorough look at certain markets in Africa is a business necessity. To this end, we have

invested in the appropriate infrastructure and extended our network of Chambers of Foreign Trade in Africa. We want to provide companies with more analysis support and – like everywhere else around the world – access to local networks. One way or another, Africa is one of the markets of the future. Its population is set to double by 2050. Where you find people, you find markets too. Another objective: using our presence in Africa we want to help governments and administrations create frameworks for investment and training in particular – an important prerequisite if German companies are to be persuaded to commit to Africa.

” One way or another, Africa is one of the markets of the future. Its population is set to double by 2050. Where you find people, you find markets too

But there are major public reservations about investing in certain countries...

Yes, we in Germany now frequently take a very morally informed view of foreign markets. Let's be honest – as far as Africa is concerned, compassion and sympathy are the sentiments most frequently expressed. But when we talk about Iran, Saudi Arabia, China, Russia and many other markets, we keep on being asked about compliance with social and environmental standards or about the human rights situation not just in local companies but also at suppliers and partners along the entire value chain. The bar has to some extent been set very high for medium-sized companies. Those entrepreneurs in particular, who are personally very familiar with these markets, often don't want to take these risks any more. Yet medium-sized companies in particular are not doing any-

” Medium-sized businesses take a pragmatic and committed approach to championing training for their employees worldwide.

hing morally reprehensible in these markets, like for instance taking a very pragmatic and committed approach to championing training for their employees and qualifications for their partners at their locations. It is important that we are able to use a global platform like HANNOVER MESSE to maintain an open dialogue on these issues with the German economy's partners around the world.

■ DIHK/AHK
Hall 11, Stand B30/3

“Businesses can build bridges”

Frank Sportolari, President of Amcham, wants the business communities to be involved in policy making

Interview: Giada Bressan



Everyone is discussing trade and geopolitics. The entrepreneurs, however, seem to be doing good transatlantic business unimpressed. What is the current mood among your members like?

Our members take a positive view of the opportunities offered by both the American and German markets. However, they also criticize current developments in transatlantic economic relations and global trade. Both are creating uncertainty for American and German companies, and companies need planning security. They are therefore consciously working with their companies to promote dialogue between the two sides. For in order to maintain successful economic relations between Germany and the USA, it is essential that joint solutions are worked out and protectionist measures prevented.

” Industrial strategy must not lead to a division of the economy

Both large and medium-sized companies are linked via global value chains, very closely even. Will the new national industrial policies still take this sufficiently into account?

The USA and China are pursuing a clear industrial strategy, each in their own very different ways. It is true that Federal Economics Minister Peter Altmaier has now also presented a concept for a German industrial strategy in order to maintain the competitiveness of Germany as a business location. It is above all a German and European response to market distortions in technology competition. A coordinated approach within the EU is particularly desirable. The aim must be to

promote and expand key technologies and core competencies in Germany. Politics can create guidelines for this but must involve companies in the concrete elaboration. Ultimately, the business community makes decisions on investments. An industrial strategy must not lead to a division of the economy. For example, it is important to involve German SMEs. And American companies are also important partners of German industry, for example in artificial intelligence.

A lot has happened since a US President appeared at HANNOVER MESSE. After all, Deutsche Messe is now present with its own events in the USA. Where do you see the win-win areas that the industry should explore at the trade fairs?

Trade fairs can build bridges. Partners from all over the world come together and talk to each other personally. That's why I'm delighted that the USA is once again represented by a large delegation from the USA. For countries as well as for companies, trade fairs are important platforms for exchanging information on the latest developments and for forging links that lead to joint projects, such as digitization, beyond the daily business of politics. Automation and energy technology, intralogistics, IT platforms, and artificial intelligence are driving digital transformation. Here, the combination of German engineering and American technology innovation creates trend-setting products and solutions.

- **German American Chamber of Commerce**
Hall 27, Stand B30/3
www.gaccny.com
- **USA-Forum: Successful in turbulent times**
Hall 27, Stand B18, Business Forum 1

"Strong requests from the UK"

Dr. Robert Hermann, CEO of GTAI,
on how Brexit changes FDI streams

Interview: Giada Bressan



© GTAI / Illing & Vossbeck Fotografie

How strong is the request from UK-based companies to come to Germany? Are there tendencies, numbers, and expectations?

The volume of work at our London office has increased significantly. We have a larger number of inquiries from companies who are weighing their options. We have seen an uptick of more than 54 percent over the past year in the number of inquiries coming from the UK. In our international ranking of the most requests and investment projects, the UK has moved from ranking fourth to ranking second overall since the Brexit vote. Nearly all of these companies cite Brexit as a reason for considering an investment in Germany.

In your talks with international companies, do you recommend a swift decision to relocate to Germany?

Of course, but then we'd do that anyway. Our function is to attract incoming foreign direct investment, so the influx of inquiries referred to above clearly represents an opportunity and one which would be particularly palatable to companies at risk from Brexit disruption. One of the key strengths of Germany's business environment is its stability. Germans don't like incalculable risks, so the country has created a stable business environment which also benefits foreign companies here. This will not change in relation to Brexit, nor in relation to any of the other risks currently threatening the global economy.

Has GTAI developed a special advisory program and concept of support for these companies? Are you particularly active at the HANNOVER MESSE 2019?

We'll be talking about it and we have now set up a special website and information service for Brexit-specific inquiries and other related questions. But there are no special Brexit activities planned for HANNOVER MESSE; the show is one of our most important shows every year, so we'd be putting significant resources into it anyway. Brexit will be a theme of conversation, but we are not intending to use it as a leitmotif.

■ www.gtai.com/brexit

■ **Germany Trade and Invest**
Hall 27, Stand B30/2
www.gtai.de

■ **Upcoming Events**

01 Apr - 05 Apr 2019
Deutschland Industry Experts @ HANNOVER
MESSE

15 Apr 2019
Deutschland Webinar: Vereinigtes Königreich
"Brexit Update 3"



Building a competitive knowledge-based economy

Qatar National Vision 2030: An integrated approach to a non-oil industrial future

The Qatari economy has managed to weather various regional and global challenges by implementing a strategy aimed at diversifying its income sources and positioning the private sector as an active partner in the realization of the Qatar National Vision 2030. This strategy is aimed at building a diverse and competitive knowledge-based economy through the adoption of integrated economic policies that have raised the national GDP contribution of non-oil sectors.

Today, Qatar is considered as one of the fast-growing regional economies and among the most promising globally. In 2018, its foreign trade witnessed remarkable growth, with the country's trade balance hitting a surplus of 52.5 billion dollars, a 40% increase compared to 2017, while exports increased by 25 percent.

+40%
SINCE 2017:
TRADE BALANCE AT
52,5 B USD

Qatar's economy has continued its stable performance, enhancing its competitiveness, and overcoming several challenges and obstacles, thanks to

the systematic policies established by the wise leadership which serves to stimulate all economic sectors.

Qatar Increased competitiveness

Furthermore, Qatar's success in promoting a diversified economy is evident in the country's high rankings on several international indicators. According to the World Economic Forum's Global Competitiveness Report 2018, Qatar ranks number one globally in terms of low inflation rates, sixth in terms of the effect of taxes on competition, eight in terms of venture capital availability, ninth in terms of financing small and medium enterprises (SMEs). And ninth globally for its adoption of information and communications technology into the country's industries.

Additionally, according to the Global Entrepreneurship Monitor 2018. Qatar was the first globally among 54 countries on the National Entrepreneurship Context Index (NECI).

Also, Global Entrepreneurship and Development Institute in the US named Qatar as the first among Arab countries on the Global Entrepreneurship Index for 2018. And the second



among Arab countries on the Economic Freedom Index by The Heritage Foundation.

Moreover, Qatar was placed the second globally on the Ease of Paying Taxes Index in the Doing Business 2019 Report by the World Bank Group. Finally, according to Global Safety and Security Standards, Qatar was 1st in the Arab world on the Global Finance Safety Index for 2019.

In addition to the backing provided by a strong sovereign credit rating, foreign investors now enjoy a low flat rate of taxation, a business-friendly environment and a world-class infrastructure offering improved access to regional markets.

Legislation conducive to business

Qatar's economic policies have strengthened and enhanced investor confidence in the national economy, with the government offering promising investment opportunities in priority sectors of the national economy, supported by an administrative and legislative system conducive to doing business and an appropriate legislative framework for business development.

International companies looking to expand into Qatar can now take advantage of 100 percent foreign ownership across many sectors. Furthermore, they can take advantage of a tax-free environment allowing for up to 10 years Income Tax exemption for selected investment projects across many sectors, together with customs tax and fee exemptions for equipment and raw material imports.

Additionally, Qatar's attractive FDI policies allow for the free repatriation of capital and profits, and the transfer of company ownership.

Encouraging public-private partnerships

Qatar has been developing a holistic Public-Private Partnership (PPP) framework that encourages the participation of the private sector in profitable projects.

Within this framework, a governance and support mechanism has been put in place to encourage PPPs and facilitate the involvement of the private sector in various infrastructure projects. Several initiatives to attract investments in vital infrastructure projects have already been launched,

including the allocation of land plots for the construction of hospitals, private schools and tourist attractions. The government is currently in the process of finalizing a PPP law, and a huge PPP project pipeline will be offered to the market soon.

Qatar's adoption of an open and diversified economy paved the way for major projects that reflect the success of public-private partnerships in the logistics, food security, education, health, tourism and sports sectors.

Facilitating non-Qatari investments

In a bid to attract new investments, Qatar has endorsed a new law to regulate the investment of non-Qatari capital in economic activity.

The new law facilitates foreign investors with access to the Qatari market by providing incentives such as land allocation, taxes and customs exemptions, importing necessary equipment and material, and the free transfer of investments to and from Qatar.

The law increases the flow of foreign capital and increases investor confidence in Qatar, in addition to protecting local and foreign investors from the risks of side agreements. It also contribute to the global ranking of Qatar on various international economic indicators regarding the ease of doing business.

An attractive and safe business hub

Qatar has also enacted laws and regulations that have contributed to the promotion of an attractive investment environment to host various innovative and technology-driven economic and commercial projects.

These laws offer foreign investors the opportunity to implement and own up to 100% of investment projects in all sectors.

Qatar spared no effort to develop an investor-friendly business environment through launching several initiatives such as the Invest in Qatar Center at the Ministry of Commerce and Industry that works to answer investors' inquiries and facilitate non-Qatari investment applications, and the creation of a single window for investor services, providing advanced electronic services for business incorporation, identifying and streamlining procedures for licensing the construction of business centers, issuing business licenses as well as offering various incentives to foreign investors.

A revised free zones law

Qatar has also introduced major amendments to a number of existing pieces of legislation, namely its law on invest-



ment free zones. The law on investment free zones offers investors numerous incentives, including the freedom to transfer capital and choose the legal entity of a project, in addition to exempting assets and production requirements, as well as exports and imports, from taxes and duties, which will streamline the flow of goods and services to and from Qatar.

Advanced logistics and trade infrastructure

The government has sought to provide advanced logistics services through its trade hubs, namely Hamad Port, one of the largest ports in the Middle East with annual capacity of 7.5 million containers.

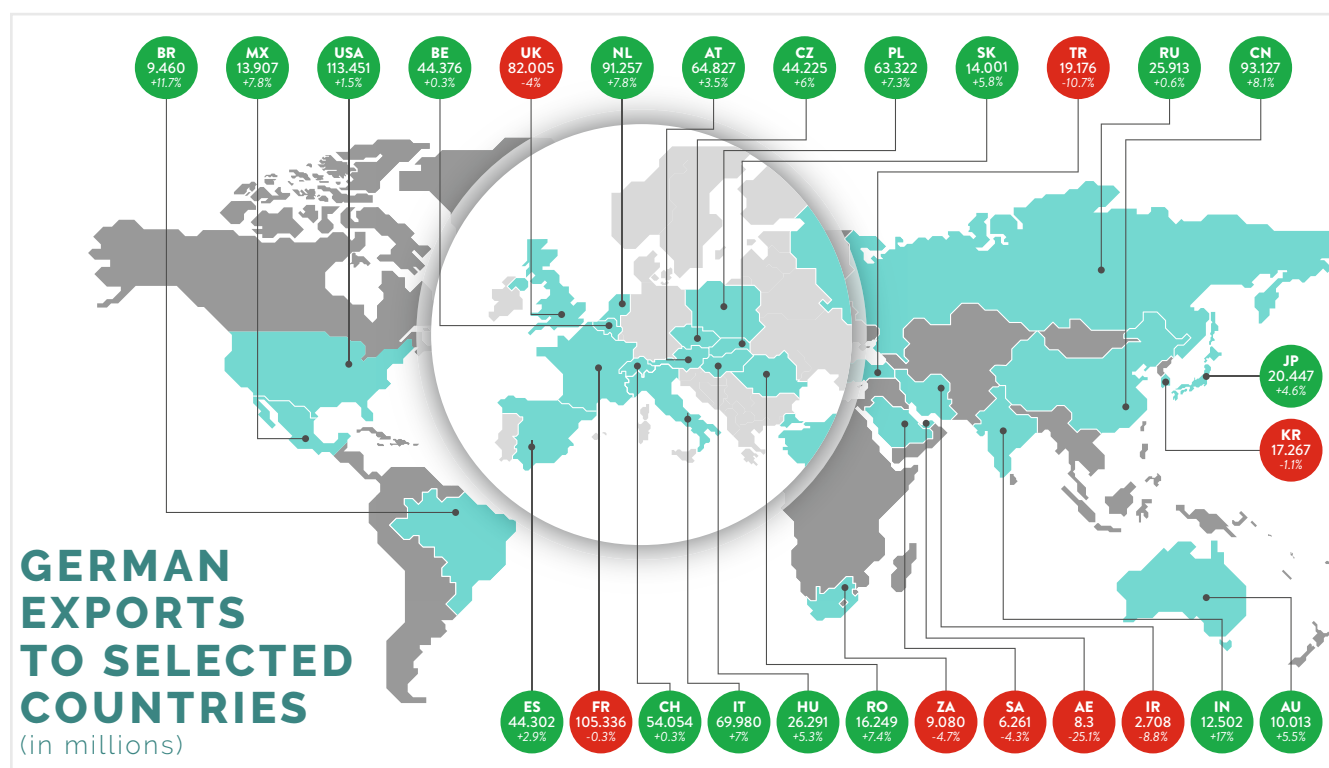
7.5M
CONTAINERS ARE
TRANSPORTED
THROUGH HAMAD
PORT EVERY YEAR

In addition, the government has moved towards strengthening its logistical capacity by creating storage areas and developing economic zones that meet the needs and aspirations of investors.

The logistics zones project located in south of Qatar, representing one of the most important ventures in this regard. The project aims at reducing operational costs for investors and contribute to the improvement of productivity by providing industry-aligned infrastructure and facilities for multipurpose use.

These include infrastructure projects related to the FIFA 2022 World Cup and investments in Qatar's tourism sector ahead of state plans to attract 5.6 million visitors annually by 2023 - double the number which the country welcomed in 2016.

■ **State of Qatar**
Hall 27, Stand F42
www.moci.gov.qa



2018: Challenges and records

Germany's export: Low impact of Brexit and trade disputes - at least until now

Text: Ernst Leiste

German exports - at least in 2018 - have proven one more time to be extremely robust. despite Brexit, the international trade conflicts and the concerns about a slowdown of the global economy.

Although exports fell by 4.5% in December 2018, exports totaled € 1,371.9bn Euro, up 3.0% for the year as a whole, setting a new export record for the fifth consecutive year. One main reason for the continuity is likely to be that the medium-sized German exporters are still succeeding in compensating weaknesses through export growth in alternative markets. For example, in the face of Brexit, German exports to the United Kingdom fell by EUR 3.4 billion in 2018, but small Ireland, with a strong export increase of EUR 3.6 billion (+ 45.5%), was able to compensate the decline of the German UK exports. Foreign trade experts suppose that "Getting Ireland Brexit Ready" initiative of the Irish Foreign and Trade Ministry is already making an impact and that EU companies are seeking their own Brexit bypass via Ireland.

The many concerns expressed about the German export markets 1 and 3 – USA and China – have not been confirmed yet. Despite looming US anti-dumping duties and President

Trump's America First policy, German exports via the Atlantic in 2018 have risen again by 1.5% to € 113.4 billion. In 2017, 111.8 billion had been achieved, an increase of 4.7%.

Above all, the preference of the Americans for German machines continues unabated. According to information from the German Engineering Federation (VDMA), German machine-builders were able to increase their deliveries by a notable 7.1% to € 19.2 billion in 2018 despite the "Buy-American" demands of President Trump. In 2017 sales to the USA already increased by an impressive 11.6% to just under € 18 billion.

Growth in the US business is also recorded in the German electrical industry. According to the latest data from the Zentralverband Elektrotechnik- und Elektronikindustrie (ZVEI), the upward trend in 2018 was slightly slower with exports of € 17.8 billion (+ 4.3% to last year). In 2017, electrical and electronic goods "Made in Germany" had been shipped "across the pond" for € 17.0bn (+ 5.8%).

■ Full article of Ernst Leiste with figures and charts:
www.globalbusiness-magazine.de/export2018/



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Industrie 4.0: Schweden setzt auf Zusammenarbeit

Partnerland Schweden: Ein Hub für Innovation und digitale Transformation

Text: Dr. Ralph-Georg Tischer, Geschäftsführer Deutsch-Schwedische Handelskammer

Selbstverständlich hat Schweden weit mehr zu bieten als Astrid-Lindgren-Literatur, Ikea-Möbel, Elche und hohe Lebensqualität. Wenn es um Wirtschaftswachstum geht, gehört Schweden erneut zu den am stärksten wachsenden Industrieländern und laut European Innovation Scoreboard 2018 ist es das innovativste EU-Mitgliedsland.

Ganz allgemein gelten die Schweden als „Early Adopters“, die offen für Neuerungen sind und die Digitalisierung in der Regel begrüßen. Digitalisierung und Automatisierung im Sinne von Industrie 4.0 stehen daher ganz oben auf der schwedischen Agenda. Mit ihrer Digitalisierungsstrategie steckte die Regierung 2017 das Ziel ab: Schweden soll weltweit Vorreiter bei der Nutzung von Möglichkeiten werden, die die Digitalisierung bietet. Gleichzeitig fokussieren Politik und Wirtschaft auch auf mehr Nachhaltigkeit.

In vielen Landesteilen treiben Branchencluster den Wandel hin zu Industrie 4.0 lokal, regional und landesweit voran. Mit neuen Kontakten, Inspiration und Kompetenzentwicklung arbeiten sie für effiziente Produktion und rentable Geschäfte.

Automation Region beispielsweise ist ein an der Hochschule Mälardalen angesiedelter branchenübergreifender Cluster, zu dem private Betriebe unterschiedlicher Größe, wissenschaftliche Einrichtungen und Vertreter des öffentlichen Sektors gehören. Die 120 Mitglieder vermarkten schwedische Automatisierungskompetenz und regen Innovationen an.

Der Cluster Robotdalen entwickelt neue Ideen im Bereich Robotik und setzt sie um. Im Mittelpunkt stehen dabei Innovationen für Industrie, Gesundheits- und Krankenpflege. Dabei bindet Robotdalen die Endnutzer während der gesamten Produktentwicklung ein.

Mit anerkanntem gutem Geschäftssinn und einem hohen Bildungsniveau der circa zehn Millionen Einwohner Schwedens hat sich hierzulande eine dynamische Start-up-Szene gebildet, die sich häufig um die Nutzung von KI und Machine Learning dreht. Jedes fünfte europäische Start-up mit einer Marktbewertung von über einer Milliarde US-Dollar kommt aktuell aus Schweden. Stockholm trägt daher den Ehrentitel „Welthauptstadt der Unicorns“.



Angela Merkel und Schwedens Ministerpräsident Stefan Löfven bei der Eröffnung des German Swedish Tech Forum 2017

Aber das eigentliche Geheimnis des schwedischen Erfolgs dürfte in der Verbindung zwischen traditionell starken, exportorientierten Industrieunternehmen (Ericsson, Volvo, Electrolux usw.) und Start-ups, die mit ausgeprägtem Innovationsstreben zu immer mehr Neuerungen antreiben, bestehen.

In Göteborg beispielsweise bietet das Stena Industry Innovation Laboratory schnelle Kommunikationssysteme mit 5G, eine offene Roboterumgebung und eine Augmented-Reality-Montage auf dem Campus der technischen Universität Chalmers. In dem Labor, das zum Netzwerk von Testbeds der EU-Kommission gehört, können große etablierte Unternehmen und kleine Start-ups neue technische Möglichkeiten prüfen. Auch zukünftige Ingenieure werden dort ausgebildet.

Produktion2030 ist eine weitere schwedische Plattform für Industrie 4.0 mit innovativem Wissen, intensiver Zusammenarbeit und modernster Technologie. Ihr strategisches Innovationsprogramm wird mit Unterstützung der Innovationsbehörde Vinnova, der schwedischen Energieagentur und Formas, dem staatlichen Forschungsrat für nachhaltige Entwicklung, betrieben.

Wie wichtig Messen beim Knüpfen und Pflegen von Geschäftsverbindungen sind, wissen Sie als Besucher und Aussteller der HANNOVER MESSE aus eigener Erfahrung. Im Zusammenhang mit Industrie 4.0 ist die in Nordeuropa maßgebliche Fachmesse Elmia Subcontractor in Jönköping besonders interessant. Rund 1.000 Aussteller aus der Zulieferindustrie präsentieren dort ihre Produktentwicklungen und Angebote. 2019 findet Elmia Subcontractor von 12. bis 15. November statt.



Auch eine eigene Initiative sei hier noch erwähnt: Gemeinsam mit der Königlich Schwedischen Akademie der Ingenieurwissenschaften (IVA) haben wir als Deutsch-Schwedische Handelskammer 2017 das German Swedish Tech Forum ins Leben gerufen. Die Innovationsplattform wurde von Bundeskanzlerin Angela Merkel und Ministerpräsident Stefan Löfven eröffnet und spricht Wirtschaft und Wissenschaft an. Wir freuen uns über das überwältigende Echo in den letzten beiden Jahren mit über 2.000 Teilnehmern bei mehr als 25 Veranstaltungen.

Hier auf der HANNOVER MESSE ist die Deutsch-Schwedische Handelskammer sowohl im Rahmen des nationalen schwedischen Pavillons als auch im deutschen Handelskammernetzwerk vertreten. Kommen Sie gerne zu unserem Stand in Halle 27, wenn Sie Fragen zum schwedischen Markt haben! Außerdem organisieren wir eine Vielzahl von Events und Podien, Kunden- und Partnerveranstaltungen, zu denen wir Sie herzlich einladen möchten. Auf einer dieser Veranstaltungen (1.4., 15 Uhr, Industrie 4.0 Forum) diskutieren wir die schwedische Geschäftskultur als einen Faktor, der Innovation und Veränderung möglich macht. Einige von Schwedens Unternehmen mit dem höchsten Digitalisierungsgrad berichten dabei über ihre Erfahrungen rund um die „Digital Factory“.

Mit einem Scale-up-Programm, das wir hier auf der Messe vorstellen werden, wollen wir die Geschäftsbeziehungen mit Schweden zusätzlich langfristig fördern.

Was macht Schweden in Sachen Digitalisierung dabei so erfolgreich? Es sind die lange Ingenieurtradition, große, international erfolgreiche Unternehmen, eine dynamische Start-up-Szene, vergleichsweise hohe Investitionen in Forschung und Entwicklung, eine große Offenheit gegenüber digitalen Neuerungen, wenig Angst vor Veränderungen und eine Kultur, die auch Fehler und Scheitern zulässt und sich im Dialog weiterentwickelt.

In diesem Sinne: Välkommen till Sverige!

- **Deutsch-Schwedische Handelskammer**
Halle 27, Stand B30/4
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Afrika - Dynamik von Kapstadt bis Kairo

Afrikas Wirtschaft hält Chancen und Herausforderungen bereit

Text: Philipp Andree und Andreas Wenzel (DIHK)

Der afrikanische Kontinent befindet sich seit knapp fünfzehn Jahren im wirtschaftlichen Aufschwung. Nach Angaben des Internationalen Währungsfonds wird die Wirtschaftsleistung Afrikas auch in den Jahren 2019 und 2020 mit rund 4 Prozent kontinuierlich stärker wachsen als die Weltwirtschaft. Gleichzeitig wird sich allerdings die Bevölkerungszahl auf dem afrikanischen Kontinent bis 2050 auf ca. 2,5 Mrd. Einwohner verdoppeln. 20 Mio. Jugendliche strömen jedes Jahr auf die Arbeitsmärkte des Kontinents. Die junge, digital affine Bevölkerung ist zugleich Chance und Herausforderung für Europas Nachbarkontinent. Gelingt es, den jungen Menschen Beschäftigungsperspektiven zu bieten, wird Afrika auch seine gesellschaftlichen Herausforderungen bewältigen und den wirtschaftlichen Anschluss finden.

Deutsche Wirtschaft muss die Weichen jetzt stellen

Der deutsch-afrikanische Handel liegt mit einem Volumen von ca. 45 Mrd. Euro im Jahr 2018 in etwa gleichauf mit dem Warenaustausch mit Schweden. Lediglich zwei Prozent des deutschen Außenhandels werden mit den Ländern unseres Nachbarkontinents erwirtschaftet. Die Tendenz ist aber positiv: die deutschen Exporte nach Afrika wuchsen seit dem Jahr 2000 um 116 Prozent. Der deutsche Investitionsbestand auf dem afrikanischen Kontinent betrug 2016 ca. 11 Mrd. Euro. Seit 2010 stieg dieser um 13 Prozent. Handel wie auch Investitionen sind dabei stark konzentriert auf die weiter entwickelten Volkswirtschaften der nordafrikanischen Staaten und die Republik Südafrika.



Der afrikanische Kontinent wird in der künftigen Entwicklung der Weltwirtschaft eine tragende Rolle spielen, verfügt er doch über ein stark wachsendes Arbeitskräftepotenzial, über große, unerschlossene Energie- und Rohstoffreserven und ein herausragendes agrarisches Potenzial. Afrika wird deshalb bereits heute für viele internationale Wettbewerber, nicht zuletzt aus Asien, ein immer wichtigerer Handelspartner. Einzelne afrikanische Märkte werden sich zu Investitionsstandorten weiter entwickeln. Erste Schritte in

diese Richtung zeigen die wirtschaftlichen Schwergewichte Nigeria als Hub für Westafrika und Kenia als wirtschaftliches Zentrum Ostafrikas eindrucklich auf. Auch weniger entwickelte Volkswirtschaften wie Äthiopien und kleinere Länder wie bspw. Ghana gehen mit großen Schritten voran. Dies birgt auch für Deutschland als international agierende Volkswirtschaft zusätzliche Chancen der Kooperation. Daher ist es wichtig, dass deutsche Unternehmen die Weichen jetzt richtig stellen.

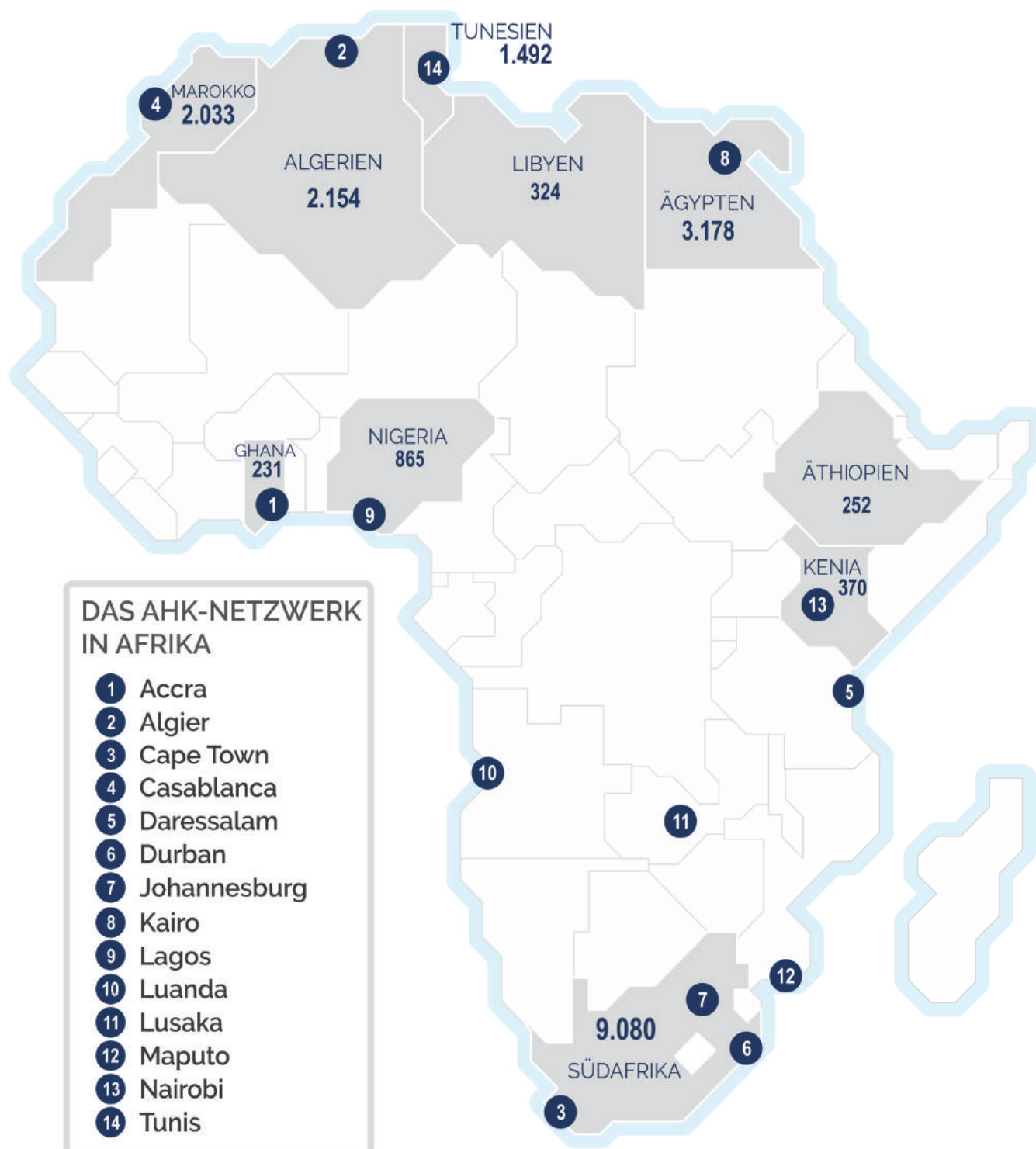
Bundesregierung: Weniger Entwicklungshilfe, mehr Wirtschaft

Zur Schaffung wirtschaftlicher Perspektiven für die junge Bevölkerung Afrikas stellte die Bundesregierung seit der deutschen G20-Präsidentschaft 2017 neue Weichen für die Zusammenarbeit. Der Koalitionsvertrag fordert nachdrücklich stärkeres unternehmerisches Engagement anstatt klassischer Entwicklungszusammenarbeit und setzt dabei auch auf die deutsche Wirtschaft.

Ein neues Element dieser Politik ist die Compact-with-Africa (CwA) Initiative. Mit zwölf afrikanischen Staaten haben die G20-Länder sogenannte Reformpartnerschaften ins Leben gerufen. Die afrikanischen Regierungen verpflichten sich, Verbesserungen der Rahmenbedingungen für wirtschaftliches Engagement in ihren Ländern umzusetzen. Dies betrifft bspw. Fragen der Rechtssicherheit ebenso wie Reformen in der Verwaltung und die Verbesserung der Bildungssituation. Im Gegenzug unterstützen die G20-Regierungen ein stärkeres Engagement ihrer Unternehmen in Afrika.

Zudem stellte die Bundeskanzlerin anlässlich eines Investitionsgipfels der Subsahara-Afrika Initiative der Deutschen Wirtschaft (SAFRI) im Oktober letzten Jahres weitere Instrumente der Bundesregierung zur Unterstützung unternehmerischen Engagements in Afrika vor. Ein mit einer Mrd. Euro ausgestatteter Entwicklungsinvestitionsfonds soll zusätzliche Anreize insbesondere für deutsche Unternehmen schaffen. Neben spezifischen Fonds zur Finanzierung von Investitionen plant das Bundesministerium für Wirtschaft und Energie (BMWi) den Aufbau eines Wirtschaftsnetzwerks Afrika.

TOP 10 MÄRKTE DEUTSCHLANDS IN AFRIKA



Deutsche Exporte in Mio. Euro in das jeweilige Land. Quelle: Statistisches Bundesamt, 2018

Solche Maßnahmen sind zentral für ein größeres Engagement deutscher Unternehmen. Denn gerade die Risikoabsicherung, aber auch die Finanzierung von Vorhaben in Afrika

stellen häufig hohe Hürden dar. Die Instrumente sollten deshalb rasch und konsequent implementiert und weiterentwickelt werden. Der DIHK setzt sich im politischen Dialog

dafür ein, die unternehmerische Logik deutscher kleiner und mittelständischer Unternehmen (KMU) zum Zentrum des Handelns zu machen und auch die Perspektive afrikanischer Partnerunternehmen mitzudenken. Die neuen Instrumente sollten im Dialog mit der Wirtschaft am Bedarf und nach den realistischen Möglichkeiten deutscher wie afrikanischer KMU ausgerichtet werden.

Die Auslandshandelskammern (AHKs): Partner der Wirtschaft in Afrika

Für deutsche Unternehmen sieht der DIHK Chancen als Technologiepartner zur Vertiefung der Wertschöpfung in Landwirtschaft und Bergbau. Das Bevölkerungswachstum und die zunehmende Verstädterung verlangen zudem nach Lösungen zum Ausbau der Infrastruktur, insbesondere bei Transport, Wasser und Strom. Zunehmend produzieren auch Unternehmen der Konsumgüterindustrie vor Ort - die wachsende Mittelschicht hat eine große Nachfrage nach den global bekannten Marken. Bei der Identifizierung aussichtsreicher Märkte und Standorte wie auch der erfolgreichen Umsetzung von Projekten unterstützen die Auslandshandelskammern (AHKs). Das weltweite Netzwerk der AHKs bietet an mittlerweile fünfzehn Standorten in zwölf Ländern des afrikanischen Kontinents ein umfassendes und kompetentes Beratungsangebot für deutsche Unternehmen, das sich weiter im Ausbau befindet.

■ Afrika: Dynamische Märkte von Kapstadt bis Kairo

3 April 2019, 10:00 - 12:30

Global Business & Markets, Business Forum 1

■ Eine gemeinsame Veranstaltung der Auslandshandelskammern in Afrika:

- Ägypten
- Algerien
- Ghana
- Kenia
- Marokko
- Nigeria
- Südliches Afrika
- Tunesien



Deutsche
Auslandshandelskammern

„Siemens engagiert sich seit mehr als 160 Jahren partnerschaftlich für die Entwicklung Afrikas. Wir decken alle afrikanischen Länder ab und unterstützen die Entwicklung der Energie-, Verkehrs- und medizinischen Infrastruktur des Kontinents.“



Sabine Dall'Omo, CEO Siemens (Pty) Ltd, und Präsidentin AHK Südliches Afrika:



Emad Ghaly (CEO, Siemens Egypt), Präsident der AHK Ägypten

„Die junge, wissensdurstige Bevölkerung Afrikas bietet deutschen Unternehmen hervorragende Möglichkeiten.“

„Freihandelsabkommen mit der EU und den Ländern der Afrikanischen Union unterstreichen die hervorragende Positionierung Ägyptens als Tor zu Nord-Afrika.“



Jan Nöther, Geschäftsführer der Deutsch-Arabischen Industrie- und Handelskammer, Ägypten



Dr. Marc Lucassen, Delegierter der Deutschen Wirtschaft in Nigeria

„Nigeria ist das „Power House Afrikas“. Als größte Volkswirtschaft und einwohnerstärkstes Land des Kontinents sowie durch den Zugang zum westafrikanischen Wirtschaftsraum ECOWAS bietet Nigeria einen riesiges Marktpotenzial. Dies gilt insbesondere für die Schwerpunk-

branchen Öl & Gas, Infrastruktur, Energieversorgung und Umwelttechnologie, chemische Industrie, Landwirtschaft und Lebensmittelverarbeitung sowie Bergbau und Digitale Wirtschaft.

Das Netzwerk der 90 deutschen Firmen, die in vielen Fällen seit Jahrzehnten erfolgreich vor Ort aktiv sind und die überaus positiv besetzte Marke „Made in Germany“ machen uns zu idealen Geschäftspartnern für die nigerianische Seite.“

ASEAN setzt auf Smart Manufacturing

Neue Marktchancen für Anbieter von Lösungen für Industrie 4.0

Text: Sabrina Netzer, DIHK

Industrie 4.0 ist auf dem Vormarsch. Und in Asien ist längst nicht nur China dabei, seine Produktionsprozesse auf neueste, smarte Prozesse umzustellen. Die ASEAN-Region hat erkannt, dass wettbewerbsfähige Lohnstrukturen allein nicht ausreichen, um internationale Investoren und neue Produktionsstätten anzulocken. Gleichzeitig steigt die Digitalisierungsrate in den Bereichen Dienstleistungen und Handel enorm mit durchschnittlich zweistelligen Wachstumsraten. Viel Innovation entstammt dabei der Region selbst, beispielsweise die erfolgreichen Transport-Apps Gojek (Indonesien) und Grab (Singapur). In Vietnam forschen und entwickeln lokale Unternehmen wie z.B. Viettel, FPT oder CMC in den Bereichen Künstliche Intelligenz, Blockchain, Cloud-Dienste und investieren in Datenzentren.

Nationale Digitalisierungsstrategien

Die meisten Regierungen in der ASEAN-Region haben mittlerweile Digitalisierungsstrategien auf den Weg gebracht. Dazu zählen in jüngster Zeit u.a. Thailand 4.0 und Malaysias Industry4.0: National Policy on Industry 4.0 mit 13 Strategien zur Transformation der malaysischen Fertigungsindustrie in den nächsten zehn Jahren. Gleichzeitig steigt die Wahrnehmung bezüglich des entsprechenden Internetsicherheits- und Datenschutzbedarfs, in Form entsprechender Strategien (z.B. Philippinen, 2017) und Gesetzgebung (z.B. Vietnam, 2018). Vor diesem Hintergrund nimmt auch das Interesse der ASEAN-Märkte an Smart Manufacturing, d.h. vermehrte Datennutzung und Robotik in Produktionsabläufen, zu. Dabei nehmen die in den Ländern bereits vorhandenen Sonderwirtschaftszonen eine besondere Rolle ein.

Smart Manufacturing wächst rasant

Eine McKinsey-Studie aus dem Jahr 2018 prognostiziert deutliche Produktionsgewinne zwischen USD 216 Mrd. und USD 627 Mrd. durch Smart Manufacturing für die ASEAN-Region. Besonders hoch wird das Potenzial für folgende Industriesektoren in

BIS ZU 627 MRD USD
PRODUKTIONSGEWINN DURCH SMART MANUFACTURING

der ASEAN-Region eingeschätzt: Elektrotechnik, Chemie, Rohstoffe, Konsumgüter, Lebensmittel und Pharmazie. Erste Firmen machen dies bereits vor, z.B. Infineon in Singapur, Petronas in Malaysia und PT Trakindo Utama in Indonesien. Auf den Philippinen investiert die Regierung in Additive Manufacturing-Anlagen (3D Printing) in Zusammenhang mit der Stärkung von Hochschulen für Forschung und Entwicklung. Und auch in den neuen Märkten der ASEAN-Region steigt das Interesse an Smart Manufacturing. Kambodscha, Laos und Myanmar haben Industrie 4.0 zu einem Top-Zukunftsthema erhoben. In diesen neuen Märkten besteht einerseits großes digitales Leapfrogging-Potenzial für sämtliche Sektoren und ein klar kommunizierter Informations-, Ausbildungs- und Finanzierungsbedarf für Smart Manufacturing.

Hersteller von Industrie 4.0-Ausrüstung sehen attraktive Marktchancen in der gesamten ASEAN-Region und versprechen sich, nach Aussage von McKinsey & Company, derzeit besonders große Marktchancen in Vietnam, Indonesien und Thailand.

■ ASEAN Forum 2019

Southeast Asia Transformation to Industry 4.0

2 April 2019, 11:00 am – 12:30 pm

Global Business & Markets, Business Forum 2

■ Eine gemeinsame Veranstaltung der Auslandshandelskammern in der ASEAN Region:

- Indonesien
- Malaysia
- Myanmar
- Philippinen
- Singapur
- Thailand
- Vietnam



German Chamber
ASEAN Business Council

Auslandshandelskammern auf der HANNOVER MESSE (Halle 27, Stand B30/3)

Afrika MENA		Amerika	Asien Pazifik		Europa		
Algerien	Nigeria	Argentinien	China	Singapur	Aserbaidshan	Lettland	Schweden
Bahrain	Omar	Brasilien	Indien	Tadschikistan	Belgien	Litauen	Serbien
Egypten	Sambia	Kanada	Indonesien	Taiwan	Bosnien-Herzegowina	Luxemburg	Slowakei
Irak	Saudi-Arabien	Paraguay	Kasachstan	Thailand		Mazedonien	Slowenien
Iran	Simbabwe	USA	Kirgistan	Turkmenistan	Bulgarien	Niederlande	Spanien
Jemen	Südafrika		Korea	Usbekistan	Estland	Norwegen	Tschechien
Katar	Tansania		Myanmar	Vietnam	Finnland	Österreich	Türkei
Kenia	Tunesien		Philippinen		Frankreich	Polen	Ukraine
Kuwait	Vereinigte Arabische Emirate				Griechenland	Rumänien	Ungarn
Marokko					Italien	Russland	
Mozambik							

AHK-Veranstaltungen auf der HANNOVER MESSE

Montag, 01. April 2019

10:00 - 12:00	Beschaffungsmärkte und die Startup-Szene auf dem Westbalkan	AHKs Westbalkan	Conference Room 1	Halle 27, Stand B30
10:30 - 11:15	Delegationsreise - Smart Industry	AHK Schweden	Conference Room 2	Halle 27, Stand B30
14:00 - 15:30	USA-Forum	Deutsche Messe AG mit GTAI, AmCham und ggf. IHK Hannover	Business Forum 1	Halle 27, Stand B18

Dienstag, 02. April 2019

09:00 - 11:00	Wie kann man das Geschäft im Iran fortsetzen? - Herausforderungen und Chancen	AHK Iran	VIP Room	Halle 27, Stand B30
10:00 - 11:00	Industrie & IT - das wirtschaftliche Potenzial ukrainischer Regionen	AHK Ukraine	Conference Room 2	Halle 27, Stand B30
11:00 - 12:30	Südostasiens Transformation zu Industrie 4.0	DIHK und AHKs (ASEAN)	Business Forum 2	Halle 27, Stand D35
11:15 - 12:15	Young Energy Europe	DIHK Service GmbH	VIP Room	Halle 27, Stand B30
14:00 - 16:00	Workshop USA: Chancen und Risiken auf dem US-Markt	AHKs USA	VIP Room	Halle 27, Stand B30
14:00 - 17:00	5. Oil and Gas Networking Event	AHKs (Öl & Gas Cluster)	Business Forum 1	Halle 27, Stand B18
15:00 - 16:15	Schwedische Industrie setzt auf autonome Maschinen	GTAI - DIHK	Business Forum 2	Halle 27, Stand D35
16:00 - 17:00	Geschäftschancen in Puerto Rico	AHK Atlanta	Conference Room 2	Halle 27, Stand B30
18:00 - 22:00	DIHK/AHK-GTAI-Netzwerkabend	DIHK-GTAI	Business Lounge	Halle 27, Stand B30

Mittwoch, 03. April 2019

10:00 - 12:30	Afrika: Dynamische Märkte von Kapstadt bis Kairo	DIHK und AHKs (Afrika)	Business Forum 1	Halle 27, Stand B18
13:00 - 18:00	13. Deutsch-Japanisches Wirtschaftsforum	Deutsche Messe AG und AHK Japan	Business Forum 1	Halle 27, Stand B18
14:00 - 17:00	Roundtable Gespräch der deutsch-türkischen Automobilindustrie	AHK Türkei	Conference Room 2	Halle 27, Stand B30
15:00 - 17:00	Industrie 4.0 Workshop der AHK Korea	AHK Korea	VIP Room	Halle 27, Stand B30

Innovation durch Kooperation

CIIPA fördert deutsch-chinesische Partnerschaften bei intelligenter Produktion und Elektromobilität

China International Investment Promotion Agency Germany (CIIPA) ist die überregionale Wirtschaftsförderung, die das Handelsministerium der Volksrepublik China MOFCOM in Deutschland repräsentiert. Die Organisation hat ihren Sitz in Frankfurt am Main. Sie vertritt in Deutschland mehrere Regionen und Partner aus China. Auf der HANNOVER MESSE unterstützt sie proaktiv Unternehmen aus beiden Ländern beim Aufbau von Technologiekooperationen. CIIPA organisiert den jährlichen Deutsch-Chinesischen Automobilkongress, der 2019 erstmals in der Autostadt Ingolstadt stattfinden wird.

CIIPA erweitert den Kreis seiner Aktivitäten auf der größten Industriemesse Deutschlands. 2019 ist die Agentur erneut mit einem großen Gemeinschaftsstand präsent, auf dem sich zahlreiche Städte und Regionen präsentieren. Dazu zählen neben Jinan, Foshan, dem Distrikt Bao'an in der Industriemetropole Shenzhen auch eine Stadt wie Pinghu, die in Hannover alle für eine engere Zusammenarbeit werben.

CIIPA ermöglicht den persönlichen Kontakt zu Verantwortlichen und Unternehmern. Der große Stand ist der Dreh- und Angelpunkt für Begegnungen mit den zahlreichen Delegationen, die sich aus Nanjing, Shenzhen, Chengdu, Ningbo, Shanwei, Panjin, Huzhou, Taicang und anderen Städten für die Messe angekündigt haben.

“Wir wollen Investitionen in beide Richtungen fördern und sowohl deutschen wie auch chinesischen Unternehmen Services anbieten,” erklärt CIIPA-Direktor Xu Yaojun. Auf der Messe führt die Agentur gemeinsam mit der Deutsche Messe Technology Academy eine hochrangig besetzte Veranstaltung durch: Das “Chinesisch – Deutsche Kooperationsforum für intelligente Produktion 2019”, das am ersten Messetag im Forum 1 der Global Business & Markets in Halle 27 stattfindet.

Unternehmer aus beiden Ländern und Vertreter der Industrieregionen diskutieren dort, welche Chancen für neue Kooperationen sich durch die Veränderungen in der Wertschöpfungskette, einerseits, durch den rasanten Wandel in der Produktionstechnologie andererseits ergeben. Auf den Podien der Veranstaltung - siehe das Programm - diskutieren unter anderem Vorstandsmitglieder der Firmen Phoenix Contact, Harting, Huawei und iFlytek.

Am Nachmittag kommen im Convention Center Saal 11 die Mitglieder der Chinesisch-Deutschen Industriestädte-Allianz

zusammen: Insgesamt 14 Städte aus Deutschland und 23 Städte aus der Volksrepublik China sind in diesem großen Netzwerk vertreten. In Hannover suchen sie gemeinsam neue Wege für die Zusammenarbeit, insbesondere bei den Themen Qualifizierung und Nachhaltigkeit.



Die “Arbeitsgruppe zur Förderung der deutsch-chinesischen Automobilindustrie”

Eine weitere Premiere in Hannover: Dort tagt erstmals ein Gremium, das CIIPA zur Förderung der Kooperation im Bereich Automobil gegründet hat. In der “Arbeitsgruppe zur Förderung der deutsch-chinesischen Automobilindustrie” sind zahlreiche Cluster und Wirtschaftsförderer aus beiden Ländern vertreten. Das Gremium hat sich im Zusammenhang mit dem ebenfalls von CIIPA organisierten Deutsch-Chinesischen Automobilkongress gebildet. Für 2019 ist die dritte Veranstaltung in Ingolstadt geplant. CIIPA lädt dazu weitere lokale und regionale Cluster-Organisationen aus Deutschland ein und informiert am Messestand über Beteiligungsmöglichkeiten.

Am zweiten Messetag präsentiert sich auf der HANNOVER MESSE erstmals die zentralchinesische Stadt Jinan. Sie setzt sehr stark auf intelligente Produktionstechnologien und ist in der Volksrepublik als Pilotregion für die sogenannte “New Open Economy” gelistet.

■ **China International Investment Promotion Agency Germany (CIIPA)**
Halle 27, Stand D42

Bockenheimer Landstr. 61
60325 Frankfurt am Main,
Germany
Tel.: +49 (0)69 24 75 6800
www.ciipa.de

Wuppertal, Nanjing, Ingolstadt

Deutsch-Chinesischer Automobilkongress: Branchentreff für neue Mobilität

Nach dem erfolgreichen Start in Wuppertal folgte im November 2018 die Fortsetzung in China: Der zweite Deutsch-Chinesischen Automobilkongress tagte in Nanjing und Nanchang. 500 Teilnehmer diskutierten auf Einladung von CIIPA über „Doppel-Kooperationen und gemeinsame Zukunft“ und tauschten sich über aktuelle Entwicklungen und zukünftige Trends in der Automobilbranche aus.

Cluster wie Ingolstadt, Automotive Nord, automotive Berlin-Brandenburg, MAHREG Automotive, der VDA, die GTAI und die Wirtschaftsförderer des Bergischen Lands, Wuppertals

nahmen an dem von Roland Berger konzipierten Kongress teil. Auf der chinesischen Seite waren alle wichtigen Automobilunternehmen und die wichtigsten Automobilregionen vertreten.

2019 folgt die Fortsetzung: Am 17. September findet der 3. Deutsch-Chinesische Automobilkongress in Bayern statt - in Ingolstadt.

- Information, Anmeldung, Download Dokumentation: www.ciipa.de



CIIPA: Events auf der HANNOVER MESSE 2019

Montag, 01. April 2019

- 09:30 - **Eröffnungszereemonie des Messestands „Invest in China 2019“**
10:10
Halle 27, Stand D40
- 10:20 - **Chinesisch-Deutsches Kooperationsforum für intelligente Produktion 2019**
12:30
Halle 27, Forum I
- 14:00 - **Versammlung der Chinesisch-Deutschen Industriestädteallianz 2019**
17:20
Convention Center (CC), Saal 3A

Montag, 01. April 2019

- 14:30 - **Jahrestreffen 2019 der Arbeitsgruppe zur Förderung der deutsch-chinesischen Automobilindustrie**
18:00
Convention Center (Center Saal 11)

Dienstag, 02. April 2019

- 10:00 - **2019 Jinan Investment Cooperation Exchange Symposium (Germany)**
12:30
Convention Center (Center Saal 15-16)

Chinesisch – Deutsches Kooperationsforum für intelligente Produktion 2019

1 April 2019, 10:20 - 12:30, Global Business & Markets, Forum I

Sprachen: Deutsch, Chinesisch (Simultan)

Veranstalter:



Deutsche Messe
Technology Academy

Gastgeber:

China International Investment Promotion Agency (Germany),
Sekretariat der Chinesisch-Deutschen Industriestädteallianz

Mitveranstalter:

Volksregierung der Stadt Shenzhen, Bezirk Bao'an;
Volksregierung der Stadt Jinan, Volksregierung der Stadt Taicang;
Verwaltungskomitee der Pinghu Economic Development Zone;
Verwaltungskomitee der Foshan Sino-German Industrial Services Zone;
Nouvelles d'Europe Kultur- und Mediengruppe

Programm:

- 10:20 – **Grußworte**
10:35
Yong Li, Deputy Director General der Investment Promotion Agency of Ministry of Commerce, P.R. China
Dr. Robert Herrmann, Geschäftsführer Germany Trade and Invest (GTAI)
Weidong Wan, Gesandter-Botschaftsrat, Botschaft der VR China in Deutschland
- 10:35 – **Keynote: Trend und Praxis der Industrie in der Zukunft**
10:50
Prof. Dr. Reiner Anderl, Präsident, Akademie der Wissenschaften und der Literatur
- 10:50 – **Vorstellung der Studie China As a Location For German Investment – Chance and Opportunity**
11:00
Andreas Dressler, Managing Director, FDI Center
- 11:00 – **Vertragsunterzeichnung**
11:05
CIIPA (Germany) und Deutsche Messe Technology Academy GmbH

- 11:05 – **Panel Deutsch-chinesischer Industriedialog**
11:50
Dr. Eberhard Veit, Mitglied im Leitungskreis der Plattform Industrie 4.0 (Moderator)
Dr. Dominik Rohrmus, Siemens AG Corporate Technology
Roland Bent, CTO, Phoenix Contact GmbH & Co.KG
Uwe Gräff, CTO, HARTING Technologiegruppe
Hui Li, Senior Vice President, BAIC Capital
Jie Lu, Vize Präsident, Huawei (Deutschland)
- 11:50 – **Panel Ecosystems**
12:30
Thomas Rilke, CEO, Deutsche Messe Technology Academy
Dr. Rainer Waldschmidt, Geschäftsführer, Hessen Trade & Invest
Qingliang Lu, Geschäftsführer, Jinan Heavy Machinery Joint-Stock
Hai Zhao, stellvertr. Oberbürgermeister der Stadt Foshan
Hui Zhang, Geschäftsführer, Nio (Deutschland)
Hans Gäng, local global (Moderator)



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Sino-German Industrial City Alliance

Sino-German Industrial City Alliance (abbreviated as Alliance) is an international cooperation platform jointly initiated and established by major industrial cities of China and Germany in April 2016. As of October 2018, the Alliance has 41 member cities (23 in China and 18 in Germany), 3 professional cooperation committees (intelligent manufacturing, petrochemical industry and vocational education) and an online information service platform (ISA-Portal), which is dedicated to integrating information and providing services for the member cities.

The functions of the Alliance include promotion of economic and trade exchanges as well as promotion of international technical cooperation. In April, the Alliance organizes the Chinese cities to participate in the HANNOVER MESSE in Germany and holds a series of economic and trade exchange events.

In October, the Alliance organizes the German cities to visit China and holds a series of economic and trade exchange events. During the successfully held 6th plenary meeting of the Alliance, nearly 200 government and enterprise representatives from 33 member cities (including 57 foreign guests) participated in the plenary meeting. Nine mayors from the Chinese and German cities participated in the "Oberbürgermeister-Dialog". Through various activities and events, the influence of the Alliance was enhanced and the Alliance has been widely recognized by government departments and companies in China and Germany.

- **Foshan Sino-German Industrial City Alliance**
Hall 27, Stand D38
www.sino-german.net



Smart Industry Ecosystems

Deutsche Messe Technology Academy: Sharing knowledge worldwide

Three brands for three disruptive production technologies - that is the structure of the Deutsche Messe Technology Academy. With this concept, it brings together numerous leading industrial suppliers, research institutions and industrial policy initiatives - in the fields of automation, robotics, industry 4.0, additive manufacturing and now also in the field of digital reality.



Deutsche Messe Technology Academy and its numerous partners share new knowledge worldwide. Users can experience state of the art production technology live - all year long at Pavillon P36 at the Hannover Exhibition Centre, but also at several locations worldwide, since 2017, the Robotation Academy in Foshan, China, opened its doors. In the near future new offshoots will be established also in the Chinese industrial metropolises of Nanjing and Ningbo as well as in Port Elizabeth in South Africa, all of them bearing the name "Smart Industry Academy". "Our joint approach is to promote knowledge transfer across game changing areas of production technologies," Thomas Rilke, CEO of Deutsche Messe

Technology Academy, is explaining the rapid expansion abroad.

Volkswagen AG is a strong partner who has supported the concept of the Deutsche Messe Technology Academy from the very beginning and is also a shareholder. The automotive group is even permanently present at the Academy in Hannover with the Volkswagen Commercial Vehicles Campus Digitization. "Here, as one of the largest users of production technology, Volkswagen meets a unique network of partners at eye level in order to jointly understand and implement innovations," says Olaf Katzer, Head of Digital Learning at the Volkswagen Group Academy and also Managing Director of Deutsche Messe Technology Academy GmbH.

The ability to define win-win situations with leading industry partners shapes the internationalisation of the Academy. At the Robotation Academy in Foshan, one of the hubs for smart production in the Pearl River Delta, 8,000 participants have already been familiarized with applications in automation and robotics. Companies such as Phoenix Contact, Lenze and others have committed themselves to the location in the long term in order to present system solutions in the Chinese market. Also in the new academies Ningbo and Nanjing, the Technology Academy is focusing on the fact that leading medium-sized companies from Germany can communicate the potential of production technology from Germany much better in a network.

At HANNOVER MESSE 2019, Thomas Rilke will be announcing a further expansion step: The Academy is to be opened up to start-ups who are looking for corporates to jointly develop new ideas and business models. Rilke's goal: "Together we

will create a unique ecosystem, based on innovations for intelligent production".

■ **Deutsche Messe Technology Academy**
Pavillon P36
www.technology-academy.group



Promoting the dialogue on technology: Federal President Frank-Walter Steinmeier at the Robotation Academy in Foshan, China

Four Places for Innovation and Growth

CIIPA is presenting highly attractive investment locations at
HANNOVER MESSE 2019



Pinghu Economic-Technological Development Zone

Pinghu City, titled as "Golden Pinghu" in history, is in the northeast of Zhejiang Province. Located in the most economically dynamic

region, the Yangtze River Delta, Pinghu City is adjacent to Shanghai in the north and Hangzhou Bay in the south. With efficient high-speed railways and express ways, Pinghu is well connected to Shanghai, Suzhou, Hangzhou and Ningbo. With three international airports and three international harbors nearby, Pinghu is well connected to the world. Pinghu Economic-Technological Development Zone, shorted as PEDZ, is located in the northwest corner of Pinghu City, 3km to the city center. PEDZ, founded in 1996, has been granted as a national level economic-technological development zone in 2013. PEDZ has attracted worldwide investors from Germany, Sweden, Italy, USA, Japan and over 20 countries and districts. Until today, about 1000 enterprises in the zone, among which are 300 foreign direct investment companies. In 2015 PEDZ has set up the Geman Industry Park, and 30 companies from German-Speaking countries have invested in PEDZ. PEDZ has formed an industrial cluster which focuses on optical-machinery-electronics and bio-tech (food) industry.

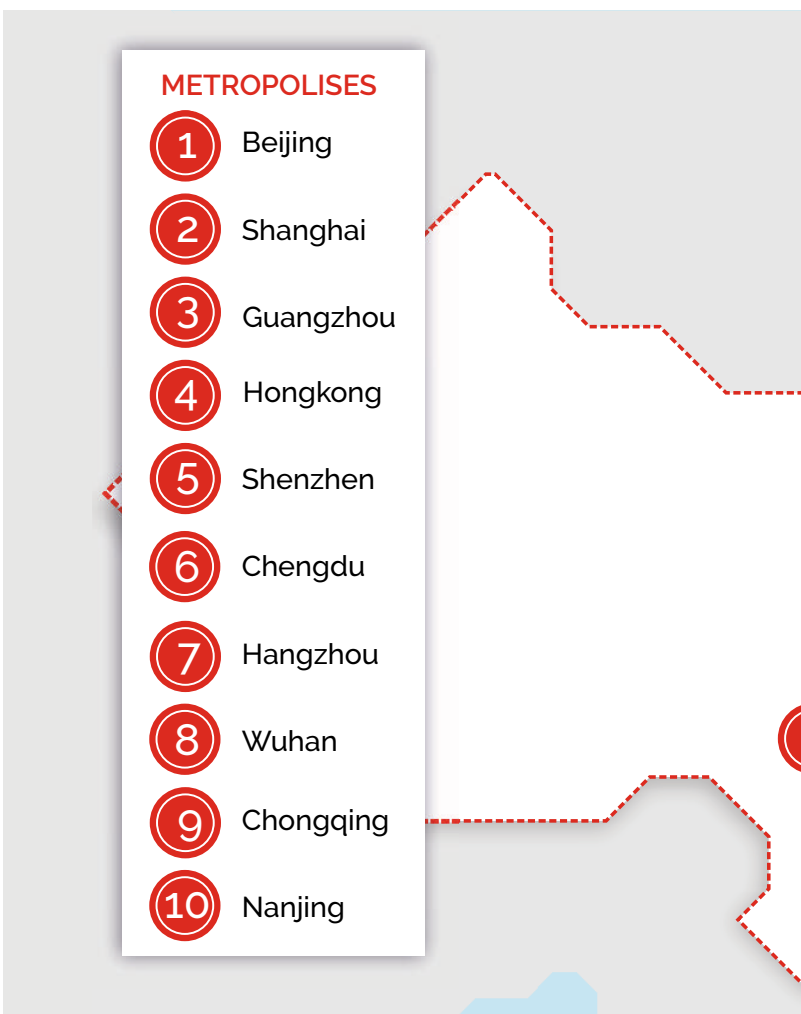
■ Hall 27, Stand D42
www.pedz.com



Shenzhen Bao'an District

Bao'an connects the Guangdong-Hong Kong-Macao Golden Corridor. It is located in the middle of the development backbone of

the Pearl River Delta and is a key node on the Maritime Silk Road, boasting a unique geographical location with regional advantages. Bao'an has a history of more than 1,600 years. It is not only an important cultural city south of the Five Ridges, but it also represents the root of Shenzhen-Hong Kong culture. Today, Bao'an covers a land area of 397 km², with 10 sub-districts and 5.4 million residents under its jurisdiction. In 2018, Bao'an achieved a GDP of RMB 381.2 billion, an increase of 8.7%. The added value of its industrial enterprises above the designated size amounted to RMB



172.5 billion, an increase of 6.8%, ranking the 6 in the Top 100 Industrial districts of China. Fixed assets investment reached 108 billion yuan, an increase of 32.2%, the fastest growth rate in Shenzhen city. Foreign trade imports and exports totaled 57.8 billion US dollars, an increase of 1.5%. Science and technology innovation was strong, and the whole society invested 10.6 billion yuan in R&D. The number of state-level hi-tech enterprises in the district was more than 3,900, ranking first in Guangdong province. It completed tax revenue of RMB 62.59 billion (2017) of which manufacturing accounted for 51%. This is highlighting the strength of Bao'an as a major manufacturing district.

■ Hall 27, Stand D42
<http://english.baoan.gov.cn/>



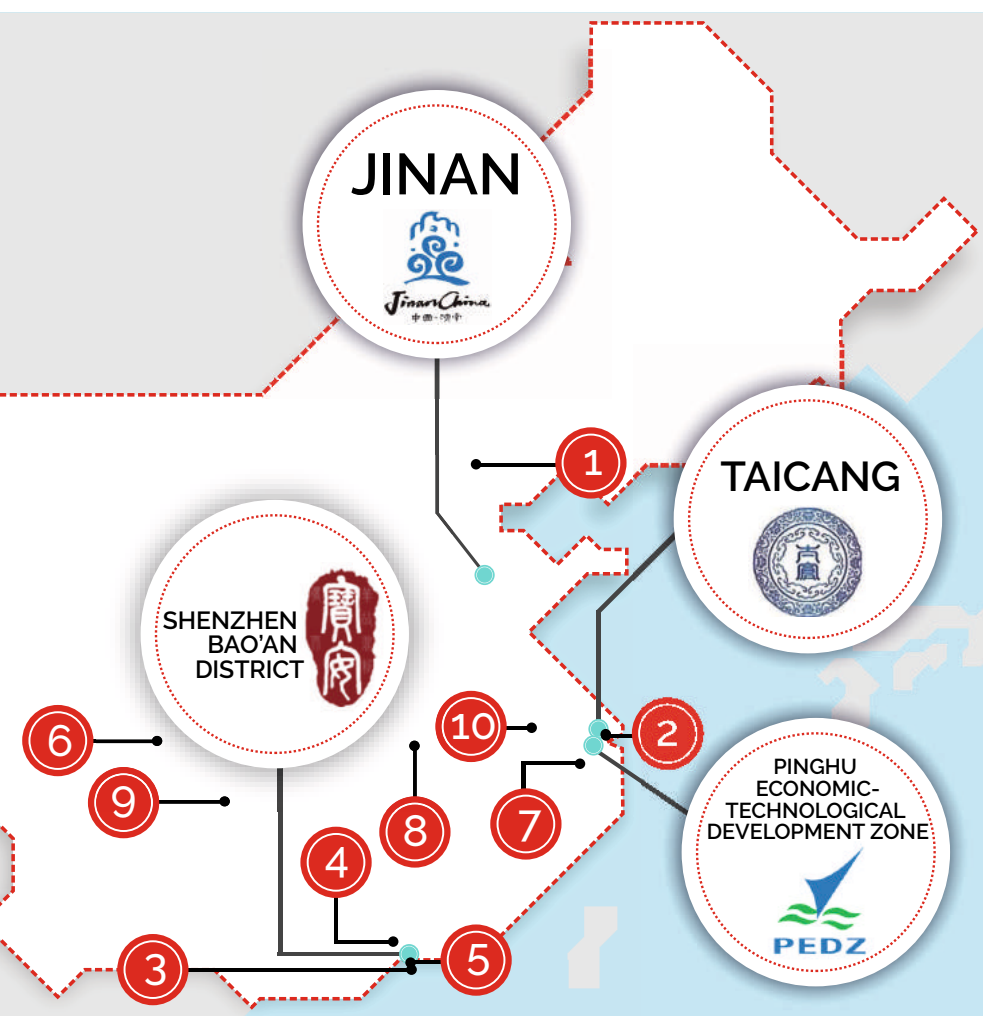
Taicang

Taicang covers an area of 810 square kilometers with a total population of 1.04 million. It has jurisdiction over the national Taicang Port Economic and Technological Development Zone, the provincial High-tech Industrial Development Zone, the provincial Yangtze River Estuary Tourism Resort, the Science and Education New Town, the Loudong Street and six towns.

The annual GDP of the region reached 133 billion CNY, an increase of 7%; the general public budget income was 15.5 billion CNY, an increase of 10%; the tax revenue was 13.95 billion CNY, an increase of 14.3%; the industrial output value above the scale was 226 billion CNY, an increase of 7.5%. Among the Top 100 County-level cities in China in 2018, Taicang ranked 7th in comprehensive strength, 2nd in scientific and technological innovation, 3rd in green development and 6th in quality of new urbanization. Taicang has 12,000

industrial enterprises of various types, of which more than 3,000 are foreign-funded. The industry is mainly concentrated in the fields of high level equipment manufacturing, new materials, biomedicine, precision machinery and automotive parts. It is one of the most promising places for investment and one of the cities with most dynamic and development potential in China. The cooperation between Taicang and Germany started in 1993, when the first German company Kern-Liebers settled down. After more than 20 years of development, Taicang has attracted more than 300 German enterprises: Taicang has become the region with the highest concentration of German enterprises and with the best development efficiency in China, and enjoys the reputation of the "Home-town of German Enterprises" in China.

■ Hall 27, Stand D42
www.taicang.gov.cn



Jinan

As the Capital of Shandong Province, Jinan is the political, economic, culture and financial center of Shandong Province.

Jinan locates in the intersection of China's five major economic circles. Jinan is the preferred place for business layout. The industrial system of Jinan is relatively complete and the investment supporting elements of key industries are almost complete, with a good development momentum of the advanced manufacturing industry, and an increasing proportion of strategic emerging industries. Jinan is listed as one of "the pilot zone for the New Open Economy". The Mingshui Economic Technological Development Zone is located in Zhangqiu district – a new district in

the east of Jinan. It has cultivated and formed four leading industries: transportation equipment, machinery manufacturing, industry of fine chemicals, food and beverage, and emerging industries such as new materials, information technology, biomedicine and intelligent manufacturing have already taken shape. There are now 297 industrial enterprises in the zone, including 12 Fortune 500 companies. In 2018, the total output value reached RMB 59.8 billion, the main business income of the industrial enterprises above designated size reached RMB 105 billion. Jinan sincerely hopes to strengthen economic and trade cooperation with companies in Germany.

■ Hall 27, Stand D42
<http://www.jinan.gov.cn/>



Technology Park of Alava, Vitoria, Basque Country ©SPRI

Incorporating intelligence to production

EUSKADI-BASQUE COUNTRY: Industry is a driving force of innovation

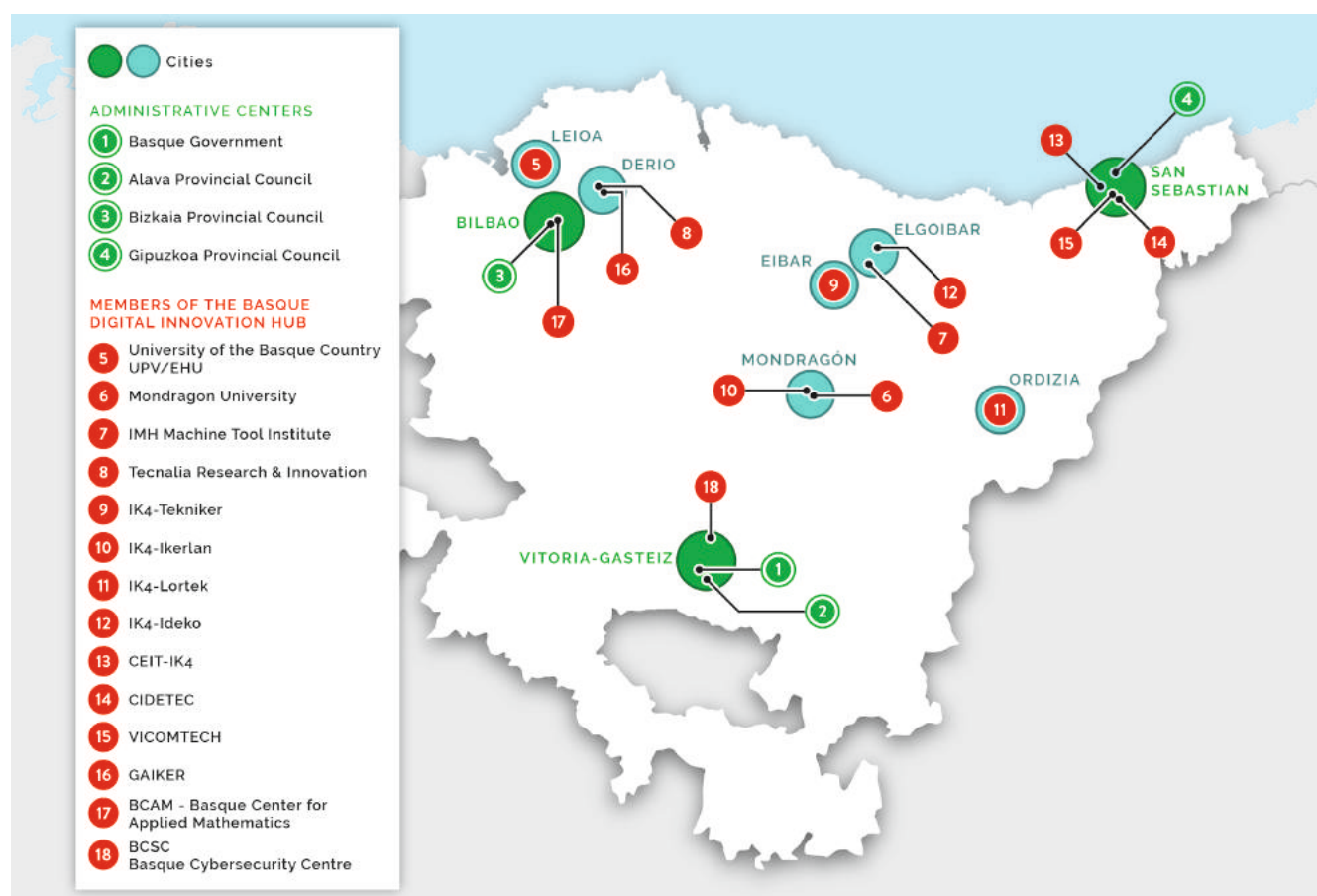
Euskadi, as the Basque Country is known in Basque, is a small country but with a strong identity. With a history stretching back over 5,000 years, Euskadi has a distinctive culture and a language that is unique in the world. Euskadi is today a modern country that has managed to adapt to the times and is at the forefront of Europe in terms of quality of life and sustainable human development.

The Basque Country is involved in the race towards competitiveness in a global and highly industrialised economy, in which it currently boasts 1,660 enterprises operating internationally and more than 5,000 companies with the highest

quality certifications. Industry is the Basque economy's driving force and key to create quality jobs.

Basque Industry 4.0 strategy

The advanced manufacturing strategy, Basque Industry 4.0, is building the foundations to support the development of the factory of the future. Among other factors, it means a commitment to the incorporation of intelligence into production means and systems, the use of emerging technologies and capabilities in new products and processes, and the integration of advanced materials into higher value added solutions or improved processes. Basque Industry 4.0 is



based on three strategic pillars: Basque Digital Innovation Hub, Training for employment and New business models.

Basque Science, Technology and Innovation Network

The Basque Science, Technology and Innovation Network is a group of Science and Technology agents working together, developing specialised, world-class, market-oriented research that contributes to the creation of wealth and wellbeing in the Basque Country. The network consists of 120 accredited Members: Singular Agents, Basic and Excellence Research Centres (BERC), the Research Structures of the Universities, Cooperative Research Centres (CIC), Multifocused Technology Centres, Sectoral Technology Centres, Agents for the Dissemination of Science, Technology and Innovation, Supply/Demand Intermediation Agents, Corporate R&D Units, Health R&D Organizations and Health Research Institutes.

High innovation country

Commitment to innovation is the hallmark of the Basque Country and has brought in recognition and resources at European level. In addition to being the autonomous community that assigns the highest percentage of its GDP to R&D, 1.88%, its scientific, technological and business capabilities have placed it among the European high innovation countries.

■ Basque Industry 4.0 – Euskadi-Basque Country

Hall 27, Stand D22

- EUSKADI-BASQUE COUNTRY will hold a reception where you can enjoy Basque gastronomy and folklore. Musicians Felipe Ugarte and Imanol Ugarte from Urnieta, Spain, will play Basque music. You are all invited to join this event!
03.04.2019, 13:00

■ SPRI – Business Development Basque Agency

Ms Jasone Aretxabaleta

Urkixo Zumarkalea 36-4

48011 – BILBAO

Tf: +34944037000

Email: jaretxabaleta@spri.eus

www.spri.eus

**BASQUE
INDUSTRY 4.0**

Moscow: a center of business attraction

Moscow is a dynamically developing metropolis, the economic and financial center of Russia.

Thanks to the policy aimed at business development, creation of modern infrastructure and conditions for high quality of life, Moscow is able to attract additional private investment, new personnel and projects of international level.

The Russian capital pays great attention to the development of the real sector of the economy, which provides 12% of the gross regional product.

Moscow has all the conditions for the functioning of modern industry today. At the moment, the city has 650 large and medium-sized enterprises of various industries, from the food industry to microelectronics.

The infrastructure for business is actively developing: new industrial complexes, industrial parks and technoparks are emerging. Special conditions for high-tech companies are provided by the special economic zone "Technopolis "Moscow", where 56 Russian and foreign residents are localized. Moscow provides tax benefits and financial support for



enterprises: subsidies, preferential loans, reduced rental rate, and more. This support of the city government helps businesses to save money and invest in their own development: to buy new equipment, expand production capacity, create new jobs. This entire works for the benefit of not only a particular enterprise, but also the whole city.

■ Department of Investment and Industry Policy of Moscow

Hall 27, E42
www.mos.ru

Castilla y León: a strategic area for trade

Castilla y León, a strategic area for trade between the South of Europe and the rest of the continent, offers your company the outstanding location where to locate your investment project. The Region's communication axes and the existing technology and industrial parks make the area an attractive place for companies to set up their businesses. Castilla y León has excellent support infrastructures for innovation, providing the material and human resources required for implementing R&D projects, technology transfer, tests or measurements.

The industrial sector has consolidated its position as one of the main engines of the regional economy and the main driver of job creation in the Zone. In this sense, the Regional

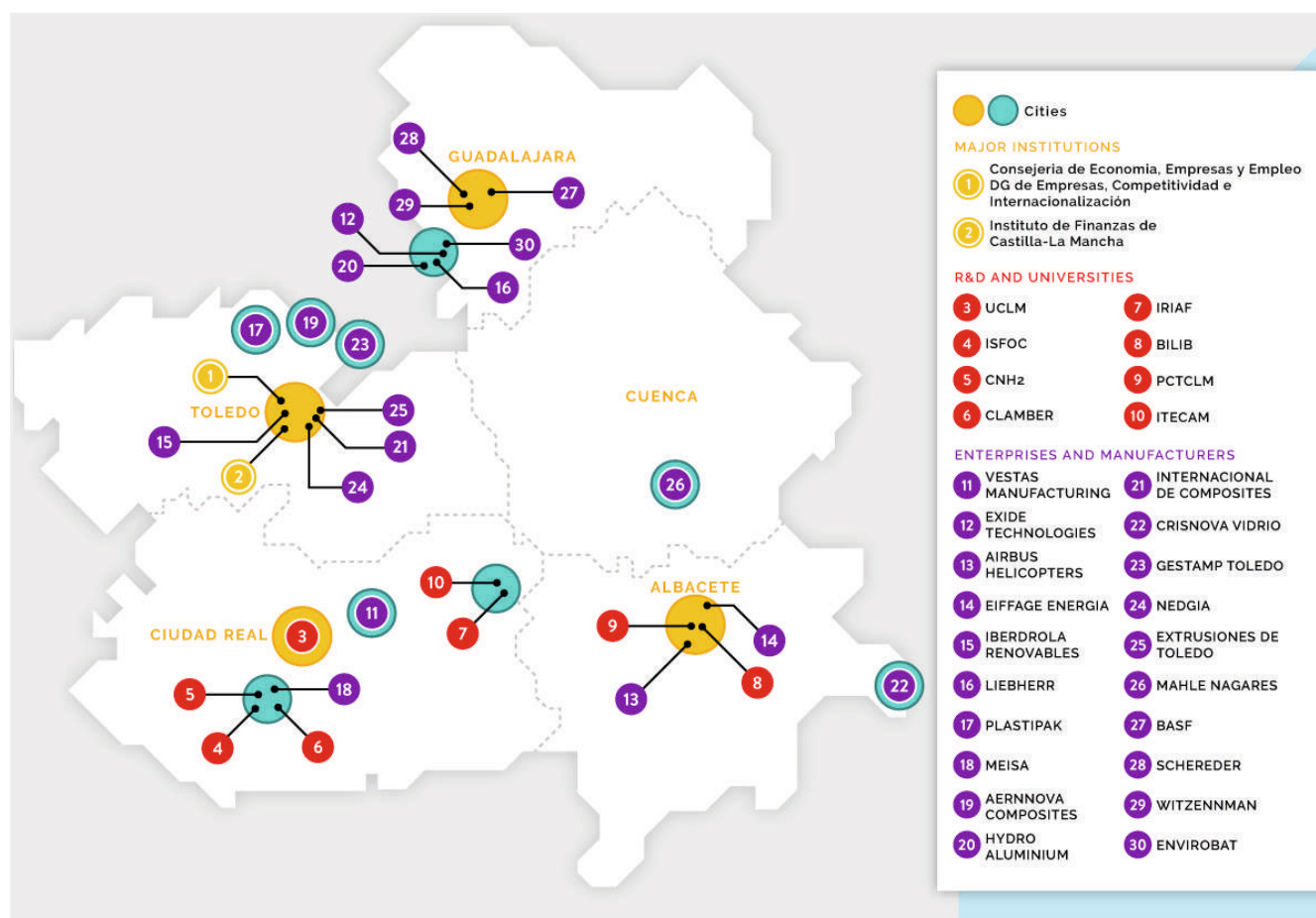
Government clearly bets on this sector through the implementation of specific plans for the promotion of the Castilla y León industry. Castilla y León has a broad, powerful and highly specialized industrial fabric. Traditional activities such as Automotive or Agri-food Industries position Castilla y León as a leading industrial region on both national and European levels. Together with them, there are sectors as diverse as, Information and Communication Technologies, Security, Chemical-Pharmaceutical, Logistics and Energy, which make Castilla y León a region suitable for investment in a battery of very diverse economic sectors implemented with high technology.

Our Region is an attractive place for companies to set up their businesses in; companies such as Renault-Nissan, Iveco, Michelin, Mondelēz, Pepsico, Aciturri, HP, IBM, GMV, Indra, GlaxoSmithKline, Merk Sharp and Dohme, Adisseo, XPO Logistics, Vestas or Lm Wind Power among others, are already established in our Region.

■ Junta de Castilla y León

Hall 27, Stand E27
ramon.molpeceres@jcyl.es





Plan Adelante in Castilla-La Mancha

IPEX, the Foreign Promotion Institute of Castilla-La Mancha, is in reference for International Trade and Foreign Investment Attraction to the Spanish region of CLM.

Main reasons to invest in Castilla-La Mancha.

- Quality of life
- Strategic location and excellent infrastructures
Advantageous position surrounded by more than 60% of Spanish population.
- Industrial land available & competitive costs
More than 26 Million sqm available
- The Regional Government is committed to industrial and business promotion, developing support policies such as "Plan Adelante" or "Training and Employment Incentives".
- Aids and incentives

Investment

- **PLAN ADELANTE:** strategic plan to reinforce entrepreneurship. Designed to improve the competitiveness, boosting capacity for growing and, the creation and consolidation of employment.
- **FOCAL PROGRAM:** to promote agro-food businesses.
- **REGIONAL ECONOMIC INCENTIVES** for projects

creating establishments, expansion and, modernization related to transforming industries and production support services, or to tourist establishments and complementary facilities.

Training & Employment, Financing and R&D

Industrial institutes and R&D centers:

- **ITECAM:** Metal-Technological Centre of Castilla-La Mancha, whose main goal is to encourage innovation and promote competitiveness in metal-mechanic industries.
- **CNH2:** National Hydrogen Center is devoted to scientific and technology research in all fields related to hydrogen and fuel cells technologies.
- **ISFOC:** Institute for Concentration Photovoltaics Systems has involved the main vehicle to develop the concentration photovoltaic (CPV) technology, which is the chief goal.
- **Instituto de Promoción Exterior de Castilla-La Mancha (IPEX)**
Hall 27, Stand E27/1
www.investinclm.com

GMIS: a cross-industrial global platform

The Global Manufacturing and Industrialisation Summit (GMIS) was established in 2015 as a platform to build bridges between manufacturers, governments & NGOs, technologists and investors in harnessing the Fourth Industrial Revolution's transformation of manufacturing to the regeneration of the global economy. A joint initiative of the United Arab Emirates and the United Nations Industrial Development Organization (UNIDO), GMIS is a platform that presents the manufacturing sector with an opportunity to contribute towards global good, working to the benefit of all.

GMIS is the world's first cross-industrial and cross-functional platform that offers a voice and venue for leaders to transform manufacturing, encourage greater investment in capabilities, foster innovation and drive global skills development. Uniting influential delegates, including visionary

world leaders, expert industry CEOs and specialist researchers and academics, the summit aims to place manufacturing at the heart of economic regeneration and government policymaking, utilising it as a tool for global cooperation and collaboration.

In July 2019, the manufacturing community will gather in the city of Yekaterinburg, the industrial heartland of Russia, for the second edition of GMIS.

For more information, please visit www.gmisummit.com

- **Global Manufacturing and Industrialisation Summit (GMIS)**
Hall 27, Stand E23
www.gmisummit.com

Transatlantic Business & Investment Council: expertise for the USA

The Transatlantic Business & Investment Council (TBIC) specializes in transatlantic trade and investment from Europe to the United States. TBIC represents over 100 selected U.S.-cities, communities and regions, including chambers of commerce and service providers from more than 25 different states. The TBIC team receives support from its Advisory Council, consisting of 21 U.S.-specialists, including site selectors, visa, tax and legal experts. Since we are funded by our Members, we can offer our basic services free of charge to European companies.

With a vast network of U.S.-experts the EAIC helps European companies enter and expand their business successfully in the USA. Our services include:

- U.S. market expertise
- Making contact with potential business partners in the USA
- Assistance with forming a U.S. company: business planning, especially U.S. costs (such as real estate; labor & employment; utilities such as electricity and water; taxes; logistics)
- Regulatory, tax, legal and visa information and support
- Site Selection support in the USA
- Construction and planning



Your company can benefit from this network and know-how. Seize the opportunity to visit the TBIC stand at the Hannover Trade Fair. Get to know the TBIC team personally. Our team and numerous members from the U.S. as well as our co-exhibitors Greater Portland (OR), Bay County (FL), The American Dream – US Visa GmbH and the Southern Economic Development Council (SEDC) are looking forward to welcoming you at our stand.

- **Transatlantic Business & Investment Council (TBIC)**
Hall 27, D24
www.tbic-fdi.com



**LOOKING FOR
NEW BUSINESS PARTNERS?
MEET THEM IN
HALL 27 - STAND E17**



Aguascalientes: Driving Mexico from within

Strategically located in Central Mexico, the most important economic area in the Country, Aguascalientes stands out as one of the most competitive States, having the highest standards of living, safety, innovation, growth, employment and investment attraction.

German companies have decided to locate in Aguascalientes, investing more than 300 million Euro in the past two years. Germany is the third country with the most Foreign Direct Investment in our state, only behind Japan and the United States.

Allgaier, Continental and Bosch are some of the firms that have decided to start operations here and transfer technology and innovation, and also provide specialized jobs to our young population. On top of that, we have been working very closely with the German authorities on implementing the Duales Ausbildungssystem.

With Sweden we share a diversification vision for the long run being automotive, aerospace, renewable energy and IT, the sectors we look forward to developing.

We have the best location, the best people and the best business climate. We are a very thriving and prosperous place, with a diversified economy and a very high quality of life. We are open for business and eager to have you visiting and investing in Aguascalientes. We welcome you to the best Mexico has to offer.

We are Aguascalientes. Be part of it!

- Secretaría de Desarrollo Económico Aguascalientes
Hall 27, Stand H23
www.aguascalientes.gob.mx



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LUXEMBOURG'S
SMART
INDUSTRY !**

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HALL 2
STAND C57**

Innovation & Research oriented

Artificial Intelligence

Internet of things

Urban Utility vehicles

Automation

Machine Learning for Engineers

Worldwide use of Robots

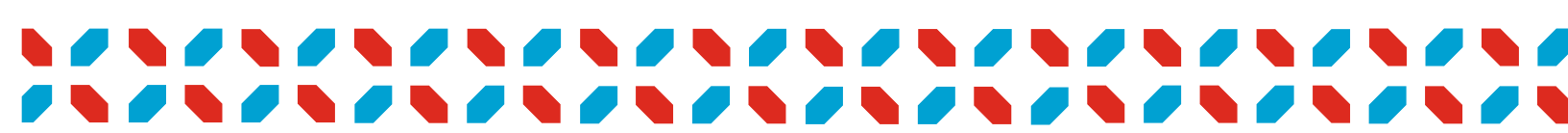
Cost optimisation

Predictive Maintenance

Process manufacturing

Security Solutions

Hardware Development





Added value, visible results

THOST offers comprehensive project management services

Professional project management is well known for sharpening your competitive edge. Tailor-made solutions for large capex, IT or supply chain projects will allow you to clearly achieve your project objectives with visible results. THOST can add value to your projects with corresponding services such as the following:

International project management considers local culture and procedures and creates guidelines which minimize your project transaction input and risks in new markets. Our experienced international project teams successfully apply target-oriented approaches considering key factors for time, cost and qualitative success.

Supply chain management boosts your supply-chain- driven projects and optimizes supply chain processes, networks and skills. In order to help your team reaching its targets, we analyze, optimize and implement SC processes.

Risk Management brings transparency into risks, opportunities, priorities and status of projects. Outcomes are risk minimization strategies, roadmaps and specific measures as well as a coordinated implementation. This enables the project team to exploit opportunities and minimize unforeseen situations in a target-oriented way.

Contract & Claims Management Know-how is essential when drafting a contract. This is often carried out under high competitive and time pressure and characterized by complexity, increasing risks with numerous stakeholders and country-specific cultures and procedures accompanied by dynamic change processes. Our expertise in systematic

recognition of contractual deviations, opportunities and risks provides the basis for taking action. Our early and strategic action in controlled processes creates sustainable success and added value.

Integrated Requirements Management supports the sustainable success of your project from the first stage of the planning process. It transforms your needs into spatial, organizational, technical, and structural planning requirements continuously checking the feasibility of the project. With great expertise in consultancy, planning and project management, our interdisciplinary team sets the strategy and overall concept and oversees the implementation through all project phases.

Construction Management supports the early integration of independent quality, cost and deadline monitoring. It is a valuable addition to the project management services and includes design supervision expertise as well as in-depth experience in tendering, contracting and construction supervision.

LEAN Management (LM) generates time savings for the client by involving all stakeholders into the time and process scheduling and optimization and supports the reduction of, up to the complete elimination of the waste of resources such as material, time and cost.

- **THOST Projektmanagement GmbH**
Hall 27, Stand D24/1
www.thost.com

The Royal League

in ventilation, control and drive technology



Feel the **future**

Blue Year Blue technology Blue to win

Welcome to the world of the best

Hall 11.0
Booth C81

Gearless electrical in wheel
hub drive for emission free
public transportation

ECblue motor technology –
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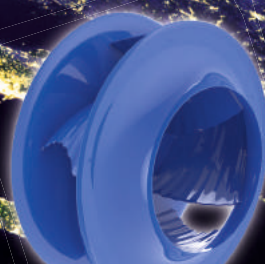
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We are the Business Development Agency of the Basque Government. Our goal is to support and promote Basque companies through the different programmes and services we use to transfer the policies of the Basque Government so that they provide service to the business fabric of our country. In the SPRI Group, Basque companies find the tools to become more international and entrepreneurial, obtain financing, locate industrial land, apply new technologies, innovate or carry out the necessary process of entering the New Industry, Basque Industry 4.0. Moreover, is the agency the Basque Government has entrusted with attracting and facilitating foreign investment through its Invest in the Basque Country service.

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BRAZILIAN NETWORK - NATIONAL CONFEDERATION OF INDUSTRY

The Brazilian Business Mission at HANNOVER MESSE 2019 aims to provide to brazilian companies an opportunity to search for new technologies and international partners. The mission is promoted by National Confederation of Industry, the Brazilian Network of International Business Centers and the Brazilian Trade and Investment Promotion Agency.

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Wir, als eine Plattform für die Förderung der Inves-

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The DAAD is a registered association of German higher education institutions and student bodies. It supports their internationalisation through the exchange of students and scientists as well as through international programmes and projects. Financed by different federal ministries, the DAAD's efforts correspond to the goals of German cultural diplomacy, education and research policy, as well as development cooperation.

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MOSCOW
GOVERNMENT

DEPARTMENT OF INVESTMENT AND INDUSTRY POLICY OF MOSCOW

Moscow is a dynamically developing metropolis, economic and financial center of Russia, which has advanced high-tech production and high investment potential. In recent years, Moscow has implemented measures to reduce the cost of doing business, simplify administrative procedures, improve the quality of tax and tariff policy. The city is actively developing public-private partnership, creating new infrastructure for business-industrial complexes, technoparks, special economic zone "Technopolis "Moscow". All these factors ensure the improvement of the investment climate in the Russian capital. According to the Financial Times, in 2018 Moscow became the

leader in attractiveness for foreign investment among the cities of Eastern Europe and ranks 6th among all European cities.

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DEUTSCH-SCHWEDISCHE HANDELSKAMMER

The German-Swedish Chamber of Commerce was established in 1951 to promote the development of German and Swedish trade and business relations. Located in Stockholm, the Chamber has a total of 1.200 members in both countries. We offer professional services, including matching business partners, distributors, sales agents and importers.

Our services also include research on trade fairs, market analysis and personalized evaluation of the marketing and sales potential in Sweden or in Germany. Tax and legal services as well as payroll and bookkeeping complete our portfolio. Whether in negotiations or daily business – you can rely on our intercultural competence and know-how. Welcome to an extensive network in the German-Swedish economy.

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EEPC INDIA

Set up in 1955, EEPC India is the premier trade and investment promotion organization in India. It is sponsored by the Ministry of Commerce & Industry, Government of India and caters to the Indian engineering sector. As an advisory body it actively contributes to the policies of Government of India and acts as an interface between the engineering industry and the Government.

EEPC India facilitates sourcing from India and particularly boosts the small and medium enterprises to raise their production standards at par with the international best practices. We encourage the SMEs to integrate their business to the global value chain. EEPC India has a membership base of over 13,000 out of whom 60% are SMEs.

One of our activities in this endeavor is to organize international exhibitions and also providing Indian enterprises a world class platform by participating in leading international engineering exhibitions all over the world. Participation at the focused International fairs is not only important to penetrate the focused market; it is also relevant for es-

tablishing presence in those countries as well. EEPC India provides platform to MSMEs to showcase their capabilities to the champions of the industry of the various countries.

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中德工业城市联盟
Sino-German Industrial City Alliance

FOSHAN SINO-GERMAN INDUSTRIAL CITY ALLIANCE

Sino-German Industrial City Alliance is an international cooperation platform jointly initiated and established by major industrial cities of China and Germany in April 2016.

As of October 2018, the Alliance has 41 member cities (23 in China and 18 in Germany) and 3 professional cooperation committees (intelligent manufacturing, petrochemical industry and vocational education). The functions of the Alliance include promotion of economic and trade exchanges as well as promotion of international technical cooperation.

Secretariat of Sino-German Industrial City Alliance (Foshan, China)
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Olga Mamizheva
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**GOVERNMENT OF THE
STATE OF NUEVO LEÓN**

Nuevo León is the business hub of México. Its privileged location in the backbone of North America, having a direct border with the United States, allows companies to do business with one of the most important consumer markets in the world. The state is home to the top-ranked universities and business schools in Latin America, which provide the most productive and qual-

ified talent in the country to the more than 3,500 foreign-capitalized companies that operate successfully in Nuevo León. Monterrey, the capital of Nuevo León, is renowned for its quality of life. Nuevo León leads the country in innovation, infrastructure, and attraction of foreign investment. Get ready for success!

Hector Tijerina Morales
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Staatssekretär für
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IHK HANNOVER

The Hanover Chamber of Industry and Commerce (IHK Hannover) represents the interests of more than 146.000 member companies from commerce, industry and services with respect to politics and administration. Besides offering professional education, the IHK informs and advises on relevant economic matters in many fields – ranging from international business and foreign markets over energy and environment to research and innovation. Moreover, the IHK offers a platform for best-practice exchange.

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Perm region is one of the most economically and industrially developed regions of Russia. Dozens of national and international (Metro, Henkel, Sostmeier, Knauf, Solenis, John Crane) companies making good progress in the region have already had the chance to appreciate its industrial potential, resource base, transportation accessibility and rich cultural heritage.

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Characterized by a mature digital economy (top 10 regions in Russia), the region launched a number of high-potential projects to digitalize industry and to develop smart city services.

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IPEX

IPEX- Foreign Promotion Institute of Castilla-La Mancha (Spain) is a public organism, assigned to the Regional Ministry of Economy, Business and Employment, and is the reference institution for international trade and foreign investment attraction to the region of Castilla-La Mancha (Spain).

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**JUNTA DE CASTILLA Y
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The Regional Government of Castilla y León (Spain), offers companies in the Technology and Industry sectors, business and investment opportunities in Castilla y León. Its Investment Department provides the investors with complete support and consulting services, identifying suitable business sites, drafting financial aids applications, recruitment...

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The Transatlantic Business & Investment Council (TBIC) is the official European representative of selected U.S. cities, communities, regions and corporations. Our focus lies on transatlantic trade and European investment in the USA. Thanks to our vast network of experts we support European companies with their U.S.-market-entry: building business contacts, assistance with forming a U.S.-company, business planning, regulatory, tax and legal information, as well as visa and site selection support. Since we are funded by our Members, we can offer our basic services free of charge to European companies. Together with our co-exhibitors, we look forward to meeting you at our stand.

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with actionable information and customized data reports addressing a wide range of topics including industry clusters, workforce availability, operating costs, infrastructure and logistics, regulations, and federal and state resources for businesses. SelectUSA hosts an annual Investment Summit that attracts investors and economic development leaders. The 2019 Investment Summit will be June 10-12, 2019, at the Washington Hilton near Dupont Circle. Registration for the 2019 Investment Summit is open at www.selectusasummit.us. For more information on SelectUSA programs and services visit: www.selectusa.gov.

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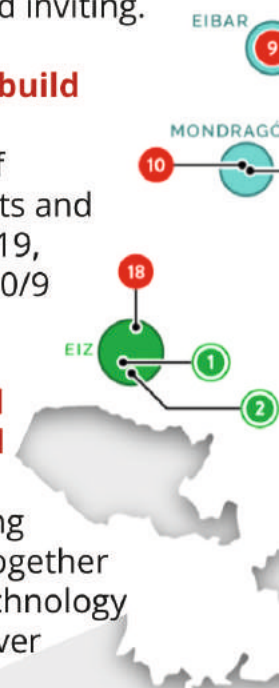
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Husarion	H12	Poland
Hyper Poland	H12	Poland
IFS Polska	H12	Poland
IHK Hannover	B30/1	Germany
Investment Development Agency of Perm Region	E30	Russia

IPEX	E27/1	Spain
Jinan Municipal Government	D42	China
Junta de Castilla y León	E27	Spain
Leaware	H12	Poland
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PYSENSE	H12	Poland
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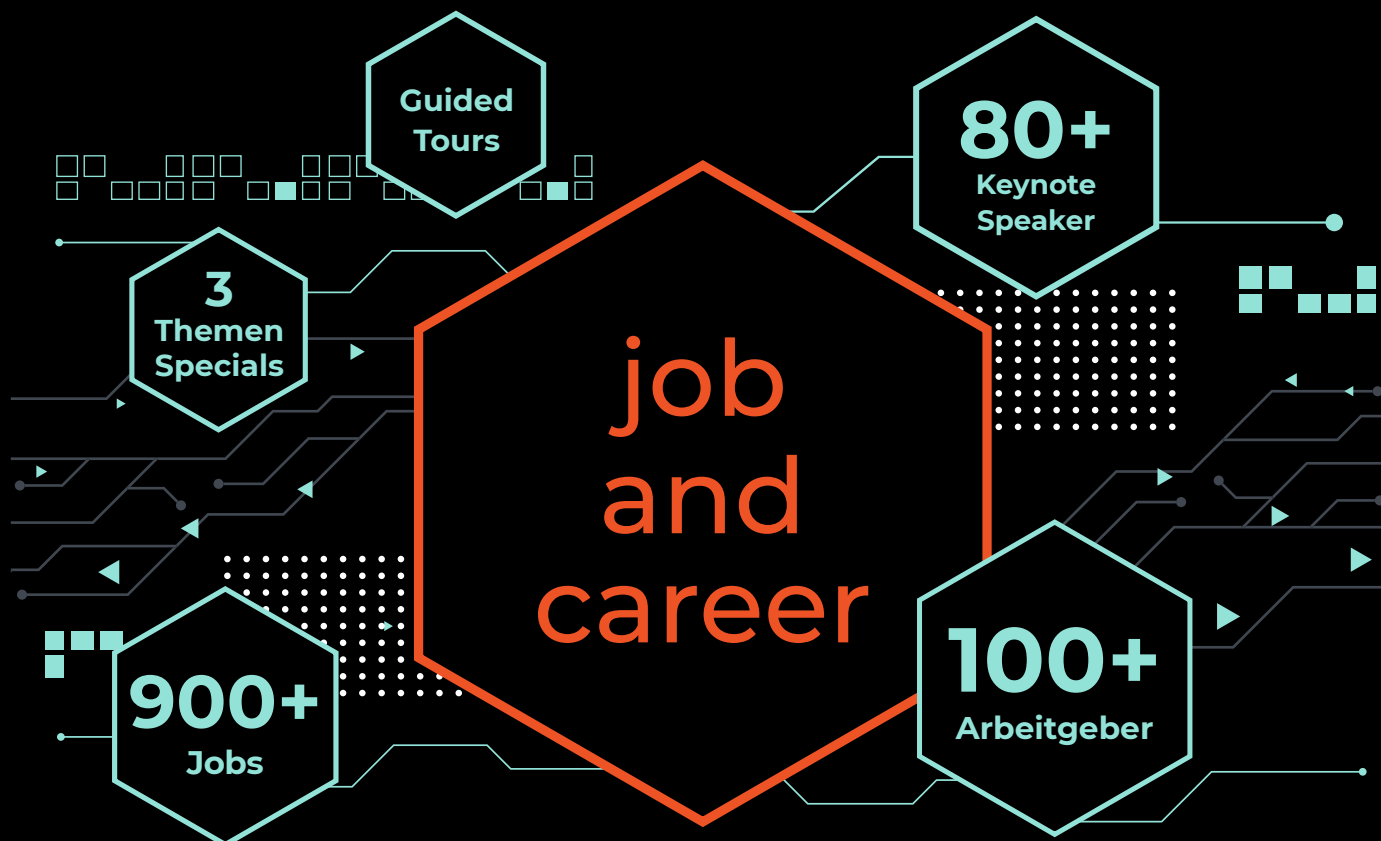


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