

HANNOVER MESSE

Retrospective of Partner Countries 2005-2013

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Deutsche Messe
Hannover • Germany

Get new technology first



HANNOVER
MESSE

Partner Country **Showcase:** A unique **global event.**

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Welcome to the **world's leading** trade fair for industrial technology!



HANNOVER MESSE guarantees its Partner Countries exposure superior to that offered by any other trade fair. China, France, Italy, Korea, Japan, Turkey, India and Russia-all of these nations have in the recent past leveraged their Partner Country status at HANNOVER MESSE to expand their global business networks. They have used the fair to further internationalize their local industrial sectors and access new markets. And, not least, they have profiled their industrial strategies to the world, including a strong focus on eco-friendly and sustainable production. HANNOVER MESSE will be the place where new partnerships for a shared global future are forged. I invite you cordially to come to Hannover and take advantage of this unique opportunity for international dialogue

Dr. Jochen Köckler, Member of the Board at Deutsche Messe



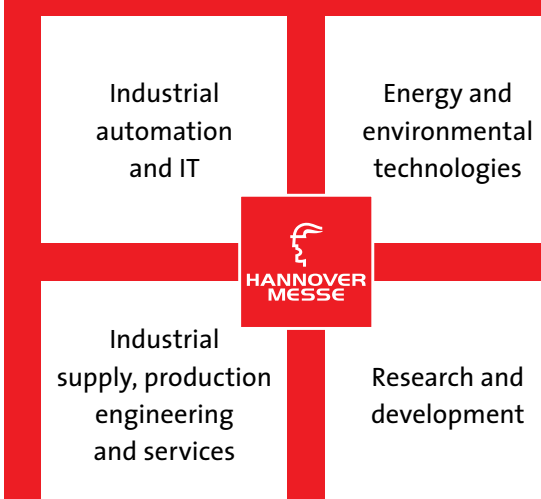
Extensive international scope, sustained business leads, broad media coverage and cross-industry knowledge transfer: in 2014 HANNOVER MESSE will once again fulfil all the conditions for business success. HANNOVER MESSE provides an excellent opportunity to showcase your company's product portfolio at the focus of industrial applications and along the entire value-adding chain. I cordially invite you to exhibit your products and services in a highly innovative setting. Thanks to our full-service support you will be in a position to concentrate on the essentials – i.e. the maximization of your business success.

Marc Siemering, Senior Vice President HANNOVER MESSE

Unique features of HANNOVER MESSE:

- Outstanding platform for business leads
Establish sustained contacts with top decision-makers from business, science and politics.
- Direct access to international markets
Present your innovations to trade visitors from all over the world and conquer new sales markets.
- Worldwide media coverage
Ensure that your technological solutions attract international attention.

The core display categories at HANNOVER MESSE 2014



A look back at 2013 – resounding success.

HANNOVER MESSE is the chosen venue for international product and technology premieres. The statistics for 2013 demonstrate the appeal of the world’s leading trade fair for industrial technology:

Visitors

217,017 visitors
from 93 countries

Trade visitors

Over 93 % were trade visitors

Business delegations

Approx. 150 international business delegations

Business contacts

5 million business contacts in 5 days

Journalists

2,500 journalists from
50 countries,
including 20 % from outside Germany



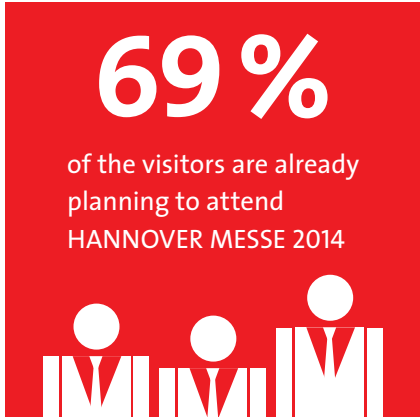
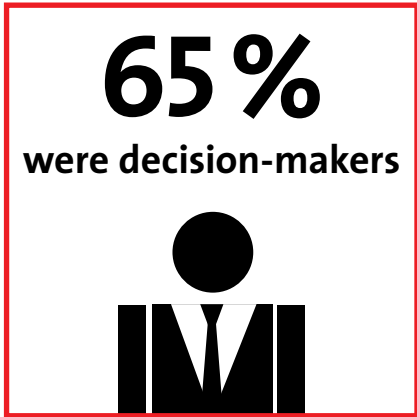
Gaining a foothold in new markets

Use this opportunity to meet potential users in all the industrial sectors featured at HANNOVER MESSE.

Manufacturing industry	76,300
Capital goods	52,900
Basic materials and primary products	24,700
Energy	27,800
Services	21,500
Distributive trades	13,500
Research institutes/industrial research	9,100
Public authorities and institutions	7,200

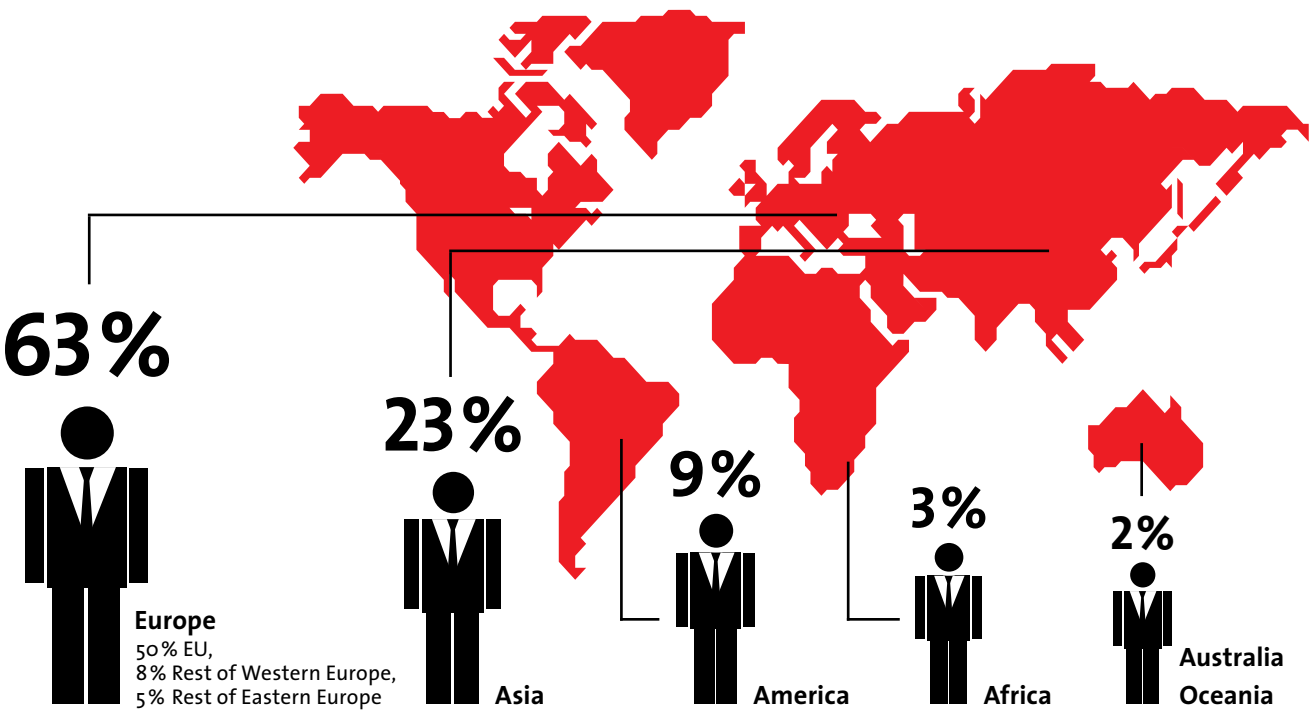
Making all the right contacts

Only at HANNOVER MESSE can you meet all the top decision-makers:
65 % of the visitors to HANNOVER MESSE 2013 were directly involved in their companies’ investment decisions.



The whole world at HANNOVER MESSE

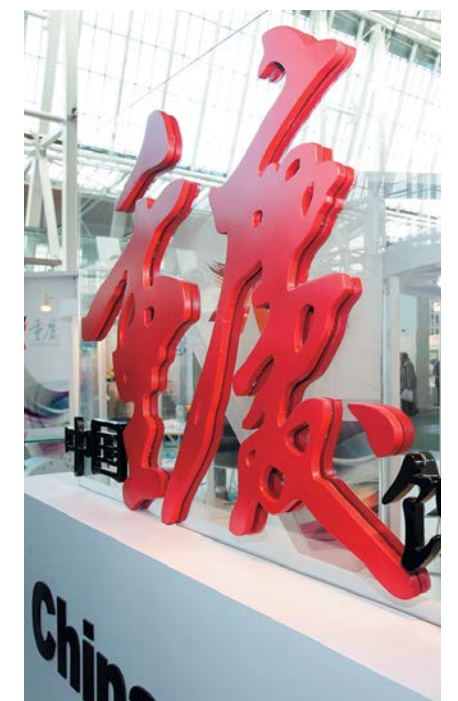
Highly qualified visitors from all the world’s continents came to Hannover in search of ground-breaking solutions.



Addressing the industrial world market **at one place.**



Historically, Germany's role as a leading industrial and exporting nation has been very closely aligned with HANNOVER MESSE. Since 2005, the following have featured as Partner Country: Russia, India, Turkey, Korea, Japan, Italy, France and China. And in each case, the showcase was the biggest industrial exhibition the Partner Country had ever mounted outside of its own national borders. At HANNOVER MESSE, the path to the future is paved with history fits.



Top level meetings of industrial policy makers.



“HANNOVER MESSE is the central forum where nations can learn from one another and share ideas on long-term cooperative relationships. As such it is also an important driver of global economic growth.”

Wen Jiabao.
Premier of the State Council
of the People's Republic of China.





Global coverage: Media interest for Partner Country.

The participation of a Partner Country is not only communicated at HANNOVER MESSE itself. Press conferences held in the Partner Country are gaining enormous media response. Deutsche Messe is organizing more than 40 world wide press conferences. One of the highlights of international attention is always the Partner Country. A website and newsletters are communicating the core messages of the Partners Countries and are maximising the impact of exhibition and conferences.



2005-2009: Review to the Partner Country showcases.

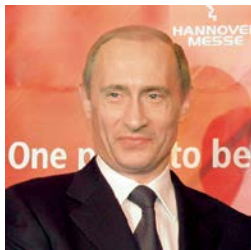
2005



2006



2007



“The exhibitions are very impressive and will serve the purpose of the development of economic ties between Russia and Germany. “

Vladimir Putin .
Premier Minister of Russian Federation.



“Your country has always championed the cause of free trade.”

Shinzo Abe.
Special Envoy of Japanese Prime Minister.

2008



2009



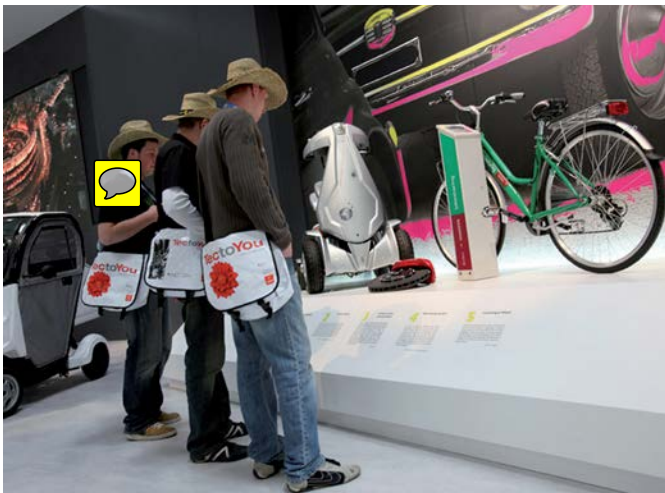
Russia, India, Turkey, Japan and Korea: from 2005 to 2009, the new Partner Country initiative successfully profiles the enormous potential of tomorrow's markets. Top-level government representatives officiate at the opening of their countries' biggest-ever trade fair showcases on foreign soil.



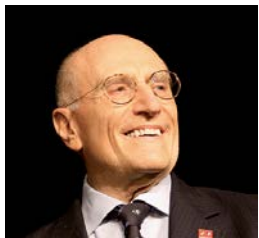
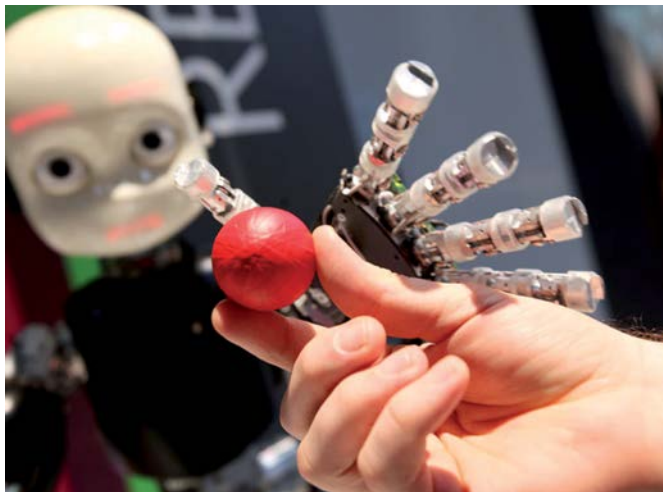
“HANNOVER MESSE we were represented by our nation's leading enterprises. We drew attention to our country's expertise, with regard to „green“ technologies.”

Chung Ji-Taik.
Chairman of the Korea Association of Machinery Industries (KOAMI)

Italy 2010: Focus on innovation.

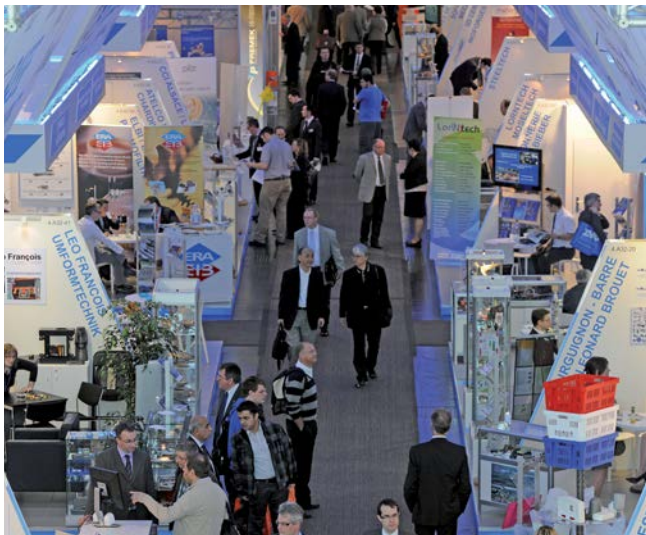


The 2010 Partner Country, Italy, has a joint European vision for sustainability and growth. In a showcase organized by the Italian Trade Commission (ICE), Italy profiled its systematic contribution to cross-border European industrial policy. The spotlight was on high-tech solutions "Made in Italy" but also on the entrepreneur-engineers in the country's small and medium sized enterprises. In the following year, 2011, Italy increased its exhibitor turnout at HANNOVER MESSE.



"HANNOVER MESSE portrayed Italy as an industrial power to Germany and the world."
Umberto Vattani.
President ICE, Italy.

France 2011: Sustainability and competitiveness.



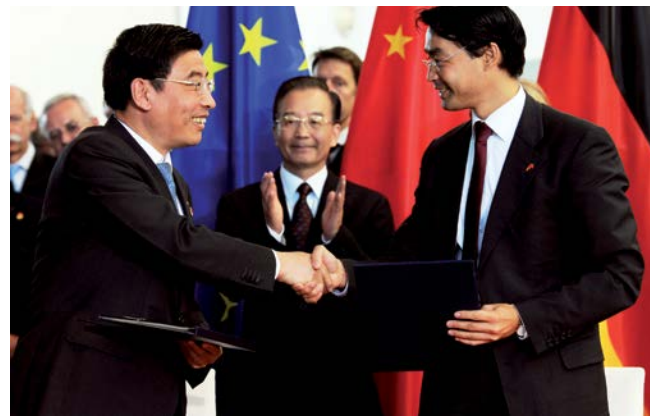
France, the 2011 partner country, gave valuable insight into the inner workings of its high-tech industrial powerhouse. As Partner Country, France -as Germany's most important trading partner- raises the curtain on its industrial policy initiatives and its pioneering industrial centers of expertise. The showcase spans electric mobility themes, renewable energy, core industrial research projects and regional clusters. The organizer of the Partner Country France showcase is the French Agency for International Business Development, UBIFRANCE. It achieves a threefold increase over the country's normal exhibitor turnout, with some 250 companies and big-name research institutes exhibiting in Hannover.



"Our leading industry clusters were able to showcase their expertise to an international audience."
Christophe Lecourtier.
Director General, UBIFRANCE.

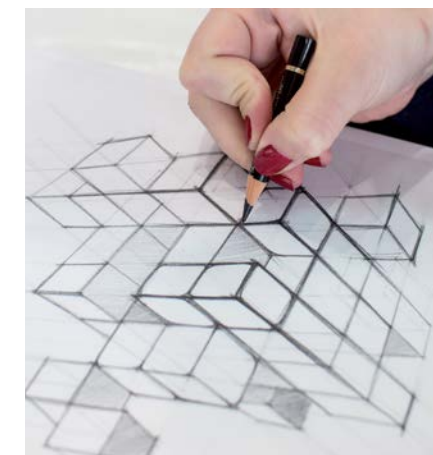
China 2012: Green and intelligent industries.

As a Partner Country, China made perfect use of all available options to connect with its international target audience. „Green+Intelligence“ the Partner Country motto that so aptly reflected the core themes featured at HANNOVER MESSE 2012 gave expression to China's commitment to making the future of industrial production green. China and its 500-strong exhibitor contingent were impressively communicating this motto in all corners of the HANNOVER MESSE campus: Deutsche Messe provided the platform for the biggest industrial exhibition the economic superpower has ever staged outside of China.



Russia 2013: Inviting the industrial world to dialogue.

As Partner Country for HANNOVER MESSE 2013, Russia offered convincing evidence of its prowess as a major industrial nation. Boasting an impressive presentation of industrial expertise, the Partner Country emphasized its position as a partner in global trade and further consolidated its international business contacts. The list of participants included such big players as Gazprom, Rosnano, Russian Railway, Rosneft, Transnest, UralVagonZavod, RAO UES of Russia, Vnesheconombank, TMKGroup and Metalloinvest.



The Netherlands 2014: A strong international partner.



The Netherlands stand for a distinctive and successful integration into the international value chain. Consisting mainly of highly specialized small and medium-sized companies, the mechanical engineering and plant construction is the most rapidly growing industry sector of the Netherlands. The country also has a strong position in the fields of sustainable energies and energy efficiency as well as a leading position in the offshore-wind energy. Therefore, the Netherlands want to cover at least 16 percent of their energy consumption until 2020 by using sustainable sources. "The Netherlands are an innovation driver in the fields of mechanical engineering and plant construction as well as electrical engineering and power engineering. They are extremely powerful in global export and they are one of the most important trade partners for the

German industry. In short: an ideal choice as a partner country.", says Dr. Jochen Köckler, member of the Deutsche Messe AG's board of management. The Netherlands are traditional strongly represented at the HANNOVER MESSE. While the number of exhibitors in the past few years amounted approximately 100 companies, the reserved total expanse of Dutch exhibitors increased steadily. For the upcoming years the Deutsche Messe AG relies on the "partner country-effect" – the sustainable extension of Dutch presence. "We expect that owing to the partner country participation, more exhibitors and visitors from the Netherlands will use the global platform of the HANNOVER MESSE for successful business.", says Marc Siemering, Senior Vice President of the HANNOVER MESSE.



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Worldwide events: new opportunities in international markets.

Seize the opportunity to demonstrate your capabilities globally and gain a firm foothold in future growth markets.

USA



Industrial Automation
NORTH AMERICA, Chicago
8–13. 9. 2014



Motion, Drive & Automation
NORTH AMERICA, Chicago
8–13. 9. 2014

Brazil



RENE SOUTH AMERICA
International Trade Fair
for Renewable Energies, Porto Alegre
27–29. 11. 2013



MDA SOUTH AMERICA
Motion, Drive & Automation, São Paulo
March 2015

Turkey



WIN – Eurasia Automation, Istanbul
19–22. 3. 2014

WIN – Eurasia Metalworking, Istanbul
6–9. 6. 2014

Russia



CeMAT RUSSIA, Moscow
23–26. 9. 2014

Italy



TPA ITALIA, Milan
6–9. 5. 2014

India



WIN INDIA, New Delhi
17–20. 12. 2013/10–13. 12. 2014

- MDA – Motion, Drive & Automation INDIA
- Industrial Automation INDIA
- SurfaceTechnology INDIA
- Laser INDIA
- Industrial Supply INDIA

China



Industrial Automation BEIJING, Beijing
7–9. 5. 2014



PTC ASIA, Shanghai
Power, Transmission & Control
28–31. 10. 2013/27–30. 10. 2014



Industrial Supply ASIA, Shanghai
28–31. 10. 2013/27–30. 10. 2014



ComVac ASIA, Shanghai
28–31. 10. 2013/27–30. 10. 2014



IAS – Industrial Automation Show, Shanghai
5–9. 11. 2013

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