

HANNOVER MESSE

Retrospective of Partner Country
Holland 2014

13. – 17. April 2015
Hannover · Germany

hannovermesse.de



Deutsche Messe

Get new technology first



Partner Country **Holland 2014:** A unique **global event**

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HANNOVER MESSE 2015 – a platform for continuing a global dialogue



The Netherlands' Partner Country showcase at HANNOVER MESSE 2014 set benchmarks. That applies to many aspects – the number of exhibitors, the wide range of topics addressed, successful “nation branding” as well as to the cordiality of the person-to-person meetings. The Netherlands used the opportunity afforded by the global HANNOVER MESSE platform to promote itself as a partner in finding solutions to industrial challenges. Thank you the Netherlands – we have learned a great deal. And we look forward to seeing you again at HANNOVER MESSE 2015!

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



240 exhibitors and 9 fascinating shared booths in all HANNOVER MESSE exhibition sections: this was a truly historic Partner Country showcase of the Netherlands' industrial capabilities! We should like to thank all the exhibitors involved and the organisers for showing such an exceptional level of commitment. Sustainability was one of the key themes of this showcase. I should therefore like to invite all exhibitors from the Netherlands to make use of HANNOVER MESSE 2015 as a platform for continuing this effective dialogue with customers and partners from all over the world.

Marc Siemering, Senior Vice President HANNOVER MESSE

The results for 2014: The numbers speak for themselves.

As the venue of choice for international technology launches, HANNOVER MESSE attracts thousands of visitors each year. The figures for 2014 attest to the enduring appeal of the world's foremost industrial trade fair.

5,000 exhibitors

Over 5,000 exhibitors from more than 100 countries

180,000 visitors

A total of 180,000 visitors from more than 100 countries

150 business delegations

Approx. 150 business delegations from all over the world

4.2 million business contacts

4.2 million business contacts in 5 days

93% were trade visitors

High proportion of trade visitors

2,300 journalists

Approx. 2,300 journalists from 42 countries

Wider industry coverage = access to more markets

HANNOVER MESSE is your chance to win new customers across the industry spectrum.

Manufacturing industry	59,200
Capital goods	41,600
Basic materials and primary products	19,200
Energy	25,700
Services	17,100
Research institutes/industrial research	7,300
Distributive trades	8,600
Public authorities and institutions	6,500

More than one reply possible.

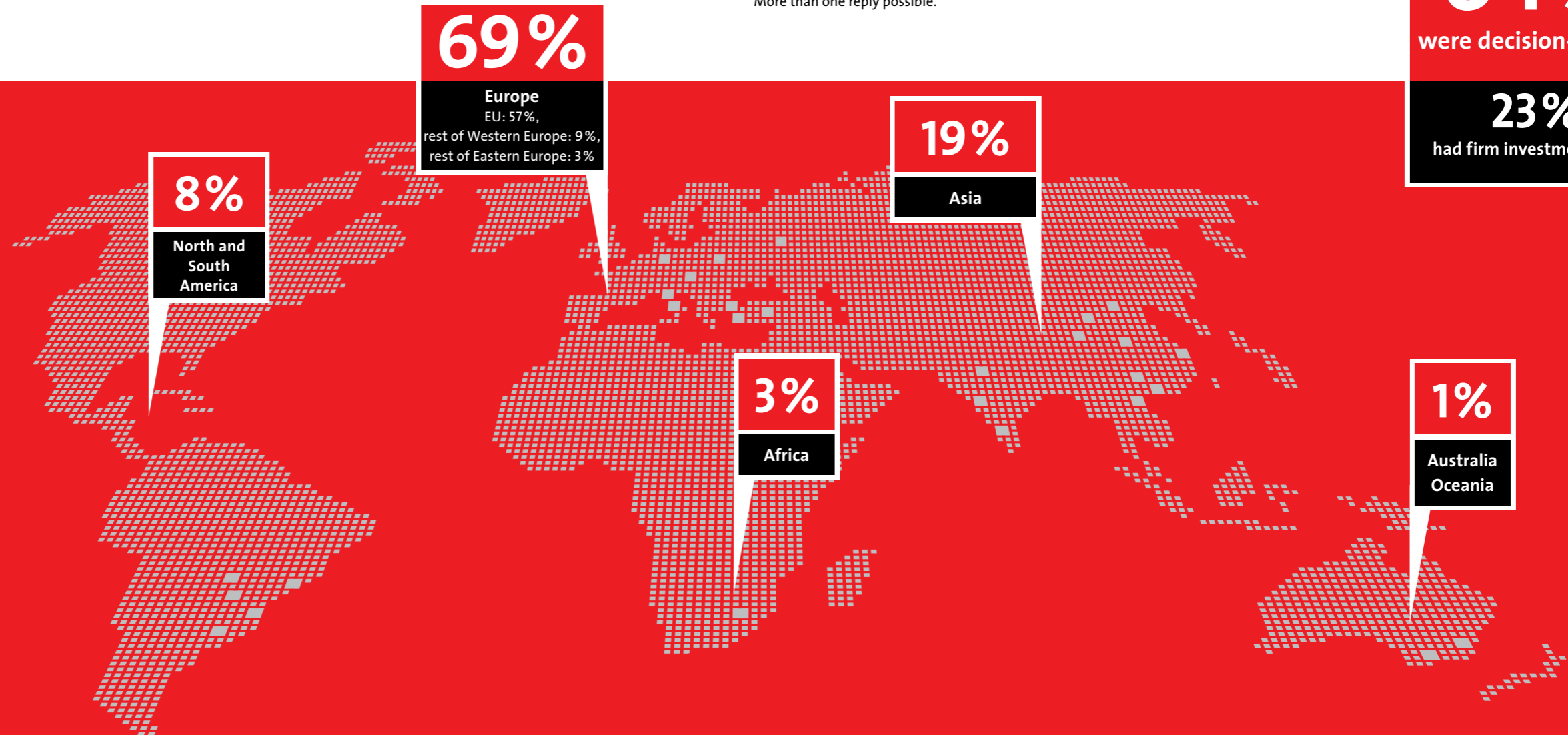
64%
were decision-makers

23%
had firm investment plans

A truly international brand:

HANNOVER MESSE

Highly qualified visitors from all the world's continents came to Hannover in search of innovative solutions.





HANNOVER MESSE is an opportunity for Partner Countries to communicate their industrial and economic policy direction to the world. The Netherlands has profiled its responsibility for the world's future.

Top level meetings of industrial policy makers.

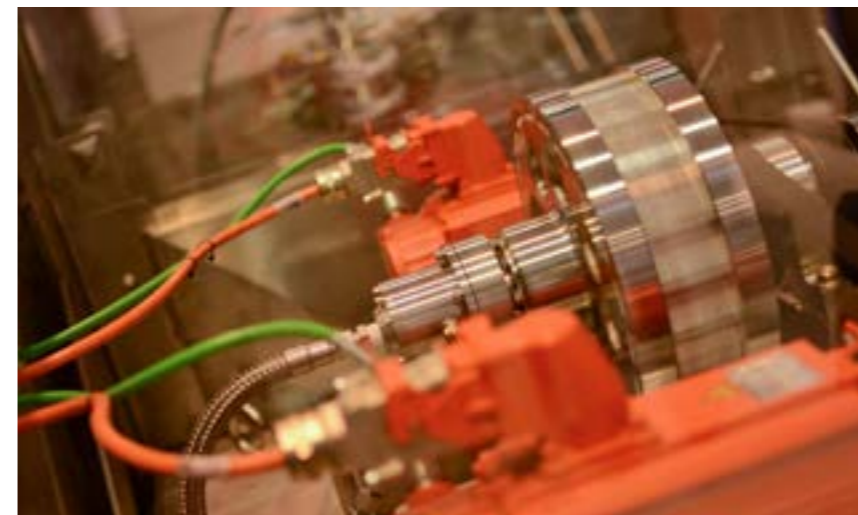






**Facing global challenges,
presenting smart solutions.**

Finding solutions to global social challenges – these are the markets of the future. Complex issues that require cross-border solutions based on knowledge and proven-in-practice experience. These are not the responsibility of a single company but rather of collaborative networks. The Dutch industrial ecosystem consists of companies, research organisations and public authorities. At HANNOVER MESSE Dutch companies and research organisations offer world-class creativity to equivalent partners in Germany and the rest of the world.





"Enthusiasm and close cooperation"

For many of the Dutch exhibitors HANNOVER MESSE 2014 was an absolute highlight. Enthusiasm and close cooperation ensured that Partner Country Holland on Hannover Messe was a great success.

We would like to personally thank all the authorities, organizations and enterprises that contributed to this, with your energy you gained a fantastic achievement. We would be glad to see you on HANNOVER MESSE 2015, where Holland hopefully will surprise the world again.



Victor Koppelaar,
Hannover
Consultancy B.V.



Marco Siebert,
Director International
Relations, Deutsche Messe



"The Netherlands is taking the essential next steps in the fourth industrial revolution."

"Collective pride, good business"

"With more than 230 Dutch companies in the Holland Pavillions, enormous media attention and the collective pride of the Dutch technology industry, Holland Partner Country at the HANNOVER MESSE in 2014 was an overwhelming success. Dutch industrial companies have done good business and came in contact with companies all over the world. The successful collaboration with various public and private parties during the HANNOVER MESSE resulted in the Smart Industry project. With this initiative the Netherlands is taking the essential next steps in the fourth industrial revolution. A good cooperation between countries, companies, research institutions and governments is crucial to accomplish this. Next year the Hannover Fair will once again fulfill an important role in achieving this."



Ineke Dezentjé
Hamming-Bluemink,
Chairman
FME-CWM Association



"A similar high level in the years to come."

Reflecting on the Netherlands' successful involvement in this year's HANNOVER MESSE as Partner Country, Monique van Daalen, Dutch ambassador in Berlin, concluded that the main objective – putting Dutch innovation and high-tech industry on Germany's map – had been achieved. 'The Netherlands and Germany are now both looking ahead to Industry 4.0. Many Dutch businesses have told us how useful the Hannover Messe was for them. Not just the trade fair itself, but in terms of long-term investments.

Many of our contacts in Germany now have a much clearer impression of what we can do for them.' The HANNOVER MESSE management was equally positive, saying 'we've never had so many positive comments about a Partner Country. The Netherlands put in a fantastic performance

in every respect.' In total, 270 businesses representing the Dutch technical and engineering industry, specialising in areas like energy, smart cities and industrial automation, attended the Messe. The Holland Pavilion, situated at the heart of the Messe, was the

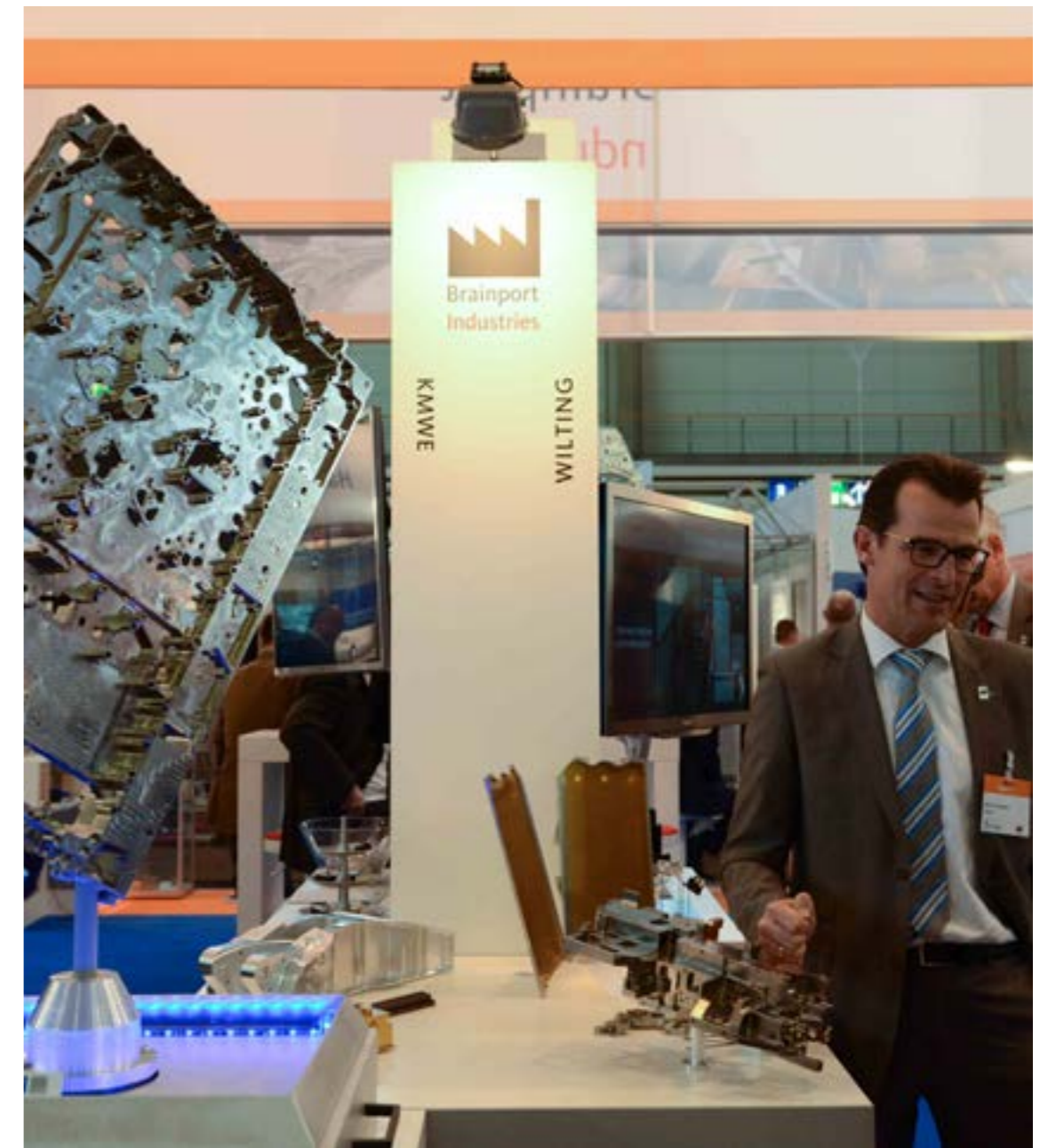
"The Netherlands put in a fantastic performance in every respect."

main focal point, while the Holland Smart City House hosted meetings, interviews, conferences (some via Skype) and live streams on Dutch activities. 'The Messe was opened by Dutch Prime Minister Mark Rutte and Chancellor Angela Merkel. Henk Kamp, Minister of Economic Affairs, and Sander Dekker, State Secretary for Education, Culture and Science, also attended. Dutch businesses really appreciated their presence,' Ms Van Daalen added.

Cooperation with a range of different partners, including FME, the platform for the Dutch technology industry, was very successful. According to a survey conducted by FME, the Netherlands' contribution to the Hannover Messe has already borne fruit: more than 70 exhibitors (43%) said they had made useful contacts, while 29% had follow-up appointments planned. It is vital for future success that we maintain contact and intensify partnerships within the technical and engineering industry now. The four parties most closely involved with the Messe 2014 (Nevat, Metaalunie, Brainport Industries and Mikrocentrum) are already working on a presentation for the Hannover Messe 2015. 'We hope to keep Dutch contributions to the Hannover Messe at a similarly high level in the years to come,' Ms Van Daalen concluded.



**Monique van Daalen,
The Ambassador of the
Kingdom of the Netherlands
in Germany**



"We will return to continue the success of 2014."

NEVAT's Partner Country experience was a very positive one! It was a good opportunity to present the Netherlands, its companies, its Innovations and what we are good at. Nice was, that it was also well received and that other countries were surprised on what such a small county all has to offer.

Our members did have a some good contact and concrete new business was the result of that. In 2015 we will return again with our members to continue the success we had this year.

"It was a good opportunity to present the Netherlands, its companies, its innovation and what we are good at."



Theo Koster, Director NEVAT



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.





Holland Night: relaxed, funny & truly orange.

Nation Branding might not have been the very first target for hundreds of exhibitors and their international guest when the Holland night event in Hall 3 concluded four long trade show days. But Dutch conviviality, humor, joie de vivre made it to an important and unforgettable emotional part of the presentation of the Netherlands

Working for your success: The **HANNOVER MESSE** team.

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and regional contact details at
www.hannovermesse.de/en/worldwide.

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USA

Industrial Automation NORTH AMERICA
Motion, Drive & Automation
NORTH AMERICA
Chicago, 12 - 17. 9. 2016

Brazil

RENEX SOUTH AMERICA
Porto Alegre, 25 - 27. 11. 2015
Motion, Drive & Automation
SOUTH AMERICA
São Paulo, 30. 6. 2015 - 3. 7. 2015

Industrial Supply SOUTH AMERICA
Curitiba, 2015

Canada

CanWEA
Toronto, 5 - 8. 10. 2015

Italy

TPA ITALIA
Milan, 2016

China

Industrial Automation BEIJING
Beijing, May 2015

Industrial Automation SHENZHEN
Shenzhen, 14 - 18. 6. 2015

PTC ASIA

ComVac ASIA
Industrial Supply ASIA
Battery SHANGHAI (2015)
Shanghai, 27 - 30. 10. 2015

India

WIN INDIA
Motion, Drive & Automation INDIA
Industrial Automation INDIA
Surface Technology INDIA
New Delhi, 9 - 12. 12. 2015

Industrial Supply INDIA
Mumbai, 16 - 18. 12. 2014
December 2015

Turkey

WIN EURASIA Metalworking
Metalworking EURASIA
Welding EURASIA
Surface Treatment EURASIA
Istanbul, 12 - 15. 2. 2015

WIN EURASIA Automation
Otomasyon EURASIA
Electrotech EURASIA
Hydraulic & Pneumatic EURASIA
Materials Handling EURASIA
Istanbul, 19 - 22. 3. 2015

ICCI

Istanbul, 7 - 9. 5. 2015



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