Welcome to the world’s leading tradeshow for industrial technology!

HANNOVER MESSE is the world’s leading tradeshow for industrial technology. Over five days, it provides a complete overview of the industrial value chain – from Industrie 4.0, automation and robotics to mechanical engineering, energy systems and individual components. Every year, more than 5,000 exhibiting companies, 200,000 visitors and 2,500 journalists meet in Hannover in April. Such a gathering is unique worldwide.

What sets HANNOVER MESSE apart? Innovation, diversity, internationality, and business. Companies present their complete product portfolios, including numerous world premieres and more than 500 demonstrations of Industrie 4.0 in action. More than one third of visitors and almost two thirds of exhibitors come from outside of Germany. Exhibitors generate more than five million business contacts. Such results are also unique worldwide.

Our partner country concept underscores the international nature of HANNOVER MESSE, showcasing such economies as Mexico, Poland, the USA, India, the Netherlands, China, France, Korea, Japan and Turkey, to name a few. HANNOVER MESSE provides partner countries with a global stage where they can promote their technical and economic strengths and initiate or expand trade relationships.

Whatever your goals, we can help you achieve them at HANNOVER MESSE. I encourage you to join us at this one-of-a-kind event.

Dr. Jochen Köckler, CEO, Deutsche Messe AG
Historically, Germany’s role as a leading industrial and exporting nation has been very closely aligned with HANNOVER MESSE. Since 2005, Partner Country has featured such nations as 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 its own national borders.

Addressing the industrial world market at one place.
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

Top level meetings of industrial policy makers.
The participation of a Partner Country is not only communicated at HANNOVER MESSE itself. Press conferences held in the Partner Country attract considerable media interest. Deutsche Messe organizes more than 40 worldwide press conferences.

One of the highlights of international attention is always the Partner Country. A website and newsletters communicate the core messages of the Partner Countries and maximize the impact of exhibition and conferences.

Global coverage: Media interest for Partner Country.

HANNOVER MESSE is the chosen venue for international product and technology premieres. The statistics for 2018 demonstrate the appeal of the world’s leading trade fair for industrial technology:

- **Visitors:** Over 210,000 visitors from 98 countries
- **Business contacts in 5 days:** 6.9 million
- **94%** were trade visitors

Making all the right contacts

Only at HANNOVER MESSE can you meet all the top decision-makers: **65 % of the visitors** to HANNOVER MESSE 2018 were directly involved in their companies’ investment decisions.

- **65%** were decision-makers
- **25%** had firm investment plans
- **2,500** journalists

71% of the visitors are already planning to attend HANNOVER MESSE 2019

The whole world at HANNOVER MESSE

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

- **58%** Europe
- **25%** Asia
- **14%** America
- **1%** Australia, Oceania

Gaining a foothold in new markets

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

- **Manufacturing industry:** 65,500
  - Capital goods: 46,400
  - Basic materials and primary products: 24,400
  - Services: 23,200
  - Energy: 21,900
  - Research institutes/industrial research: 10,400
  - Distributive trades: 9,400
  - Public authorities and institutions: 6,900
Reactions: What the exhibitors value about HANNOVER MESSE.

Dr. Till Reuter, CEO KUKA AG
Hannover Messe is not only the hotspot for the global industrial community, but also attracts huge interest on the part of government leaders. For KUKA, this makes it the perfect place for unveiling novel products such as our sensitive robot LBR iisy. Another big highlight for us was of course the encounter between our i-do consumer robot and Chancellor Merkel.

Roland Bent, CTO, Phoenix Contact GmbH & Co. KG
HM 2018 demonstrates that we have reached the implementation phase of digitization. Visitors want concrete solutions – in the form of products or systems for their processes, machines, plant and equipment. To that end, we were able to present numerous enabler modules and software solutions. And the visitor response was excellent – Monday alone was the best opening day ever.

Prof. Dr.-Ing. habil. Reimund Neugebauer,
President of the Fraunhofer-Gesellschaft
In the future, networked production and work processes must be secure, flexible, intuitive, cost-effective, and sustainable. This applies just as much to individualized, single-batch production as it does to mass production, logistics and communication," explained Fraunhofer president Prof. Reimund Neugebauer. “State-of-the-art sensor technology, cognitive systems and machine learning – all areas of expertise at the Fraunhofer Society – are what make the Industrial Internet of Things possible, and they help strengthen Germany and Europe as industrial locations. In 2018, HANNOVER MESSE once again provided the perfect forum for these key economic topics in.

Thilo Brodtmann, Executive Director,
the German Engineering Federation (VDMA)
Businesses have successfully negotiated the first steps on the path towards digitized, connected production and are now firing up for the second stage of the journey. New platform-based business models, the use of digital twins and initial experiences with machine learning – all of this is set to play an increasingly important role in the mechanical engineering sector. Hannover Messe is a place where people present and discuss the shape of things to come, and we are once again highly satisfied with the outcome of the show.

Sabine Bendiek,
Chairwoman of the Management Board of Microsoft Germany
To us, Hannover Messe is more than just a showcase for the latest industrial technology. It is a benchmark of how well we are combining technological advances with new thinking to create real innovation. This is made tangible with our 25 customers and partners. Based on AI, Mixed Reality and IoT, their solutions go beyond Industry 4.0, addressing social challenges as well. That is relevant. The response at our stand, as well as in social media and the media, has been correspondingly strong.
Your country has always championed the cause of free trade.

Shinzo Abe, Special Envoy of Japanese Prime Minister


Japan, Korea, Italy, France and China: from 2008 to 2012, the Partner Country initiative successfully profiled the enormous potential of tomorrow’s markets. Top-level government representatives were present at the opening of every trade fair abroad.

At Hannover Messe we were represented by our nation’s leading enterprises. We drew attention to our country’s know-how, especially ‘green’ technologies.

Chung Ji-Taik, Chairman of the Korean Association of Machinery Industries (KOAMI)

HANNOVER MESSE portrayed Italy as an industrial power to Germany and the world.

Umberto Vattani, President ICE, Italy

2008 Japan
2009 Korea
2010 Italy
2011 France
2012 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’ 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 the cordiality of the person-to-person meetings. 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! The Netherlands used the opportunity afforded by the global HANNOVER MESSE platform to promote itself as a partner in finding solutions to industrial challenges.
India 2015: In dialogue with the industrial world.

Innovative, self-assured, bold: India’s showcase at the world’s most important trade fair for industrial technology was not only extensive but also rich in delightful surprises and inspiration. Around 400 Indian exhibitors participated in each of the major sections of HANNOVER MESSE 2015. India’s political, business and trade association leaders all made one thing abundantly clear at HANNOVER MESSE: India’s industrial sector is growing and is a partner that the international business community can rely on.

USA 2016: The world’s largest single economy.

Strengthening American and German industry, solidifying trade relations and exchanging innovative ideas – the German-American partnership at HANNOVER MESSE was a complete success. 465 U.S. companies participated in the trade show, marking the largest U.S. trade delegation ever at an event outside of the United States. With names like General Electric, Honeywell, Eaton, Microsoft, IBM, AT&T, Cisco and Intel, the official list of American exhibitors read like a Who’s who of U.S. industry. The exhibitor lineup also featured many big-name U.S. research universities and institutes, among them the Massachusetts Institute of Technology, the University of California, and Georgia Tech University. The 5,000 visitors from the U.S. set a new attendance record at HANNOVER MESSE. These professionals used the event to invest in modern automation und energy technologies.
“Smart means Poland” is the best way to sum up the Partner Country presentation that Poland staged at HANNOVER MESSE 2017. As Germany’s next-door neighbour, it was logical that Poland should use the world’s leading industrial technology show to present itself as an attractive business partner and highlight its special expertise in the energy and IT sectors. Poland is widely acknowledged as a fast-growing economy, but the country’s innovative industrial base was less well-known. The presentation in Hannover provided convincing evidence as over 150 companies showcased their know-how in industrial automation and software, Industrie 4.0, energy technology and alternative power, as well as compressed air and vacuum technology. The Partner Country display also demonstrated that Poland offers promising investment opportunities, a message that reached the many high-calibre trade visitors.

The Polish Partner Country program was organized by the Polish Agency for Business Development (PARP).

Poland 2017: Innovative, fast-growing economy.

For HANNOVER MESSE the cooperation with Mexico represented a number of “firsts”. Mexico was the first Spanish-speaking country to act as Partner Country at HANNOVER MESSE, and also the first Latin American country to assume this role. The attention of global industry, which has a strong presence at the trade show, was therefore assured. But there were other relevant reasons, such as the keynote themes of Industrie 4.0, energy and environmental technology, vocational training, start-ups and foreign investment opportunities that formed the focus of the Mexican display. Mexico has made its promise come true: “México excede expectativas” – Mexico exceeds all expectations.

Mexico 2018: Exceeds all Expectations.
Sweden 2019: Välkommen, Welcome, Willkommen!

Collaboration, innovation and digital transformation will be at the heart of Sweden’s showcase as Partner Country in 2019. Sweden’s government and industry are clearly committed to pursuing the digital transformation. This makes Sweden a perfect match for HANNOVER MESSE as the world’s definitive hotspot for Industry 4.0. The Swedish economy is growing steadily. Sweden ranks highly in international comparisons on everything from business climate to start-ups, innovation and quality of life, making Swedish companies highly relevant partners for innovation, trade and investments. In 2018, Forbes named Sweden the world’s best country for doing business and the Global Sustainable Competitiveness Index ranked Sweden as the most competitive economy in the world.
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