

HANNOVER MESSE

PARTNER COUNTRIES IN RETROSPECT. A DECADE, 2009 – 2019



HOME OF INDUSTRIAL PIONEERS



WELCOME TO THE WORLD'S LEADING TRADE SHOW FOR INDUSTRIAL TECHNOLOGY!

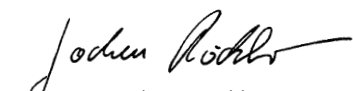



HANNOVER MESSE is the world's leading trade show for industrial technology. Over five days, it provides a complete overview of the industrial value chain – from Industrie 4.0, automation and robotics to mechanical engineering, energy systems and individual components. Every year, more than 5,000 exhibiting 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.

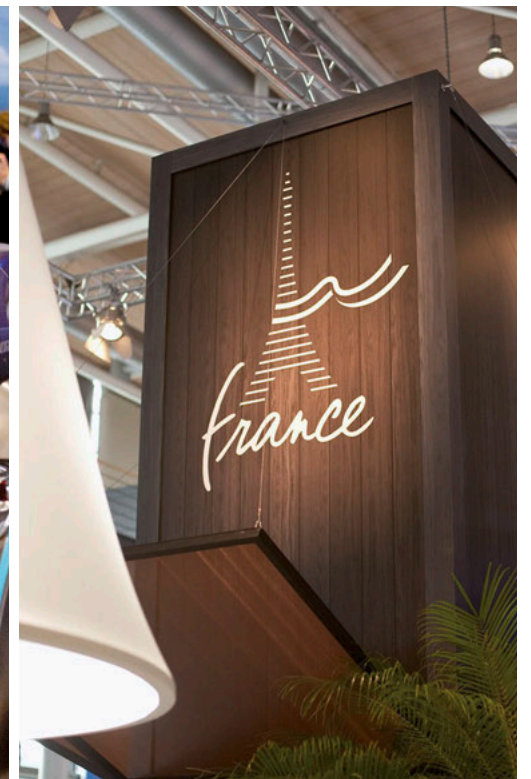
Our partner country concept underscores the international nature of HANNOVER MESSE, showcasing such economies as Mexico, Poland, the USA, India, the Netherlands, China, France, Korea, Sweden and Turkey, to name a few. HANNOVER MESSE provides partner countries with a global stage where they can promote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

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

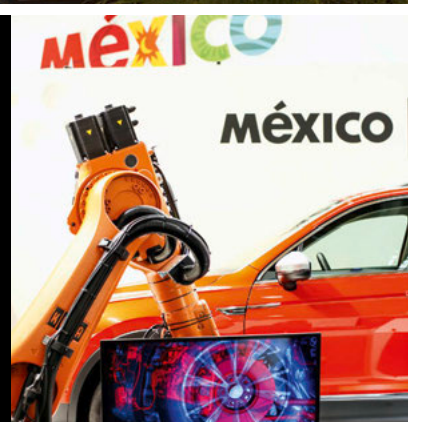

Dr. Jochen Köckler,
CEO, Deutsche Messe AG


Arno Reich,
Senior Vice President Industry, Energy & Logistics

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, 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.



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 attract considerable media interest. Deutsche Messe organizes more than 40 world-wide 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.



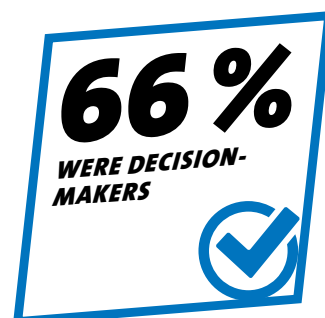
A LOOK BACK AT 2019 – RESOUNDING SUCCESS.

HANNOVER MESSE is the chosen venue for international product and technology premieres. The statistics for 2019 demonstrate the appeal of the world's leading trade fair for industrial technology:



MAKING ALL THE RIGHT CONTACTS

Only at HANNOVER MESSE can you meet all the top decision-makers: **66% of the visitors** to HANNOVER MESSE 2019 were directly involved in their companies' investment decisions.



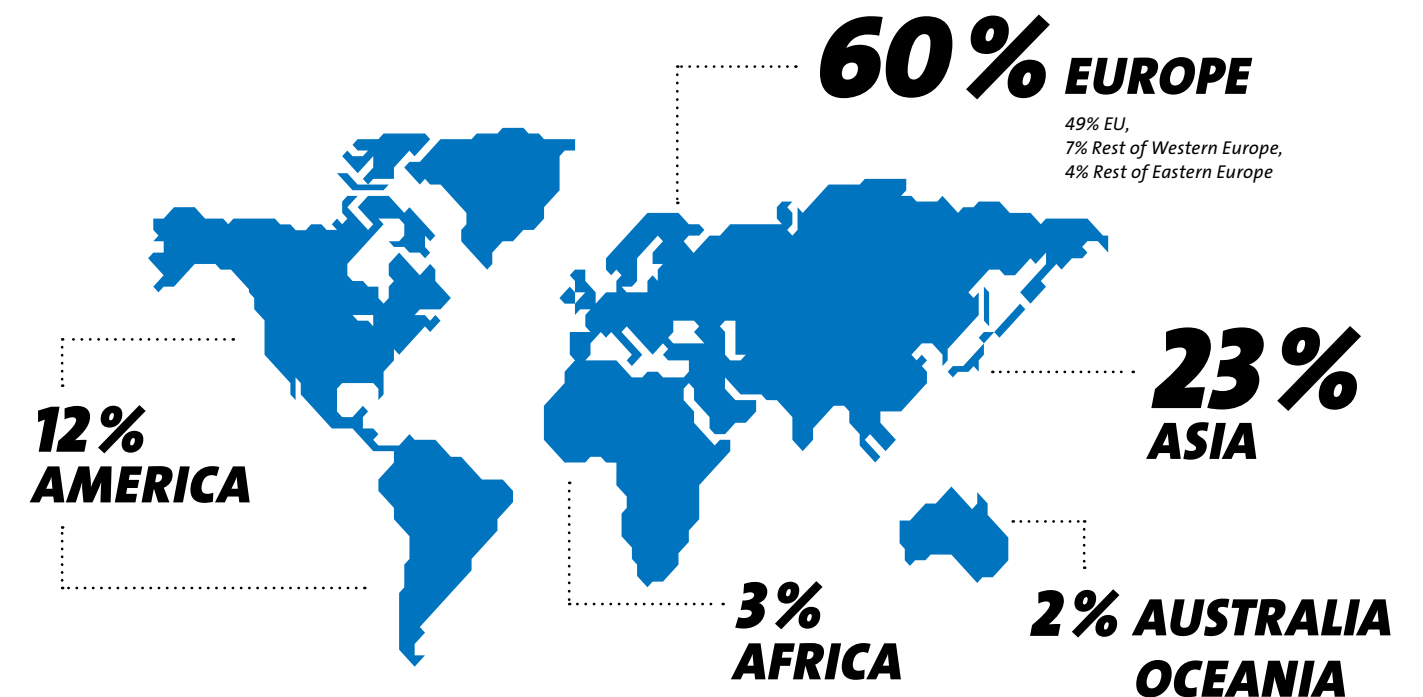
71%

OF THE VISITORS ARE ALREADY PLANNING TO ATTEND HANNOVER MESSE 2020



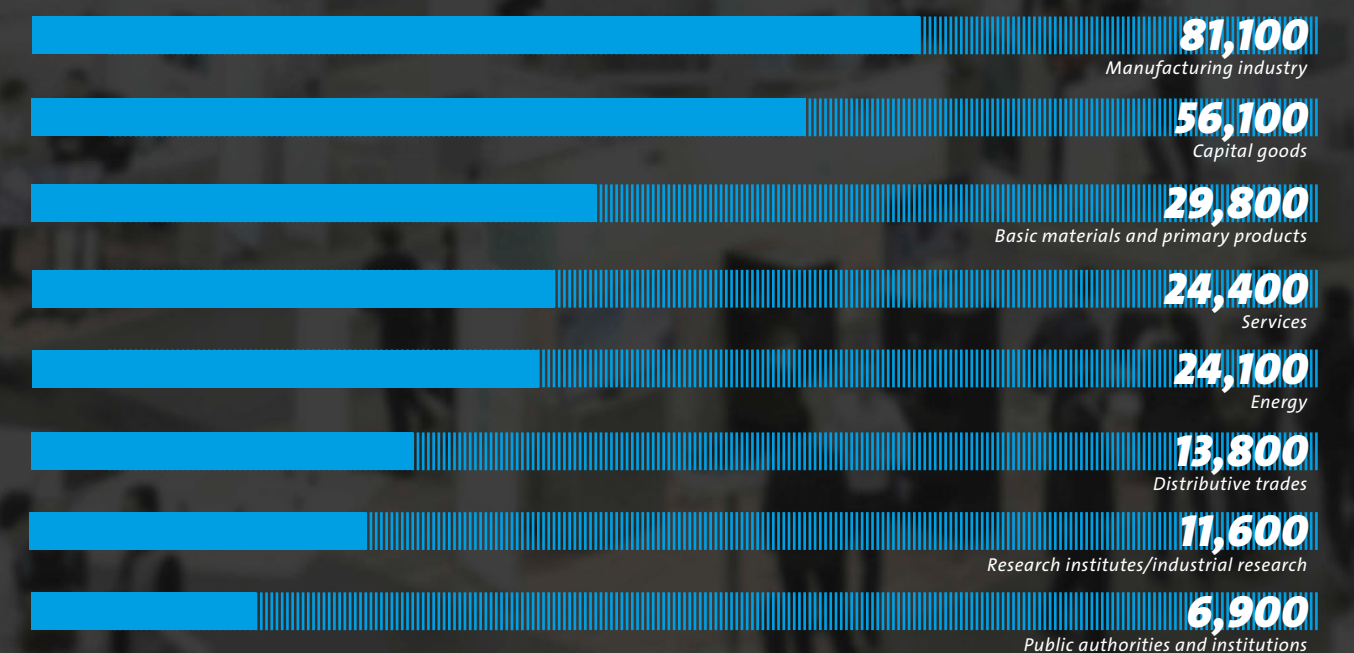
THE WHOLE WORLD AT HANNOVER MESSE

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



GAINING A FOOTHOLD IN NEW MARKETS

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



REACTIONS: WHAT THE EXHIBITORS VALUE ABOUT HANNOVER MESSE.



» 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. «

Prof. Dr.-Ing. habil. Reimund Neugebauer,
President of the Fraunhofer-Gesellschaft



» 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. «

Sabine Bendiek,
Chairwoman of the Management Board of Microsoft Germany

» 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. «

Roland Bent, CTO, Phoenix Contact GmbH & Co. KG



» 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. «

Thilo Brodtmann, Executive Director,
the German Engineering Federation (VDMA)

REVIEW OF THE PARTNER COUNTRY SHOWCASES.

Turkey, Japan, Korea, Italy, France, China, and Russia: from 2007 to 2013, 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.

**2007
TURKEY**



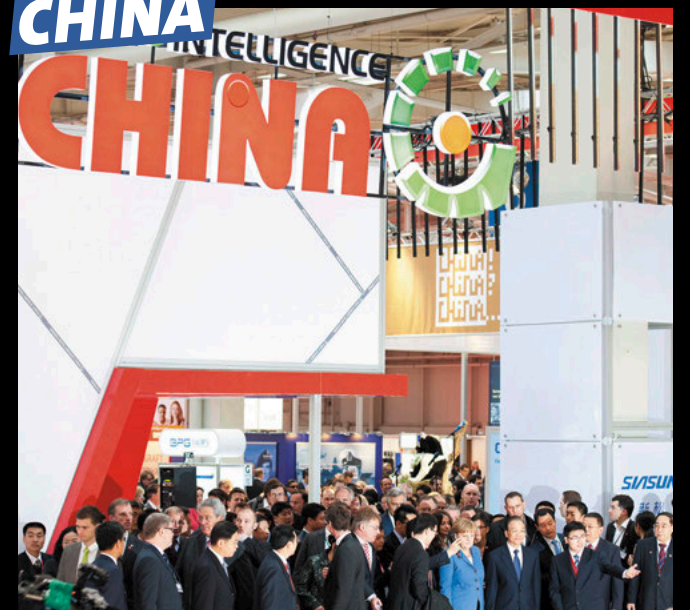
**2008
JAPAN**



**2011
FRANCE**



**2012
CHINA**



**2009
KOREA**



**2010
ITALY**



**2013
RUSSIA**





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 and energy technologies.



POLAND 2017: INNOVATIVE, FAST- GROWING ECONOMY.



“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).





MEXICO 2018: EXCEEDS ALL EXPECTATIONS.



For HANNOVER MESSE the cooperation with Mexico represented a number of “firsts”. Mexico was the first Spanishspeaking 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.



SWEDEN 2019: OPEN-MINDED, AGREEABLE AND HIGHLY INNOVATIVE



Collaboration, innovation and digital transformation have been 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 made Sweden a perfect match for HANNOVER MESSE as the world’s definitive hotspot for Industry 4.0. 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. Staged under the motto “Sweden Co-Lab” Sweden impressed as a powerhouse of creative ideas for tomorrow’s technological solutions.





**INDONESIA 2020:
SELAMAT DATANG,
WELCOME, WILLKOMMEN!**



The goal is clear: By 2030, Indonesia aims to become one of the world's 10 largest economies, with the road to be paved by the digital transformation of Indonesian industry. Thanks to its "Making Indonesia 4.0" initiative, the Indonesian government is providing incentives to introduce Industry 4.0 technologies to the country's key industrial sectors and expand the digital economy. Parallel to this, programs for further training are in place to train the relevant specialist staff. A key element of the road-map consists of expanding cooperation. Partner Country participation at HANNOVER MESSE 2020 offers the ideal conditions for this.

CONTACT DETAILS

Marco Siebert
Director International Relations
Tel. +49 511 89-31619
marco.siebert@messe.de

CONTACT DETAILS FOR OUR LOCAL SALES PARTNERS WORLDWIDE ARE LISTED AT:

www.messe.de/en/salespartner

Position as of: 6.9.2019



Deutsche Messe

Deutsche Messe | Messegelände
30521 Hannover | Germany



**HANNOVER
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