

HANNOVER MESSE (30 May -2 June)

15th German-Japanese Economic Forum

Mission Net Zero: How will the German and Japanese industries succeed in the transformation?

Monday, 30 May 2022, 10:00 a.m. -1:00 p.m. CEST
Hall 12, Energy 4.0 Conference Stage

Live in
Hannover
& incl.
Livestream!



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



15th German-Japanese Economic Forum

Mission Net Zero: How will the German and Japanese industries succeed in the transformation?






Industry is responsible for around 30% of greenhouse gas emissions worldwide. Every company has a responsibility to reduce the carbon footprint of its entire value chain and entrepreneurial activities. Many major companies, but also SMEs, have developed corresponding strategies or technologies. However, switching to CO₂-neutral and sustainable production is a major challenge for many industries.

Which strategies do companies in Japan and Germany have to become climate-neutral by 2050 at the latest? Which technologies and political framework conditions are crucial in this context? And how can the key challenges of the transition process be turned into opportunities?

Experts from German and Japanese industry will discuss these issues at the 15th German-Japanese Business Forum at HANNOVER MESSE.

The organizer is Deutsche Messe in cooperation with ECOS Consult and the German Chamber of Industry and Commerce in Japan.



Date	Monday, 30 May 2022 10:00 a.m. – 1:00 p.m. (CEST)
Venue	Hall 12, Stand D45 Energy 4.0 Conference Stage
Language	German-Japanese (simultaneous translation)
Patronage	t.b.a.
Cooperation partner	 BDI 
Supported by	  <small>日独産業協会 Deutsch-Japanischer Wirtschaftskreis</small>  Niedersachsen

Programm draft (status as of 15 March 2022)

10:00 – 10:05 (CEST)	<p>Opening & Moderation</p> <ul style="list-style-type: none"> ▪ Marcus Schürmann, Delegate of German Industry and Commerce in Japan, German Chamber of Commerce and Industry in Japan (AHK Japan) ▪ Johanna Schilling, Managing Director, ECOS Consult GmbH
10:05 – 10:15 (CEST)	<p>Keynote Japan</p> <ul style="list-style-type: none"> ▪ t.b.a.
10:15 – 10:35 (CEST)	<p>Presentation Japan Gold Partner (15 min.)</p> <ul style="list-style-type: none"> ▪ t.b.a.
10:35 – 10:55 (CEST)	<p>Presentation Germany Gold Partner (15 min.)</p> <ul style="list-style-type: none"> ▪ t.b.a.
10:55 – 11:20 (CEST)	<p>Talk (20 min.)</p> <ul style="list-style-type: none"> ▪ N.N., Plattform Industrie 4.0 ▪ N.N., Japan
11:20 – 11:40 (CEST)	<p>Presentation Japan Gold Partner (15 min.)</p> <ul style="list-style-type: none"> ▪ t.b.a.
11:40 – 12:00 (CEST)	<p>Presentation Germany Gold Partner (15 min.)</p> <ul style="list-style-type: none"> ▪ t.b.a.
12:00 – 12:15 (CEST)	<p>Keynote (10 min.) N.N., Federal Ministry of Economic Affairs and Climate Protection (t.b.c.)</p>
12:15 – 12:55 (CEST)	<p>Expert Panel</p> <ul style="list-style-type: none"> ▪ Dr. Carsten Rolle, The Federation of German Industries (BDI e.V.) ▪ German-Japanese Energy Transition Council (GJETC) / RE100 (t.b.d.) ▪ Japan Climate Leaders Partnership (JCLP) / RE100 (t.b.d.) ▪ t.b.a.

Your participation option as **Gold Partner**

Company presence

- Presentation (15 minutes) incl. livestreaming on the trade fair website as well as Q&A tool during the livestream
- Highlighting of your speaker on the website as a highlight speaker
- 30 sec. commercial spot before your presentation
- Your livestream on-demand until at least 8 weeks after HANNOVER MESSE

Your logo displayed...

- on the program page of the Energy 4.0 Conference Stage (Apr – Sept)
- Logo presence on the sponsor wall of the Energy 4.0 Conference Stage (30 May-2 June)
- on the Energy 4.0 Conference Stage program monitor on 30 May 2022

Marketing & Communication

- Promotion of the Business Forum via the HANNOVER MESSE e-mail newsletter (230,000 subscribers worldwide, 04/22) and social media channels
- Your livestream on-demand until at least 8 weeks after HANNOVER MESSE



Gold Partner (4 available) 5,900 EUR

Your participation option as **Silver Partner**

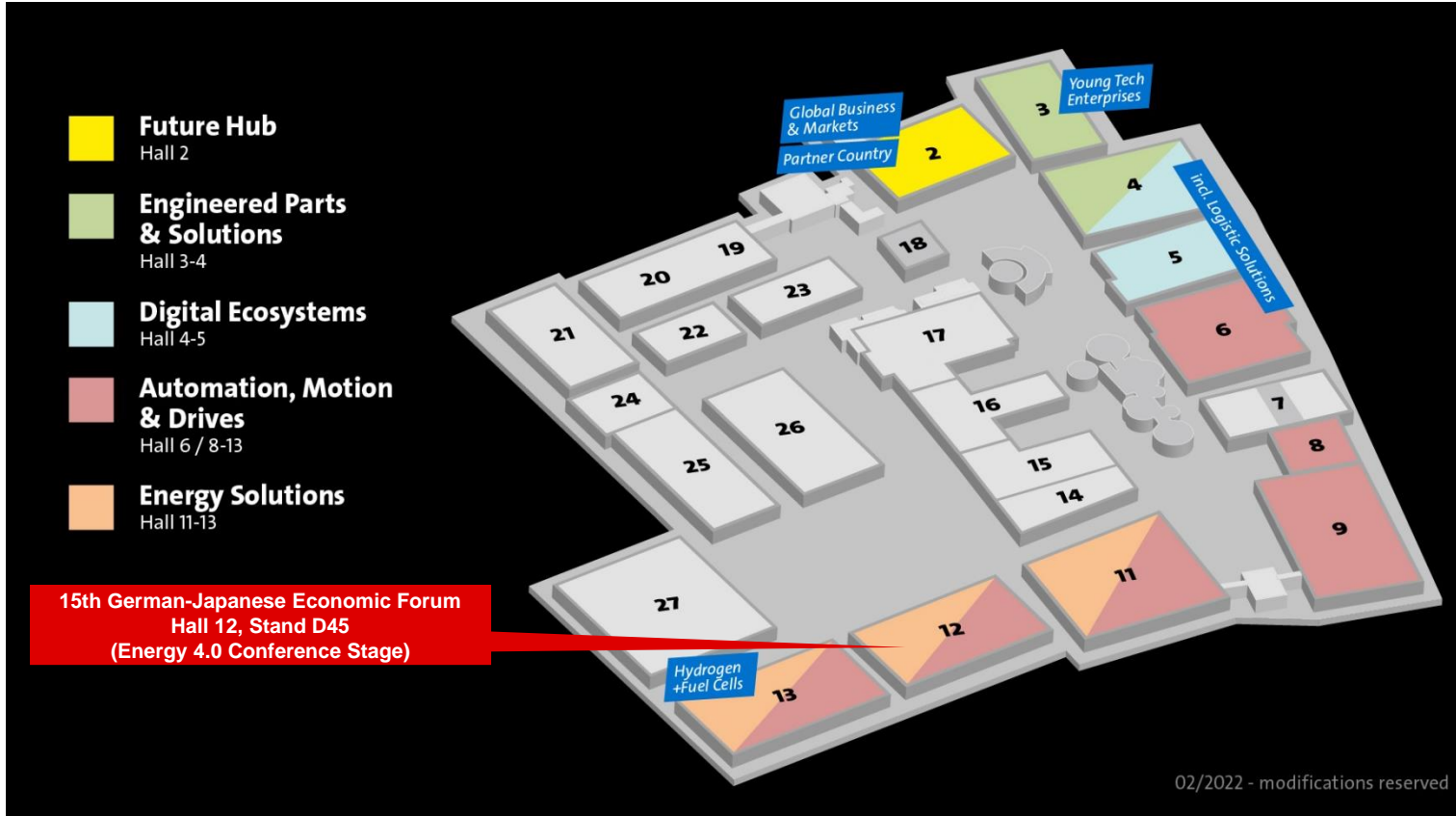
Logo display & commercial spot....

- **Your logo on a partner display in the podium area**
- **Your logo on the programme monitor on 30 May 2022**
- **30 sec. commercial spot** **playout:**
 - before the beginning or
 - before the talk or
 - before the expert panel or
 - at the end of the Economic Forum



Silver Partner (4 available) 2,000 EUR

HANNOVER MESSE 2022 Exhibition Grounds



HANNOVER MESSE (30 May – 2 June 2022)

Lead theme 2020: Industrial Transformation

HANNOVER MESSE 2022, the world's most important event for industrial technology, focuses on digitalization and sustainability. Why? Because they are the key to transforming business and industry. How? They enable digitalized, climate-neutral and sustainable value creation.

- World's leading trade show for industrial technology
- The No. 1 international economic policy platform for the industrial sector
- 2019: 212,000 visitors (40% from abroad) / 2018: 210,138 (30% from abroad)



Industry Trends

- Carbon-free production
- Industrie 4.0
- IT Security
- Artificial Intelligence & Machine Learning
- Circular Economy
- Logistics 4.0
- Hydrogen & Fuel Cells

Highlights

- Partner Country Portugal (Central Pavilion, Hall 2)
- HANNOVER MESSE Main Stage (Hall 18)
- Energy 4.0 Conference Stage (Hall 12)
- Industrie 4.0 Conference Stage (Hall 8)
- Tech Transfer Conference Stage (Hall 2)
- Hydrogen & Fuel Cells Europe (Hall 13)