

Bringing the Innovation of NEMA Companies to the Global Consumer at Hannover Messe

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When it comes to finding new customers, all companies face an important question: How do you connect to as many potential customers as efficiently as possible?

A great answer for businesses across the industrial technology sector—and especially for NEMA member companies—can be found at Hannover Messe, April 25–29, in Hannover, Germany.

As Secretary of Commerce Penny Pritzker shared at the NEMA Annual Membership Meeting in November, Hannover Messe provides exhibiting companies with 200,000 attendees, 68 percent of whom have decision-making authority. These are businesspeople from more than 70 global markets, and they're looking for suppliers, solutions, and partnerships.

They go to the Hannover Messe specifically to make deals.

Secretary Pritzker and the entire team at the U.S. Department of Commerce are especially excited about Hannover Messe 2016, when this great trade show gets even better for U.S. companies. For the first time, the U.S. is the Hannover Messe partner country, and that means companies exhibiting in U.S. pavilions will get more exposure than ever to the thousands of potential customers and partners at the event.

Five Trade Shows in One

One appeal of Hannover Messe is that it is five trade shows and an investment pavilion all in one, and the U.S. pavilions will occupy the best locations on the show grounds. U.S. company exhibitors can choose one of these industry-specific venues:

- Digital Factory
- Energy
- Industrial Automation
- Industrial Supply
- Research and Technology

This pavilion-specific approach allows companies to tailor their experience. You can connect with the business leaders in your target industry so there is no wasted time with visitors from unrelated sectors.

You can also choose to network with businesses across industry sectors just by walking to another pavilion. In the course of the many networking events at the Hannover Messe, exhibiting companies likely will form partnerships to advance their businesses.



Choosing the Right Pavilion

An organization with a diverse membership such as NEMA's could find that some members fit perfectly in each of the five pavilions, but two pavilions are particularly well-suited for NEMA membership.

- **Industrial Automation:** "Industry 4.0" is a major theme of the Hannover Messe, and it thrives in this pavilion. This is the place for production and process automation, system solutions, and industrial IT. From manufacturers of individual components to suppliers of fully integrated systems, exhibitors find the most appropriate potential new customers. In 2014, this pavilion alone attracted nearly 125,000 visitors.
- **Digital Factory:** This pavilion is for the factory of the future. Companies focus heavily on IT and present an array of solutions in digital process integration. Exhibitors provide software solutions, virtual product development, and data management—all the systems that make the factory of the future more efficient. In 2014, more than 50,000 attendees from 100 countries visited this pavilion, making it a great environment for finding potential customers.

The Right Investment

Secretary Pritzker is committed to ensuring that any American company exhibiting at Hannover Messe 2016 benefits as much as possible from participation in the show. Our team has taken her charge to heart, and our goal is to support our exhibitors. ☺

Learn more about the particular products and sectors that fit into each pavilion at export.gov/hannovermesse.

If you are ready to explore exhibitor options, you can also register your interest, and our team can engage with you directly. Contact our team at hannovermesse@trade.gov.

We hope to see you next year in Germany!