Global Opportunities

Lilliane Ploumen, Dutch Minister for Foreign Trade and Development Cooperation

“The Netherlands stands for innovation – with intelligent solutions to technical challenges. We are pulling all our strengths together at HANNOVER MESSE to become even more competitive globally.”

Ineke Dezentjé Hamming-Bluemink, Chairman of FME-CWM

“We want to show that cooperation has a future and that our two countries will face the industrial challenges of the 21st century together.”

Monique T.G. van Daalen, Ambassador of His Majesty the King of the Netherlands to Berlin

“Our Partner Country presence in Hannover showcases the Dutch economy as an innovative partner to German industry. The Netherlands is already known here as a supplier country, but we can do much more.”

Sparking growth in Europe
Partner Country Netherlands and Europe: Top themes at Global Business & Markets

The traditional Partner Country Business Summit following the official tour of the exhibition by heads of state is being held for the first time at Global Business & Markets on 7 April. Thus, one of the Partner Country’s most important events highlights this comprehensive foreign trade platform in Hall 13, where the summit serves as the prestigious starting shot for a whole range of events with Europe as theme.

Honorary Chair Antonio Tajani, Vice President of the European Union and EU Commissioner for Industry and Entrepreneurship welcomes the event’s European focus. “HANNOVER MESSE showcases the full potential of European industry. I hope that Hannover will once again spark a lot of new growth in Europe in 2014,” writes Tajani in his greeting for the event.

The Netherlands has declared its intention of contributing to new European growth. At the Partner Country kickoff event in The Hague, Lilliane Ploumen, Dutch Minister for Foreign Trade and Development Cooperation, brought focus to shared opportunities in the international markets. The summit addresses how the Netherlands’ shared technology solutions and integrated European supplier industry can help overcome global challenges. The Netherlands and Germany Trade & Invest are also hosting a joint event on 8 April 2014. Additional European topics at the forum: a review of the EU’s eastward expansion exactly ten years later, and the major current European Commission incentive programs for the Danube region.

Monday, 7 April 2014, 11 a.m. – 2 p.m., Hall 13, Business Forum 1, Stand F20
Organizer: Federation of German Industries (BDI)
Global markets: Sights set on growth

Global Business & Markets partners work for export success

Global Business & Markets once again provides hands-on market information in 2014. Partners and exhibitors at the HANNOVER MESSE foreign trade platform actively contribute with their own events. These events involve high-ranking participants and address current political and economic developments head-on. Global Business & Markets 2014: Ideas and top contacts for successful new foreign trade projects.

BDI forecasts export growth

Germany’s share of global trade remains stable

The Federation of German Industries (BDI) – one of the main sponsors of Global Business & Markets – is expecting further export growth for 2014. The association predicts a rise in exports of at least two percent. According to BDI, this means Germany’s share in global trade remains stable at around seven to eight percent.

Managing Director Dr. Markus Kerber: “The global economy continues on its growth path. Europe is leaving its recession far behind, although at a moderate pace. Reform efforts in the Eurozone are slowly showing their effects.”

The WTO’s Bali deal was a “booster shot for world trade,” adds Kerber. The US economy grew again in Q3 despite the dampening effect of the budget conflict. Markus Kerber identifies as possible risks for export-focused sectors this year the growing number of protectionist measures and a further rise in the value of the euro.

India: Real-life challenges

The panel discussion on India explores the opportunities available to European companies on the subcontinent. The right business tools are needed to bring business visions to successful fruition in India. Panel speakers have many years of experience working with India. They highlight the challenges as well as the opportunities for European companies that invest, manufacture or sell there. The Global Business & Markets India event: valuable advice for your India business.

Monday, 7 April 2014, 11 a.m. – 1 p.m.,
Hall 13, Business Forum 2, Stand F50
Organizer: Maier + Vidorno (M+V)

USA: Transatlantic Trade and Investment Partnership (TTIP)

The USA has become a top market for German industry. Discussion of a transatlantic free trade agreement is being held at the highest political levels – a key stimulus for trade and growth according to experts across the board. This hot trend is the focus at the traditional U.S. event on the first day of HANNOVER MESSE. U.S. industrial prospects are also being addressed within the forum, under the motto of Advanced Manufacturing.

Monday, 7 April 2014, 2:30 – 5:30 p.m.,
Hall 13, Business Forum 2, Stand F50
Organizers: Deutsche Messe, German American Chamber of Commerce, Hannover Chamber of Industry & Commerce

Germany: Industry 4.0 as an opportunity

On the opening day of Global Business & Markets, Germany Trade & Invest is hosting a podium discussion on the topic Industry 4.0/Integrated Industry in Business Forum 1.

Acknowledged experts from business and research discuss the meaning of Industry 4.0 for global manufacturing in the future, the role Germany can play and the opportunities for German small business in this area.

Monday, 7 April 2014, 3 – 6 p.m.,
Hall 13, Business Forum 1, Stand F20
Organizer: Germany Trade & Invest (GTAI)

3. VAE Investment & Business Forum

This forum provides information about investment opportunities based on the “UAE Vision 2021” concept, and highlights business and cooperation possibilities for German companies in the United Arab Emirates. Representatives from the Arab business world provide an overview of the latest developments in one of the most attractive markets in the region, and share information about business opportunities.

Tuesday, 8 April 2014, 2:00 – 5:30 p.m.,
Hall 13, Business Forum 1, Stand F20
Organizer: Abu Dhabi Department for Economic Development (ADDED)

8th German-Japanese Economic Forum: Energy transition theme

The energy transition in Japan is not limited to wind and solar energy. Crucial to its success is the integration of fluctuating power volumes in the grid. Storage capacity – from large-scale storage in the mega- and gigawatt volumes to small household battery units – play an important role in the future grid architecture. The 8th German-Japanese Economic Forum presents innovations, new opportunities and collaboration possibilities.

Wednesday, 9 April 2014, 2:00 – 5:30 p.m.,
Hall 13, Business Forum 1, Stand F20
Organizers: Deutsche Messe, ECOS Consult
**Russia: Partnering to modernize**

To keep pace in international competition, Russia’s industries must improve their productivity and increase their automation quickly. This is a huge opportunity for German companies whose machines, automation and drive engineering are in high demand. Market experts discuss how strong demand in this sector really is, at the Germany Trade & Invest Russia Workshop. German entrepreneurs present their strategies for business in Russia and offer practical advice.

**Thursday, 10 April 2014, 10 a.m. – 1 p.m., Hall 13, Business Forum 2, Stand F50**

**Organizer:** Germany Trade & Invest (GTAI)

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**Pacific Alliance: Powerful new economic areas in Latin America**

Looking and trading across the ocean: after Brazil, now the Pacific Alliance countries are gaining ever more importance as investment targets in Latin America. Entrepreneurs who are active in the region present the opportunities and risks of the different destination countries.

**Thursday, 10 April 2014, 2 – 6 p.m., Hall 13, Business Forum 1, Stand F20**

**Organizers:** Deutsche Messe, Lateinamerika Verein (LAV), Brazil Board

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**China: Demand for European initiative**

The German-Chinese Business Association (DCW) is the leading association for the expansion of economic relations with China, and is hosting two events to demonstrate how Europe and China can work together: the EU Economic Cooperation Forum (EUEC) and the Chinese European Intercultural Seminar (CEIC). DCW is organizing its own joint stand as well in 2014. Leading experts share their knowledge about how to succeed in business in China. Exhibitors at the DCW joint stand receive comprehensive support from stand construction to marketing and media services.

**Thursday, 10 April 2014, 2 – 6 p.m., Hall 13, Business Forum 2, Stand F50**

**Chinese European Intercultural Communication**

**Organizer:** German-Chinese Business Association (DCW)

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Thursday, 10 April 2014, 10 a.m. – 12 p.m., Hall 13, Business Forum 1, Stand F20 **Chinese European Intercultural Communication Forum**

Friday, 11 April 2014, 10 a.m. – 12 p.m., Hall 13, Business Forum 1, Stand F20 **Chinese European Intercultural Communication Organizer:** German-Chinese Business Association (DCW)

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**DAAD: Global networking with business**

The German Academic Exchange Service (DAAD) supports trained experts with continued education and seminars through its special alumni projects, offering an excellent opportunity for contact with German research and business representatives. HANNOVER MESSE is hosting one of these projects for the third time in 2014. The DAAD Germany Alumni Portal (www.alumniportal-deutschland.org) is a permanent platform for networking companies and experts.

The overview of further events please find here: www.hannovermesse.de/en/events
A look at transnational business

Germany Trade & Invest and Partner Country Holland promote networking

Germany is and remains the Netherlands’ biggest trade partner. At a record volume of €160 billion, Dutch-German trade relations far exceed all the Netherlands’ other bilateral economic relationships. The resulting potential for cooperation between the two countries, or between Dutch and German companies in the mechanical engineering and energy and energy efficiency sectors, is the topic of discussion at the "Netherlands-Germany: Opportunities. Sectors. Research" foreign trade workshop. German and Dutch companies active in this area are highly specialized, and the massive expansion of renewable energies, intelligent power grids and energy storage systems also offers exceptional chances for stronger cooperation and networking between the two countries.

Top-Level Networking

The Investment Lounge in Hall 13 offers providers in the financing and foreign expansion sector unique possibilities for direct discussion and investor advice. Germany Trade & Invest uses the Investment Lounge to host business delegations from around the world. Upscale conference rooms for up to 30 people can also be booked there: the ideal setting for presentations to select international decision-makers.

For further information please visit www.hannovermesse.de/en/investmentlounge

Tuesday, 8 April 2014, 2 – 6 p.m., Hall 13, Business Forum 2, Stand F50
Organizer: Germany Trade & Invest (GTAI)