

# Messe News

## Global Business & Markets

International Exhibition for Economic Development, Foreign Investment and Joint Ventures

February 2012

NEW TECHNOLOGY FIRST

23 - 27 April 2012 • Hannover • Germany



Global  
Business &  
Markets



## THINK TECH, ENGINEER SUCCESS

New markets  
New customers  
New networks



Conny Heedegard, EU Commissioner for Climate Policy, opens Global Business & Markets on 24 April 2012 with a keynote speech on the significance of environmental technologies for Europe's economic future.

## Environmental technology – Europe's economic future

*"Meeting climate challenges doesn't just mean avoiding flooding, drought and violent storms in the future. It's also about the economic and geostrategic interests of Europe, here and now. With 3.4 million jobs in Europe, green technologies already make up a key sector of the economy even now. And all forecasts indicate that they will increase significantly over the coming years. Green technologies have traditionally been one of Europe's strengths, but we need to redouble our efforts to keep up the pace in future years."*



## Key electromobility technology

Electromobility is a key topic for China and Germany. The German government is preparing a conference on this subject for the Tuesday of the show, and inviting Chinese government representatives to attend.

→ Tuesday, 24 April 2012, 10 a.m. – 1 p.m., Hall 13, Forum 1

## Exports secure growth in Europe

German exports top trillion-euro mark – HANNOVER MESSE instrumental in identifying foreign market opportunities.



GLOBAL BUSINESS  
& MARKETS

23 - 27 April 2012  
HALL 13

Despite continued unrest on financial markets, in 2011 German exports exceeded the trillion-euro mark for the first time, thus making them the primary driver of growth and stability for the entire euro zone. Two factors play an increasingly important role in Germany's export performance: emerging economies and green technologies. The BRIC countries' share in German foreign trade is steadily growing and cutting-edge technology is also playing an increasingly central role. Global Business & Markets, HANNOVER MESSE's international networking platform, helps move these trends forward, providing stimulus for new business around the globe.

Once again in 2012, Germany's largest foreign trade event will be helping to promote business in and with the world's most important growth markets. The conferences and forums in Hall 13 help small businesses identify opportunities and partners for new projects in foreign markets. As HANNOVER MESSE's official Partner Country, China provides strong impetus for new and sustained growth at the high-caliber

conferences and forums of Global Business & Markets 2012.

The INVESTMENT LOUNGE at Global Business & Markets is the successful new platform for power networking among global players at HANNOVER MESSE. This is where companies and experts discuss the promotion and financing of foreign investment projects.

## Lower Saxony – Partner to the INVESTMENT LOUNGE

Discover the economic strength of Lower Saxony: from the automotive sector to wind energy, enterprise experts from the State of Lower Saxony present forward-looking business fields in the INVESTMENT LOUNGE.

→ [nds.de](http://nds.de)

# Focus on international markets

Global Business & Markets events: Information and networking around the world's future markets

## Monday, 23 April 2012 USA

The world's largest national economy remains a decisive market for every global player. This event highlights the innovation potential of the United States. The US government uses HANNOVER MESSE as a platform for expanding exports to Europe.

Partners:



## Italy / South Tyrol

The European business center of South Tyrol stands out as a leader in Italy for green energy products and technologies: Business Location South Tyrol (BLS) and its experts from key renewable energy and energy efficiency sectors offer daily insights into how business with Italy can be expanded, and the financing assistance available.

Partner:

**SÜDTIROL**

## Thursday, 26 April 2012 Brazil

As a leader of the small business work stream on the BDI's Brazil Board, the German Business Association for Latin America is organizing a small business event at HANNOVER MESSE to discuss concrete, practical entry strategies for the Brazilian market. Three forums covering automobiles/mobility, logistics and raw materials are planned. Educational presentations and real-case reports from small businesses illustrate the challenges and opportunities of the Brazilian market.

Partner:



## Wednesday, 25 April 2012 Africa

More than 500 German and African guests from businesses, public administrations and institutions are expected to attend the sixth German-African Energy Forum from 22 to 25 April 2012 in Hamburg and Hannover. Decision-makers from the African energy sector are visiting HANNOVER MESSE under the patronage of the German-African Business Association. This event is entirely focused on networking with one of the most important visitor delegations to Global Business & Markets. It includes an update on the African energy market.

Partner:



**Monday, 23 April 2012**  
**Poland**

This country has stable growth rates despite the economic crisis, and a youthful population, and is one of Europe's most important markets for the future. Investment and collaboration opportunities in the country's new growth centers and industry clusters are center-stage at this event.

Partner:  
Embassy of the Republic of Poland



**Thursday, 26.04.2012**  
**Russia, CIS**

"The planned modernization of urban and energy infrastructures in Russia and the other CIS countries is a significant source of new business potential in the region for German companies. HANNOVER MESSE is a hub where decision-makers from industry and the public sector come together. OMV is pleased to serve as a modern networking organization in support of events covering this region."

*Dr. Hanno Stöcker, CEO of OMV*

Partners:



**Wednesday, 25 April 2012**  
**Japan**

Sixth German-Japanese economic forum – Metropolitan Solutions: Intelligent solutions and technologies for urban challenges in Germany and Japan. Topics: Expanding and modernizing infrastructures, innovative concepts and technologies for energy, water and wastewater management, security and mobility as well as climate protection.

Sponsors: Mitsubishi International GmbH



**Tuesday, 24 April 2012**  
**Electromobility – a pivotal technology**

Due to the prime importance of electromobility for both China and Germany, on the Tuesday of the fair the German federal government is staging a dedicated conference on the topic to which members of the Chinese government will also be expressly invited to attend.

Location: Hall 13, Forum 1

**Thursday, 26 April 2012**  
**Foreign investment by China**

The People's Republic has long been attracting direct investment from around the world. Now Chinese companies have joined the ranks of foreign investors, themselves – particularly when key technologies are involved. This event will address trends in foreign investment originating in China, with Chinese investors reporting on their experience to date.

**Wednesday, 25 April 2012**  
**China**

With its current growth rates, China remains a highly attractive market for small businesses. Top experts from the German-Chinese Business Association (DCW) – the leading association of companies and institutions in Germany specially focused on expanding business relations with China – share what they know about successfully doing business in the Middle Kingdom. The DCW team brings exhibitors and trade professionals together at a high-caliber joint stand with marketing and media services.

Partner:



**Tuesday, 24 April 2012**  
**Abu Dhabi, UAE**

Economic development throughout the Gulf region and Abu Dhabi's industrial policy initiatives targeting sustainability and international networking.

Partner:



**Tuesday, 24 April 2012**  
**ASEAN**

With annual growth averaging 7%, GDP nearing €1.5 trillion, a domestic market of some 600 million people, of which more than half are younger than 30, and an increasingly wealthy middle class, this is one of the largest and most dynamic growth regions in the world. The Lower Saxony foreign trade day shines the spotlight on the Southeast Asian tiger nations.

Location: NordLB Pavilion

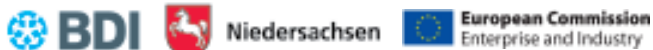
Partner:



**Monday, 23 April 2012**  
**Official opening of Global Business & Markets**

Conny Hedegaard, European Commissioner for Climate Action, will deliver a keynote address underscoring the importance of technology in securing a sustainable global future while at the same time providing new stimulus for economic growth in a Europe traditionally powered by exportation.

Partners:





## Global Business Magazine

Correspondents from Germany Trade & Invest have put together new reports on export opportunities to Partner Country China for the 2012 Global Business Magazine.



Electromobility, energy efficiency and renewable energies are core topics. The English-language magazine for HANNOVER MESSE international events also presents interviews and reports on HANNOVER MESSE exhibitors' activities in these sectors of the future in China.

→ Contact  
[info@localglobal.de](mailto:info@localglobal.de)

## International talent

Motivating talent for international projects and developing and training a talent pool for future development in the growth markets: these are urgent needs for many companies laying the groundwork for their continued growth. In collaboration with the German Academic Exchange Service (DAAD), this event presents the role of higher education in expanding resources abroad.

→ Friday, 27 April 2012

Partners:

German Academic Exchange Service

**DAAD**

Deutsche Management Akademie  
 Niedersachsen gGmbH  
 (DMAN)



## International procurers' day at HANNOVER MESSE

The German Association for Purchasing and Materials Management (BME) invites members and other interested parties to exchange experiences on key topics each year at Global Sourcing at HANNOVER MESSE. Presentations focus on the theme "Buying in China". Organizing supplier relationships and optimizing procurement costs are important topics. Additional presentations on industrial procurement cover key indicators for purchasing, energy procurement, procuring renewable energies and purchasing cooperatives and procurement companies. A special event describes experiences with "Careers in Purchasing" to young professionals.

→ Wednesday, 25 April 2012

Partner: German Association for Purchasing and Materials Management (BME)



Bundesverband  
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## Imprint

Published by Deutsche Messe  
 30521 Hannover, Germany  
 Olaf Daebler (responsible)  
 Content & design: local global GmbH  
 Translation: Down Under Translation, Wellington  
 Fotos: Deutsche Messe, Europäische Kommission, Siemens, Dans le Grand Bleu/flickr  
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