

Contents

Words of welcome by Prof. Dr.-Ing. Hans-Peter Keitel, BDI President
Page 2

"Korea seeks to sharpen its profile"
Interview with Ja-Kyun Koo, President and CEO of LS Industrial Systems
Page 3

Top products for the global market
Korea demonstrates its strengths above all in industrial automation and energy technology
Pages 4/5

Contacts – Networks – Cooperations
Congresses, discussion forums, presentations about the Partner Country
Page 5

Toe dances and drum rolls
Korea's charm offensive at HANNOVER MESSE
Page 6

Art, literature and film festival
Encounters with Korea in Hannover City
Page 7

This is HANNOVER MESSE 2009
Fair programme and layout
Page 8

For more information about Partner Country Korea, HANNOVER MESSE 2009 and the support programme, please visit www.hannovermesse.de.



Korea's credo: MAKE IT WORK!

Partner Country presents itself between tradition and modernity

MAKE IT WORK! – this is the slogan chosen by Korea in presenting itself as Partner Country at HANNOVER MESSE 2009. This aspiring industrial nation, whose economic development is often referred to as the "Miracle of East Asia", is using this opportunity to present a broad spectrum of technical innovations to an international audience. HANNOVER MESSE, acknowledged throughout the world as a source of inspiration for new solutions and markets, is where from 20 - 24 April some 200 exhibitors are showcasing on an area of 6000 m². They paint an impressive picture of a modern, innovative country – with strong roots to its cultural past.

Far Eastern impressions from the start

Visitors to the fair will experience Far Eastern impressions at the HANNOVER MESSE opening ceremony in the Congress Centre.

The world famous "National Dance Company of Korea" will present traditional Korean dance at the opening ceremony, while the "Yeopung" percussion group's exciting show of Korean drumming will enliven both this occasion and the "Night of Innovations", which as always takes place on the first day of the fair at the fair grounds. In Hannover City, Korea is presenting a major art exhibition, a film festival and an exhibition in the city library (turn to pages 6 and 7 for more details of the art programme).

Korea's Prime Minister heads high profile delegation

A high profile delegation from Korea emphasises the importance attached to being Partner Country. The delegation is headed by Prime Minister Han Seung-Soo, who, together with German President Horst Köhler, will open the HANNOVER MESSE.



Welcoming address Prof. Hans-Peter Keitel, President of the Federation of German Industries (BDI)



I am delighted that South Korea is set to assume the mantle of Partner Country at this year's HANNOVER MESSE. The largest business trade fair in the world provides an outstanding platform to bring together German and Korean companies and provide fresh impetus to our bilateral economic relations.

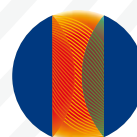
The Korean-German Business Summit will be held on 20 April at the HANNOVER MESSE as a high-level opening event for the Partner Country South Korea. The Summit is organised by the Asia-Pacific Committee of German Business (APA), the Federation of Korean Industries (FKI) and Deutsche Messe AG. The participation of Federal Chancellor Angela Merkel und the Korean Prime Minister HAN Seung-Soo highlights the importance of the event and at the same time underlines the significance of this year's Partner Country for German industry: South Korea is Germany's third most important trade partner in Asia. With a balance of over six billion euro German direct investment, South Korea is an important focus for German investment activities in Asia. South Korea provides an innovative environment for German business and excellent framework conditions for research and development. The geographical proximity to China and Japan contributes to Korean companies' top performances. This could benefit German

companies in particular. Korean companies' investment activities in Germany are also very gratifying. With an investment balance of around 3.7 billion euro in 2007, Korean companies are key Asian investors. And not only the larger globally active Korean companies, such as Samsung and Hyundai, but also smaller, innovative companies are increasingly investing in Germany.

The economic crisis has hit Germany and Korea in equal measure. Nevertheless, I am confident that South Korea and Germany can emerge strengthened from the crisis as two of the most important export nations in the world. Today in particular we can see that our industries create genuine values and provide stability. Together we should strive to achieve the right framework conditions and take avail of the potential synergies which intensive cooperation between German and Korean companies can create. I hope the 2009 HANNOVER MESSE will result in many new German-Korean business contacts and that it will be a great success.



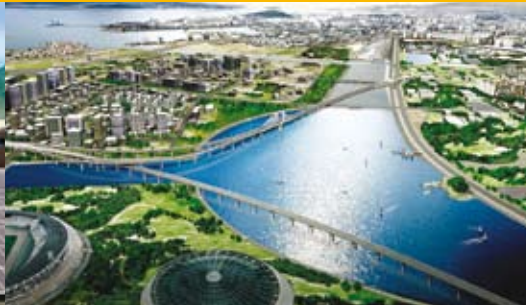
Hans-Peter Keitel



Hans-Peter Keitel
President of the Federation
of German Industries (BDI)



Solar plant in Korea



Songdo International Business District



Korea pavilion at HANNOVER MESSE

„Korea's participation will raise the nation's profile“

Interview with Mr. Ja-Kyun Koo, President and CEO of LS Industrial Systems

Traditionally, the partner country of HANNOVER MESSE is in the scope of exhibitors' and visitors' attention. Your company LS Industrial Systems has been taking part in this technology fair continuously. In which sectors will LS present itself this year?

Every year since 2000, LS Industrial Systems has participated in the Factory Automation fair, one of the flagship trade shows that comprise HANNOVER MESSE. As Korea is designated as the HANNOVER MESSE partner country for 2009, LS Group will take this good chance to introduce its advanced technology to the global market. LS Industrial Systems intends to make the most of this opportunity by promoting our main affiliates, LS Cable and LS-Nikko, as well as our factory automation products and solutions.

You are globally acknowledged in the field of automation and electric power solutions. Which innovations are you planning to show in the automation sector and in the energy sector?

LS Industrial Systems is the number one provider of automation solutions and a major contributor to Korea's industrial base. In the automation sector, we plan to introduce product lines with an emphasis on XGR, a dual PLC with superior processing time produced with our superior technology, as well as products in a range of sizes such as PLC, HMI and inverter products. In the energy sector, we will showcase energy solutions based on leading technologies—for example, photovoltaic systems, which use the energy source of the future: the sun's rays.

...and what are you planning to show in other sectors?

Through the newly introduced products such as Susol VCB, ACBs, and MCCBs as well as the GIS, which provides HV power solutions, we intend to showcase the company's advanced technology, which has the competitive edge to propel us from the number one position in the electric power solution sec-

tor in Korea into the coveted role of global leader. Furthermore, LS Industrial Systems is concentrating on developing the four main „green business“ areas – renewable energy, such as solar and fuel cell technologies; green power IT, such as power semiconductors; eco-friendly power devices; and future cars, such as hybrid electric vehicle(HEV) and fuel cell electric vehicle (FCEV) – into new growth engines for the Korean economy. Through this exhibition, one can find out more about products such as inverters for hybrid cars, as well as EV relays and power module products, which require the highest levels of reliability and technology.

Your company is already very strongly represented on the markets worldwide. Which hopes do you have concerning your participation in the HANNOVER MESSE?

Although the world is in the midst of a serious economic crisis, LS Industrial Systems will continue to concentrate on development strategies in 2008 to make a quantum leap toward a global leader. HANNOVER MESSE is an excellent opportunity to promote LS Industrial Systems' competitive edge, as shown through our capacity to provide environmentally friendly energy solutions in addition to an impressive line-up of products in the automation, electric power and IT sectors. We are very proud of the advanced technology we have cultivated in our traditional business areas, and of the progress we are making on groundbreaking environmental technologies.

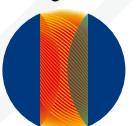
Korea is an upcoming economic power. Which expectations do you have for your country with regard to its participation as Partner Country?

HANNOVER MESSE is the world's largest industrial mechanics exhibition and a global marketing ground where companies from around the world gather to share information. I have no doubt that Korea's participation will raise the nation's profile by making the world more aware of its technological capabilities



Ja-Kyun Koo, President and CEO of LS Industrial Systems, after receiving his bachelor degree in Korea he continued his studies in Texas/USA. He gained his masters in international management, followed by a doctorate in business administration, focusing on corporate finance. CEO and President of LS Industrial Systems since January 2008.

and enormous growth potential. We also hope that smaller domestic companies, as well as large corporations, will gain opportunities to expand their operations overseas and cooperate with partners in other countries as a result of these promotional efforts, which target buyers from around the globe.





Top products for

Korea demonstrates its strength above



Thermal power station in Korea and seawater desalination plant in the United Arab Emirates built by Doosan Heavy Industries

Korea is demonstrating top products in almost all 13 thematic areas of HANNOVER MESSE. Around 200 exhibitors are presenting themselves on 6,000 m² exhibition space. Below is a summary of the offers being displayed by top exhibitors in the industrial automation and energy technology sectors.

Energy efficiency is the keynote theme of HANNOVER MESSE 2009, a topic welcomed by exhibitors from Korea. In the energy sector, the Partner Country's strongest presence is in hall 27. Doosan Heavy Industries, one of the world's leaders in power station construction, is exhibiting recent developments. Doosan has supported power generators in more than 30 countries world-wide in the construction of power stations. Doosan is also an international provider of desalination and water treatment plants. Doosan is proactive in renewable energies, with a range of wind power plants and fuel cells.

The Hyosung Corp. is also a wind turbine manufacturer. The company has been active since the mid-90s, laying claim to a key role in the development of this energy source in Korea. Other product highlights at the fair by Hyosung are its latest developments in high voltage transformers.

Also in hall 27, Iljin Electric co., Ltd., a provider of heavy electrical machinery and HT cables, is exhibiting its comprehensive range of solutions for energy transmission and distribution.

Directly adjacent to the energy sector, in hall 26 (compressed air and vacuum technology), a Samsung subsidiary, Samsung Techwin, is displaying turbo-compressors. These high capacity products are used in almost all industrial sectors, such as oil/gas industry, petrochemicals, automotive, ship building, steel, glass products and electronics.



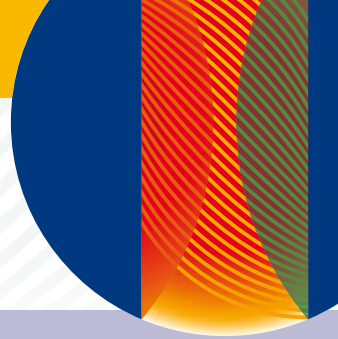
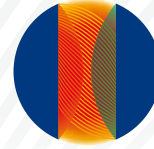
Korea's top ten companies at HANNOVER MESSE 2009

- Autonics
- Doosan Heavy Industries & Construction
- Hyosung Corporation
- Hyundai Heavy Industries
- ILJIN Electric Co., Ltd
- KDT Systems
- Korea Electric Power Corporation
- LS Industrial Systems
- LS Cable
- Samsung Techwin

Technology from Korea: Turbo-compressors, HT cables, wind power plant (left to right)



global market



all in industrial automation and energy technology

Fast track to Europe

That which Korea has achieved in the IT sector is now to be repeated in the industrial field. Companies active in mechanical engineering have set their course for Europe. Examples include Hyundai Heavy Industries (HHI), showcasing transformers in classes 300 to 800 kV in hall 11. HHI first entered the European market in 2007, signing a long-term contract with one of Europe's largest energy organisations. The company now delivers products to Great Britain, Ireland, Greece, Russia and Turkey. According to the company, "the goal is to become the world's third largest producer in the transformer market."

LS Cable produces marine cables for energy transmission between individual countries and between islands and the mainland. Reflecting the high level of demand for robust, dependable connections between individual countries, the company



Samsung Electronics semi-conductor research centre develops the chips designed for integration in machines.

anticipates a steadily growing demand for these products, also at the fair. KDT Systems is a global provider of all-purpose programmable logic controllers. The company is exhibiting system solutions in various categories for all automation fields.

Overall, the stands of Korean companies at HANNOVER MESSE illustrate environment-friendly, high-efficiency mechanical plant and equipment featuring IT integration, for example hybrid semi-automatic construction plant and agricultural machinery.

Contacts – Networks – Cooperations

Congresses, discussion forums, presentations about the Partner Country

Overcoming the economic crisis, opportunities opened by the bilateral free trade agreement and closer cooperation in high-tech sectors – these are the key themes of Partner Country Korea's support programme. Below is a brief extract from the programme:

Congresses

Korean-German Business Summit

20. April 2009, 9.00 bis 14.00 Uhr
Convention Center (CC)
Partner Country South Korea kick-starts its participation with the high-caliber Korean-German Business Summit. The opening speakers will be the German Chancellor Dr. Angela Merkel and Korea's Prime Minister HAN Seung-Soo.

Business Opportunities in Korea 2009 (1st Day)

Topics: Economic development in Korea, Renewable Energy, Automation
20 April 2009, 2.30 p.m. – 6 p.m.
CC, Room 2

Business Opportunities in Korea 2009 (2nd Day)

Topics: Investment Policy and Incentives: Free Economic Zones and Local Government
21 April 2009, 10 a.m. – 6 p.m.
Korea Pavilion, Hall 15

Korean-German Symposiums and Seminars

Symposium on Renewable Energy

22 April 2009, 9.30 a.m. – 5.40 p.m.
CC, Room Berlin

Symposium on R&D program between Korea and Germany

22 April 2009, 9 a.m. – 5 p.m.
TB Hall 2, Room Rom

Efficient Energy Systems in South Korea and Germany – What are the solutions to provide efficient power supply?

22 April 2009, 9 a.m. – 2 p.m.
CC, Room Frankfurt

Seminar on Sustainable Manufacturing

22 April 2009, 2 p.m. – 6 p.m.
CC, Room 11

Seminar on cutting-edge Manufacturing Technology merged with Information Technology

22 April 2009, 2 p.m. – 6 p.m.
CC, Room Leipzig

Seminar on Materials and Components Technology

22 April 2009, 9 a.m. – 6 p.m.
CC, Room Hamburg

Workshop on Intelligent Robots

23 April 2009, 10 a.m. – 12.40 p.m.
Hall 22 (Mobile Robots & Autonomous Systems forum)

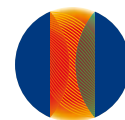
Programme at www.hannovermesse.de

Technology from Korea: Multi-purpose PLC, 400 kV transformer, solar system (left to right)





Toe dancing and a roll of drums



Korea's charm offensive at HANNOVER MESSE

Partner country Korea is using dance, music, drum rolls and national delicacies to create some typical impressions. A veritable charm offensive will see Korean dancers and artists enchant exhibitors and visitors at HANNOVER MESSE.

The National Dance Company of Korea

Grace and charm dominate the performances of the famous "National Dance Company of Korea" (Photo top). Since its formation in 1962, the dance company has epitomised the national dance culture. The artists are performing at the HANNOVER MESSE opening ceremony in the Hannover Congress Centre (19.4). In a colourful production, the dancers provide insights into Korea's dance traditions.

The "Yepoong" percussion group will also be demonstrating the power of drums at the event. This team of artists is made up of young second generation Koreans living in Europe. Their aim is to keep Korean culture alive and make it better known throughout Europe. This group is also scheduled to appear at the fairground on the first day of the fair (20.4), in hall 2 at the "Night of Innovations". This is a popular event, bringing visitors and exhibitors together in a relaxed atmosphere.

Songs, harp music and taekwondo in a "Korean Night"

Guests at the "Korean Night" (22 April) can look forward to a musical gala when members of the two groups "DABI" and "Kaya-Go" present a selection of traditional Korean entertainments.

DABI is a much-admired ensemble, in Hannover for one night only. All musicians are masters of the geomungo, an instrument like a zither with six strings.

The Kaya-Go group is a headline act in many countries. The artists are at home in both traditional and modern music. During the "Korean Night", the music will come from the gayageum, an instrument like a twelve-stringed harp.

The evening programme is completed by the Big 4 group singing Korean and German songs. A team based in Germany will present taekwondo, a Korean martial art. The group has given impressive displays in many countries.

Cultural impressions from Korea at HANNOVER MESSE 2009

Plan status as of early March





Video sculptures by Chan-Kyong Park

Art, literature, film festival

Encounters with Korea in Hannover City

Korea is making its presence felt in Hannover not only by way of its industrial products, the country is also demonstrating that it is a nation with a high level of culture. The focus of activities in Hannover City is a major art exhibition. Korean books are on show at the city library. A Korean film festival is featured at the Kommunale Kino cinema.

From department store to house of art

Art, design and photography on four floors – Korea is presenting its exhibits in an unusual venue: in a former department store in Hannover's city centre!

Supported by Hannover's renowned kestnergesellschaft, the Korean Ministry for Economics, Education and Culture is providing a representative overview on four storeys of the young artists' scene, of designers and photographers from the National Museum in Seoul. Art and photography cover three floors, while not only trade visitors to the fair will find the design show on the fourth floor of interest. Exhibits include bicycles with outrageous designs, curious "Candle Trees" and original light objects.

Dates: From 17 April to mid-June 2009

Venue: former Sinn Leffers department store, Osterstraße 10, Hannover

Film festival in the Künstlerhaus

A further cultural highlight in Hannover City is the Korean film festival "Filmland Korea@Hannover 2009" in the Künstlerhaus. The Kommunale Kino cinema is showing Korean films in the period 17 - 27 April. The festival opens with the German premiere of the film "Secret Sunshine", attended by its director Chang-Dong Lee (Korea's former minister of culture).

The art of printing in Hannover city library

On 15 April Hannover's city library opens an exhibition dedicated to the art of printing in Korea. The exhibition centres around rare copies exemplifying the history of book design and printing in Korea. The books are on loan from a private Korean collection. The oldest exhibit, displayed as a facsimile, is approx. 1,200 years old.

In keeping with the maxim that pictures tell more than words, the exhibition also features Korean children's books, including popular works, myths and fairytales, together with German translations.

Information as of: early March 2009

For latest programme details, please visit www.hannovermesse.de

Event tip:

Exhibitions you do not want to miss!

Sprengel Museum Hannover

Marc, Macke and Delaunay. The beauty of a disintegrating world (1910 - 1914)

Dates: until 19 July 2009

Venue: Kurt-Schwitters-Platz, Hannover
www.marc-macke-delaunay.de

kestnergesellschaft Hannover

David Salle: Distance from nowhere
This artist has been a major contemporary US painter since the 80s, creating post-modern worlds grounded with realism.

Michael Borremans: Automat

New films and paintings by this Belgian artist; works once described by a critic as "The theatre of the absurd".

Dates: until 21 June 2009

Venue: Goseriende 11, Hannover
www.kestner.org

David Salle: Good-bye A., 2008



„Truth & Irony project“ by Jinwoo Park

Spirit Wood by Bien-U Bae



GET NEW TECHNOLOGY FIRST

13 trade fairs under one roof

New markets, new customers – that is the promise of HANNOVER MESSE 2009, 20 - 24 April 2009. A total of 13 international flagship fairs covering the entire scope of industrial technology. Around 6,000 exhibitors from 60 countries will be showcasing their latest developments in April. The key

themes at HANNOVER MESSE 2009 are industrial automation, energy technology, drive technology, supply, research and development. More than 200,000 professional visitors come to the world's most important technology event every year.

HANNOVER MESSE 2009 at a glance

Industrial Automation

- **INTERKAMA – The World of Process Automation**
Leading Trade Fair for Process Automation (Halls 7-9, 11)
- **Factory Automation**
Leading Trade Fair for Production Automation (Halls 8, 9, 11, 14-17)
- **Industrial Building Automation**
Trade Fair for Integrated Industrial and Building Automation Systems (Hall 11)

MDA – Motion, Drive & Automation

Leading Trade Fair for Power Transmission and Control (Halls 14 -17, 19-25, 27)

World of Energy

- **Energy**
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 11-13, 27)
- **Power Plant Technology**
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 27)
- **Wind**
International Trade Fair for Wind Generation Technology, Components and Services (Hall 27)

Digital Factory

Leading Trade Fair for Integrated Processes and IT Solutions (Hall 17)

Subcontracting

Leading Trade Fair for Subcontracting Services, Materials, Components and Systems for Mechanical Engineering, the Automotive Industry and Plant Engineering (Halls 3-5)

ComVac

Leading Trade Fair for Compressed Air and Vacuum Technology (Hall 26)

SurfaceTechnology

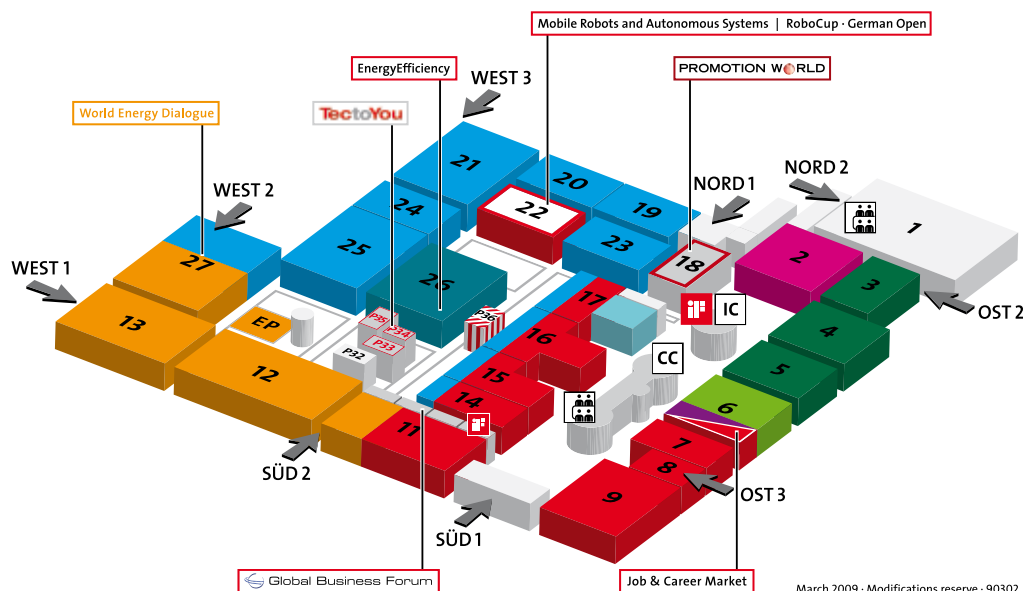
Leading Trade Fair for Surface Technology (Hall 6)

MicroTechnology

Leading Trade Fair for Applied Microsystems Technology and Nanotechnology (Hall 6)

Research & Technology

Innovations Market for R&D (Hall 2)



March 2009 · Modifications reserve · 90302

Your first contact: Korean German Chamber of Commerce and Industry

With more than 400 members KGCCI is one of the biggest national Chambers of Commerce and Industry in Korea. Since its foundation in 1981, KGCCI has been a reliable partner and service provider for German and Korean companies. Members have exclusive access to addresses, documents, contacts, and other valuable market information. Manifold events organized by KGCCI provide members with market knowledge and offer an ideal chance to exchange experiences in an informal atmosphere. The KGCCI is the first contact for German companies, that are expanding or building up their business in Korea. The KGCCI inter alia helps them to find the right business partners and local staff. Additionally it offers market studies, information on company registration, office space and legal advice.
contact: Jürgen Wöhler, Secretary General
jwoehler@kgcci.com

Your Contacts

In Korea:

KOAMI
KOREA ASSOCIATION OF MACHINERY INDUSTRY
13-31, Yeouido-dong, Yeongdeungpo-gu, Seoul, 150-729, Korea
Tel.: +82-(0)2-3697-906
Fax: +82-(0)2-3697-832

Deutsche Messe – Korea Representative IPR FORUM

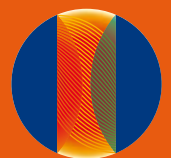
2F World Trade Tower 159-1
Samsung-dong, Kangnam-ku, Seoul, 135-729 Korea
Tel.: +82-(0)2-551-7077
Fax: +82-(0)2-551-7059

In Germany:

Deutsche Messe AG
HANNOVER MESSE
Messegelände
D 30521 Hannover, Germany

Lynn Stamenkovic, Project Director
Tel. +49 511 89-31322
lynn.stamenkovic@messe.de

Nevin Bozkurt, Project Assistant
Tel. +49-511 89 31119
Fax +49 511 89-30506
Nevin.Bozkurt@messe.de
www.hannovermesse.de



Imprint

Publisher: Deutsche Messe AG
D-30521 Hannover
Lynn Stamenkovic (resp.)
Content: Anne Winkel-Kirch
Photos: BDI, Embassy of the Republic of Korea, Berlin, Deutsche Messe, kestnergesellschaft, KOAMI
Text reproduction authorized on condition that the source is indicated; courtesy copy requested.
Date of issue: 4/2009 • Subject to alteration