



**TECHNOLOGY CREATES
NEW CONTACTS,
NEW NETWORKS,
NEW MARKETS,
NEW CUSTOMERS.**

Global Business & Markets

International Exhibition for Economic Development,
Foreign Investment and Joint Ventures

Hannover · Germany
GET NEW TECHNOLOGY FIRST · 4–8 April 2011



Welcome to Global Business & Markets 2011



A platform dedicated to global business – thousands of companies from Germany and throughout the world choose HANNOVER MESSE as their springboard to international markets. By staging Global Business & Markets the organizers of the world's leading trade show have provided a cross-industry platform for foreign trade. Its chief aim is to help exhibitors and visitors access the information, partners and contacts they need to gain a foothold on new markets. Global Business & Markets has the support of many German and European business organizations and economic development agencies. Service providers use the event to showcase their consulting facilities and other services for business on foreign markets.

Another well-established highlight of the HANNOVER MESSE program is the Lower Saxony Foreign Trade Day. The companies nominated for the Lower Saxony Foreign Trade Award have shown how foreign operations can secure jobs and give businesses a good future. I hope that we will see more examples like this, as they can encourage SME's beyond Lower Saxony to engage in new export activities.

Finally, I would like to extend my thanks to all the networks and partners from across the globe who have given their support to this unique foreign trade event in Lower Saxony's capital city in 2011.

David McAllister
Premier of the State of Lower Saxony



Nowhere else in Europe is there a larger concentration of European industrial companies than at HANNOVER MESSE. They come looking for new contacts and business opportunities on international markets. We are especially interested in attracting SME's, which in the past have been responsible for creating most of the new jobs in Europe – and continue to do so. I am therefore particularly pleased to see smaller companies from across the entire European Union coming to Hannover to find new clients and partners from all over the world. It is here that national industry clusters are forged into pan-European technology networks. With hundreds of European company networks from various business sectors represented at the trade fair, Hannover is able to facilitate productive encounters and dialogue leading to cooperation, sales and innovation – all those things that smaller companies need to achieve new growth. This process is supported by the European Commission with its network of 600 Enterprise Europe contact points and advisory centres in the EU and beyond. Here we find the European Commission itself seeking a dialogue with companies.

We hope that HANNOVER MESSE 2011 and its foreign trade forum Global Business & Markets will send out a strong message pointing the way to European economic recovery.

Antonio Tajani
Vice President of the European Commission and EU Commissioner for Industry and Business

The recovery in world trade offers a favourable environment for German firms to take advantage of their strengths, both nationally and internationally. We can be proud that global demand for our products is so high. But Germany is not only the world's second-largest exporter – we are also the second-largest importer. This shows that many sides are benefiting from our openness.

Entrepreneurial initiative is the foundation for success on the international market-place. Our external economic policy aims to put the right conditions in place for such entrepreneurship to flourish. Competition and trade should be able to develop as freely as possible. Open markets for exports and investment offer the key to safeguarding prosperity and progress. And so we have packaged our external economic policy in a new foreign trade and investment campaign which aims to help small and medium-sized enterprises as they access foreign markets, to support innovative exports and to develop new markets.

Participation at trade fairs and exhibitions has always been a good way to initiate and maintain international business contacts. Small and medium-sized firms in particular use HANNOVER MESSE to position themselves on the world market. The Global Business and Markets Forum is the platform where HANNOVER MESSE focuses on international trade and investment for its exhibitors and visitors. It offers expertise and contacts for international target markets. Germany's network to promote foreign trade and investment presents itself at this exhibition alongside international sectoral associations and market experts. Global Business & Markets offers an opportunity to sound out new high-growth areas abroad and to learn about the support available for companies interested in foreign markets. This can make a significant contribution to the international success of small and medium-sized firms in particular. I wish all our exhibitors and visitors many fruitful discussions and interesting international contacts.

Sincerely yours,



Rainer Brüderle
Federal Minister of Economics and Technology



Global Business & Markets is a joint initiative of the Federation of German Industries (BDI) and HANNOVER MESSE under the patronage of the Premier of Lower Saxony, David McAllister, and the following partners:



International networking

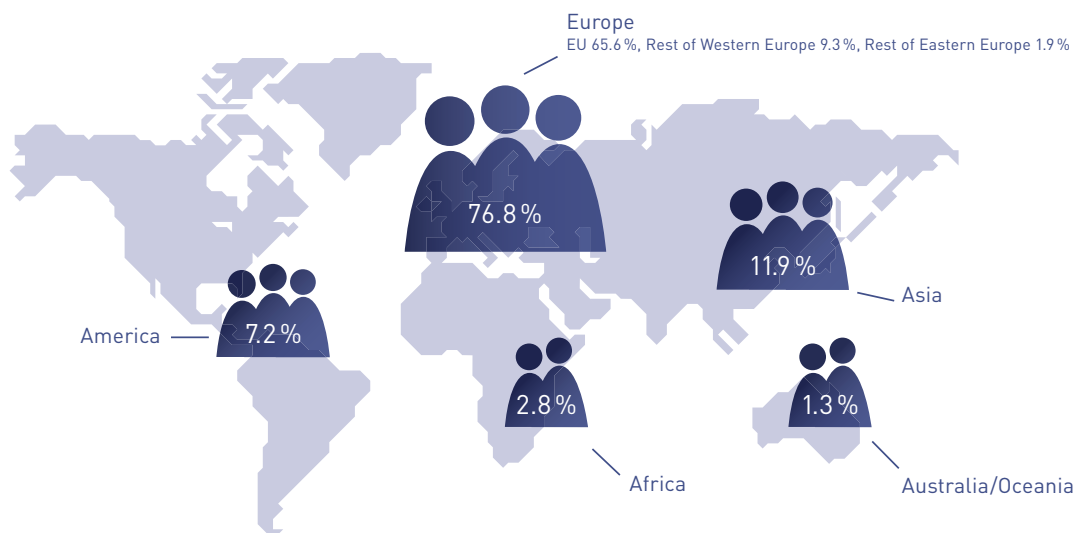
Success can be measured

HANNOVER MESSE attracts a unique audience of buyers, investors and high-calibre business partners from R&D, senior management and company boards:

- a total of approx. **148,500 visitors**
- from **71 countries**
- **93.5% of the visitors are trade visitors**
- approx. **70% are already planning** their next **visit in 2011**

The whole world in one place

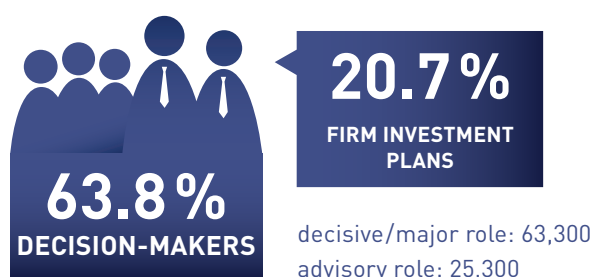
HANNOVER MESSE has a very clear international orientation. Decision-makers from every continent come here – in particular, representatives from the major growth markets of Asia:



→ These visitor statistics reflect the international flight restrictions that were in force at the time of HANNOVER MESSE 2010.

Key contacts

At HANNOVER MESSE you'll meet decision-makers and leaders from every sector of industry and secure important new business contacts. For example, in 2010 **63.8% of the trade visitors** played a key role in making **investment decisions**.



Productive synergies

Working together – growing together

The 13 leading trade fairs that make up HANNOVER MESSE 2011 will present a unique cross-section of key industrial technologies. The declared goal of HANNOVER MESSE is to create a platform for the interplay between all relevant sectors and technologies – a goal that has now been achieved. No other trade show presents all the elements in the industrial value chain in such a comprehensive and integrated form. The key industrial sectors can display their individual strengths and at the same time engage in interdisciplinary knowledge transfer. Let your company benefit from a powerful constellation of individual trade fairs which provide cross-industry synergies and promote international networking.

The concept behind Global Business & Markets, its position within HANNOVER MESSE and the accessibility of every exhibition category showcased in Hannover create unparalleled opportunities for networking at an international level. In other words, you will find it an ideal meeting-place for your business sector. Exhibit your new, innovative solutions here and benefit from the interest of professional visitors and exhibitors from across the world.

As an exhibitor you'll also benefit from the following:

- Delegations of international market leaders and top decision-makers
- Systematic matchmaking and guaranteed 1:1 talks
- Access to international projects and investment plans
- Opportunities to initiate international business cooperation
- Full support in all respects of relevance for exhibitors



Focusing on tomorrow

Conferences and specialist forums geared to foreign trade and global markets

Companies hoping to expand their international operations must secure the attention of players on global growth markets. Innovative industrial solutions that address the issue of sustainability evoke a particularly good response. This event helps companies find new growth areas on the international marketplace.

As an integral part of HANNOVER MESSE, the concept behind Global Business & Markets is aimed at providing the perfect meeting-place where attendees can obtain first-hand information about current developments on foreign markets as well as initiate new partnerships for concrete business projects. The main focus is on SME's and how to assist them in the organization and realization of foreign business projects.

In 2011 the content of our foreign trade platform will be even more oriented to private sector needs than in the past, with greater emphasis on helping companies to access information and contacts. A program of **conferences, forums, lectures and themed panel discussions, augmented by the Speakers' Corner, speed presentations, workshops and matching events**, will aid companies in various ways, e.g. professional networking, the generation of business contacts and the promotion of products and services on world markets, as well as encouraging international knowledge transfer.

b2fair Matchmaking Event

By taking part in the b2fair Matchmaking Event – a professional business platform designed to help you find international business contacts – you will greatly enhance the outcome of your trade fair participation. It involves a small investment of time and money but will put your company in the spotlight and provide detailed information on potential business partners even before the event is officially opened. Good preparation prior to the event will enhance the efficiency and impact of your trade fair participation many times over.

In 2010 alone the Cooperation Exchange registered 347 participating companies and over 3,000 appointments, thus demonstrating that it is an effective tool in interdisciplinary and sector-based networking worldwide. An upward trend that's set to continue!

Profiles of potential cooperation partners will be posted online at hannovermesse.de/koop or b2fair.com for your disposal. It goes without saying that our Service Team is at all times available to help with individual questions and information needs.



Keynote themes of Global Business & Markets 2011

→ Brazil, India, China

Global Business & Markets presents strategies and partnerships suitable for the world's most exciting export markets – the so-called BRIC countries.

→ USA: New power behind the world economy

HANNOVER MESSE 2011 will point to current opportunities and potential partners for new industrial business in the USA – the biggest economy in the world.

→ Future markets in the Gulf region: UAE

A strong and diverse contingent of exhibitors from the Gulf States at HANNOVER MESSE will demonstrate the great potential for cooperation and investment to be found in this region.

→ New emerging economies

Demand in the emerging economies of Asia and Africa offers new opportunities to find a foothold on international markets – even for small and medium-sized companies.



Focus countries at Global Business & Markets 2011

→ European export perspectives: Competition or cooperation?

Here in Hannover, at the hub of European technology exports, senior company representatives will discuss European Union policies, initiatives and programs, and how they impact on trade and industry.

→ Global growth market Greentech

HANNOVER MESSE is the place where the future-oriented technologies, infrastructures and strategies needed for efficient and sustainable projects are placed high on the agenda.

→ Globalization 2.0

Global Business & Markets is an indicator of which organizational concepts, services and forms of cooperation are most suitable for the next phase of international market development and globalization.

→ Qualification in new markets

The conference Edubiz focuses on how companies can best utilize growth potential on foreign markets, in particular on how to find and develop the human resources required for international business expansion.



We would be pleased to receive any suggestions about new or related topics for Global Business & Markets 2011. Don't hesitate to contact us with your ideas or, indeed, to book a venue for your own presentations and events. We look forward to receiving your enquiries and feedback.

Your contact person: Hans Gäng, local global GmbH, Tel. +49 71122-558830

Taking the initiative

International networking for sustainable success

Facing the global challenges: Global Business & Markets offers exhibitors the perfect setting to showcase your products and services to best effect. No other event will help you make such an impact or reach such a large international audience. Many small and medium-sized companies will be present, and they are especially keen to take up new ideas and solutions.

This is your chance to find potential customers among the many trade visitors – as well as meet serious professionals who are interested in cooperating on promising projects on foreign markets.

The exhibitors and exhibition keynotes

- Government representatives, countries, regions, industry policy-makers
- Promotion of trade and industry, special economic and business zones
- International Chambers of Industry and Commerce
- Trade and export promotion
- Industry parks
- Planning, consulting, project development
- Financing
- Consulting
- Services for sourcing, transport and procurement
- Quality assurance and certification, consulting
- Patent and copyright management, patent and copyright information
- Risk management (global business)
- Insurance, insurance management
- Publishers, buying guides, B2B platforms
- International marketing
- Advisory services for companies
- Translation/interpreting services
- Branch clusters



Full service for your business

Maximum marketing: Exhibition plus additional communication opportunities

Thanks to our extensive exhibitors' service package you have access to marketing tools which cost you little and yet will secure valuable business leads and publicity for your company.

→ The Gold Package (€ 14,990 net)

Ensuring a strong, broad brand presence before, during and after the trade fair, coupled with a strong media campaign, will emphasize your status as a leading player at Global Business & Markets. Exclusive conference activities will further reinforce your image as a competent partner.

→ The Silver Package (€ 9,990 net)

A strong branding strategy will deliver the message that you are a serious international player. Your competence and company presence at the event can be underlined by staging your own workshop, thus making it even easier to initiate a direct dialogue with visitors from all over the world.

→ The Business Package (€ 3,690 net)

This package involves a low level of organization yet enables you to find new business leads and contacts on a manageable budget. Your presence in the Global Business & Markets Catalogue/Magazine will secure further publicity for your company.

→ The Basic Package (€ 1,690 net)

Are you a newcomer to HANNOVER MESSE? Welcome and good luck! You'll get off to a good start with the Basic Package. It enables you to effectively showcase your services and expertise, affording you a presence within the communication area, where your logo will be highly visible. This is a good way to position your latest venture or product and identify your company as a promising player.

→ The Media Package (€ 990 net)

Perhaps you are an exhibitor at HANNOVER MESSE but with no direct presence at Global Business & Markets? Why not use this media package in order to further promote your product innovations within the international context of this special foreign trade forum?

→ Individual stands

Do you have quite specific ideas about how you would like to present your company to an international audience? Let us help you realize your ideas and create an individual stand design.

Individual stand space available as from 36 m²

- Communication package obligatory
- Can be booked with or without stand
- Basic price with stand € 283/m², without stand € 211/m²

The following services are offered as standard with all packages:

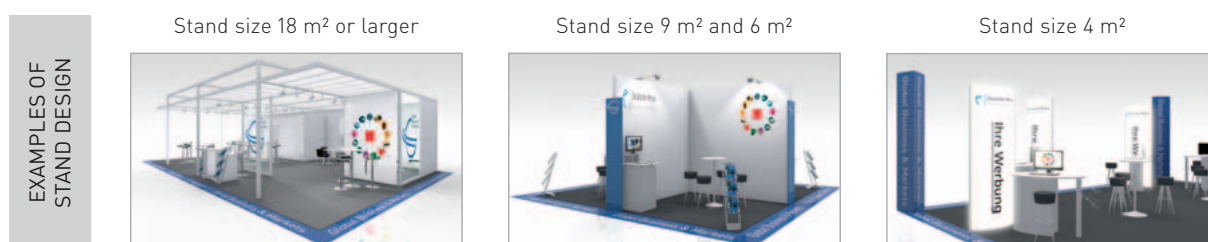
- Flat rate for trade visitor admission tickets
- Extensive Internet presence, including company profile and five detailed product descriptions, as well as use of our editorial service



Making a big impact

PACKAGE OFFERS		Gold € 14,990*	Silver € 9,990*	Business € 3,690*	Basic € 1,690*	Media € 990*
PR & MARKETING SERVICE	Inclusion of your logo in selected print media i.e. advertisements, posters, program flyers, catalogue/ magazine promoting Global Business & Markets (local, regional, national, international). N.B. must be booked on time	×				
	Right to use the event logo Global Business & Markets until 31.8.2011 in your own media in order to advertise your trade fair participation	×	×	×	×	×
	Integration of your logo in conference area visuals at Global Business & Markets	×	×	×		
	Inclusion of company contact details in catalogue/ magazine of Global Business & Markets 2011. Deadline for entries: 1.12.2010	×	×	×	×	×
	Publication of your program in the program flyer for Global Business & Markets, as well as online at global-business-markets.com and hannovermesse.com , in the March/April Newsletter and the HANNOVER MESSE program flyer . Deadline for entries: 1.12.2010	×	×	×	×	×
	Your company profile in the Global Business & Markets catalogue/magazine (max. 500 characters, plus logo and contact details). Deadline for entries: 1.12.2010	×	×	×		
	1/1 page in the catalogue/magazine of Global Business & Markets for your advertisements sized 210 x 280 mm + 3 mm bleed, CMYK colour system. Deadline for advertisements: 1.12.2010	×				
	Article on your company in the Global Business & Markets catalogue/magazine Gold: 2 pages (7,000 characters) Silver: 1 page (5,000 characters) Business: 1/2 page (1,500 characters) Deadline for entries: 1.12.2010	2 pages	1 page	1/2 page		
	Announcement of your event in a press release about Global Business & Markets	×				
	Inclusion of a brief company profile (max. 500 characters) in one of the Global Business & Markets newsletters . Must be ordered in time.	×	×			
MEDIA PACKAGE	Tickets for visitors (at flat rate) for your invited guests: Printed and electronic	×	×	×	×	
	Your online advertising presence: - Detailed company profile - Five product descriptions, each categorized in up to four product groups, incl. entry handled by free editorial service - Unlimited number of additional entries – must be managed online by your company	×	×	×	×	
ONLINE MARKETING	Skyscraper on the HANNOVER MESSE website Eye-catching advertising banner, positioned right next to content; site rotation (via accessible pages) with 20,000 PI's Dimensions: 120 pixels (width) x 600 pixels (height) or 160 pixels (width) x 600 pixels (height), max. 18 KB. Must be submitted by end of January 2011.	×				
	Skyscraper on the HANNOVER MESSE website Eye-catching advertising banner, positioned right next to content; site rotation (via accessible pages) with 10,000 PI's Dimensions: 120 pixels (width) x 600 pixels (height) or 160 pixels (width) x 600 pixels (height), max. 18 KB. Must be submitted by end of January 2011.		×			
	Incorporation of your logo in the exhibitor field on the global-business-markets.com website	×	×	×	×	

PACKAGE OFFERS		Gold € 14,990*	Silver € 9,990*	Business € 3,690*	Basic € 1,690*	Media € 990*
ONLINE MARKETING	Inclusion of your logo in the exhibitor field on the hannovermesse.com website	×	×	×	×	
	Preparation and entry of your copy content for the global-business-markets.com website, max. 5,000 characters	×	×			
	Link to your website from the global-business-markets.com website until 31.8.2011	×	×	×	×	×
	Inclusion of a brief company profile (max. 500 characters) and contact address on the global-business-markets.com website	×	×	×	×	×
COMPANY PRESENTATIONS IN THE EVENTS AND CONFERENCE AREA	120 min. slot in dedicated conference area for your own workshops, seminars or lectures (max. participation 75–80 persons)	×				
	90 min. slot in dedicated conference area for your own workshops, seminars or lectures (max. participation 75–80 persons)		×			
	Company presentations 3 x 20 min. at Speakers' Corner at Global Business & Markets	×				
	Company presentations 2 x 20 min. at Speakers' Corner at Global Business & Markets		×			
	Company presentation 1 x 20 min. at Speakers' Corner at Global Business & Markets			×	×	×
	Optional participation in a Speed Presentation , 5 mins., allocated to special keynote topics of Global Business & Markets	×	×	×	×	
	Presentation of your logo in the events area of the Speed Presentation	×	×	×	×	×
	Floor graphic logo displayed in the events area of Global Business & Markets	×				
	Poster area for A0 sized posters displayed in events area	×	×	×	×	
	Presentation of your logo in the exclusive VIP and Executive Lounge area	×				
EXHIBITION STAND & STAND SERVICES	Inclusion of your company in the joint display stand project at Global Business & Markets					
	Allocation of an exhibition area, incl. stand construction (see application forms for more info)	18 m ²	9 m ²	6 m ²	4 m ²	
	Daily stand cleaning	×	×	×	×	
	Catering for stand personnel (snacks, beverages)	×	×	×	×	
	Use of the exclusive VIP and Executive Lounge areas with drinks and snacks service	×				
	Exhibitor passes	4	2	2	2	
Information and telephone services provided by service personnel	×	×	×	×		



* All prices are subject to VAT. Foreign exhibitors can apply to the Federal Tax Office ("Bundeszentralamt für Steuern") in Schwedt for a refund of Value Added Tax (see registration documents).



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Hannover · Germany

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Deutsche Messe maintains an extensive network of local representatives. The relevant addresses are listed under messe.de

