

Messe News

November 2009

Partner Country Italy

PARTNER COUNTRY 2010
ITALIA
sustainable mobility



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“Invitation a strong incentive”



Umberto Vattani, President of the Italian Trade Commission: “We regard the invitation to be HANNOVER MESSE Partner Country in 2010 as a great honor and a strong incentive to showcase our state-of-the-art technologies in April of next year in the same spirit of friendly competition that has always characterized our two countries.”

Welcome to HANNOVER MESSE 2010



“Italy – innovation incubator”

Wolfgang Pech, Deutsche Messe's Senior Vice President responsible for HANNOVER MESSE: “Italy and Germany have a long tradition of close, friendly relations. We highly value Italy's role as a constant incubator of innovation for the global industrial sector. As Partner Country, Italy, one of the world's leading industrial nations, has a unique opportunity to present its full manufacturing and creative development potential to an international audience. The motto it has chosen for its Partner Country showcase, “Sustainable Mobility,” certainly couldn't be more topical.”

In 2010, the world of industrial automation will be converging on HANNOVER MESSE – with Partner Country Italy at center stage. In terms of exhibitor numbers, this leading industrial nation on the shores of the Mediterranean has always been the strongest foreign country at HANNOVER MESSE. And as official Partner Country, Italy will feature even more prominently at the world's largest technology showcase.

Nine flagship trade fairs

At this year's HANNOVER MESSE, 527 Italian exhibitors provided a comprehensive insight into the country's impressive technology potential. In 2010, they will again be showcasing their latest creative developments at each of HANNOVER MESSE's nine flagship trade fairs. This is where international decision-makers from all sectors of industry will come together to chart the course for the future. The Partner Country plays a special role in this regard. All exhibitors stand to benefit from the worldwide media attention HANNOVER MESSE enjoys – as well as from the show's function as an unrivalled platform for technology transfer and new market development.

Barometer for business and science

HANNOVER MESSE showcases the entire industrial value chain across all sectors and is regarded as a key business barometer by indus-

try, the scientific community and politicians alike. Partner Country Italy's contingent of exhibitors, who will be displaying cutting-edge technology at all nine tradeshows, will complement the HANNOVER MESSE offering perfectly. “The Partner Country cooperation will generate a multitude of new business contacts for industry that will, in turn, give rise to diverse business opportunities – and not just for Italy,” said Wolfgang Pech, Deutsche Messe's Senior Vice President responsible for HANNOVER MESSE.

Big on knowledge networking

While HANNOVER MESSE provides an ideal setting for tapping into and developing new markets, it is also an important knowledge networking platform, thanks to the more than 1,000 forums, conferences and workshops that are an integral part of the show. HANNOVER MESSE 2010 will cover all themes of relevance to industry, with a strong emphasis on innovative technologies in the renewables sector, mobility, micro and nano technology. The new tradeshows MobilTec and CoilTechnica will add two new theme areas to the HANNOVER MESSE lineup.

2010 will be

a year of...
Efficiency
Innovation
Sustainability



For further details, visit:
hannovermesse.de/italy

I.C.E. backs Italian exhibitors

Partner Country Italy has chosen "Sustainable Mobility" as the official motto for its showcase at HANNOVER MESSE 2010, putting the spotlight on the innovative technologies Italian companies have developed in this area. Italy's HANNOVER MESSE presentation has the support of the country's Ministry for Economic Development. The pavilion of the Italian Trade Commission (I.C.E.) will serve as the central hub of Italy's many decentralized exhibits.

Presentation spans 2,000 square meters

Italy's objective for HANNOVER MESSE 2010 is not just to present its industrial capabilities, but also to highlight investment opportunities and to foster international cooperation. To this end, the country is organizing a number of match-making platforms, designed to help interested companies and institutions identify and make contact with potential partners. The joint presentation, which spans a total of 2,000 square meters (10,760 sq.ft) spread across five exhibition halls,



focuses on key theme areas, such as industrial automation, energy, power plant technology, factory automation and industrial supply. "HANNOVER MESSE is symbolic of a nation whose tradeshow business is of equal global renown and appeal as that of Italy. Both Germany and Italy are technology leaders in a range of sectors, which is hardly surprising, given both countries' long tradition in light and heavy industry," said Umberto Vattani, President of the Italian Trade Commission.

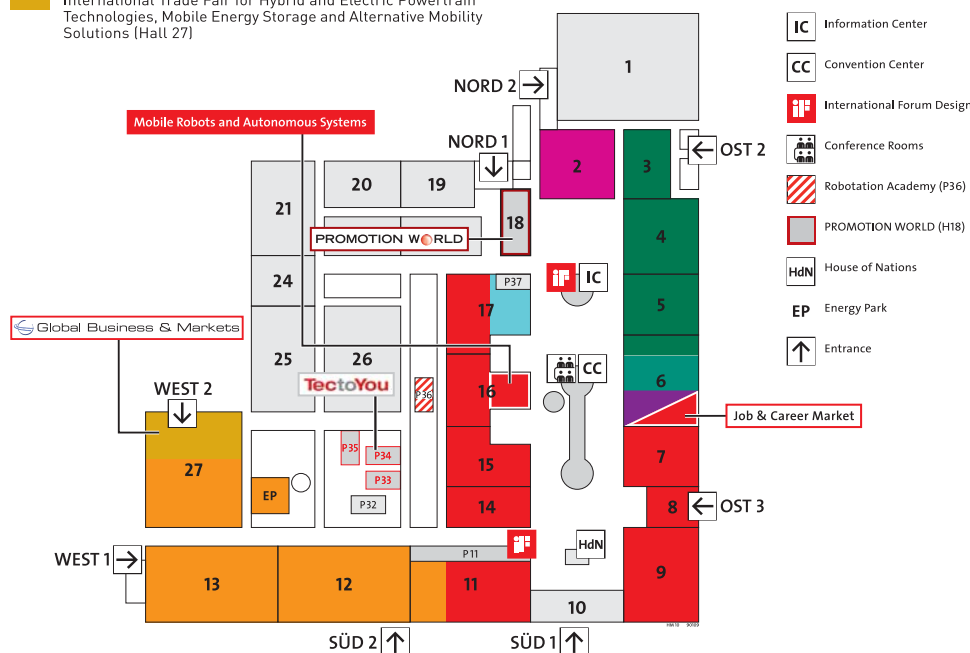
New customers, contacts and networks

Giulia Borsari, Public Relations, Elettronica Santerno S.p.A., Imola: "HANNOVER MESSE is the world's number one automation showcase. All the major players in the industry are represented here. We, too, have exhibited in Hannover for a number of years, because Germany is an important market for us. We use HANNOVER MESSE to maintain and deepen our existing customer relationships, but also to network with potential new international partners. Each year we make at least one major new contact that generates several million euros in sales. The whole process is extremely efficient."

HANNOVER MESSE 2010 at a glance

- Industrial Automation**
 - Factory Automation**
Leading Trade Fair for Factory Automation (Halls 8, 9, 11, 14-17)
 - Process Automation**
Leading Trade Fair for Process Automation (Halls 7-9, 11)
- Energy**
 - Energy**
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 27, 11-13)
 - Power Plant Technology**
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 13)
- MobiliTec**
International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 27)

- Digital Factory**
Leading Trade Fair for Integrated Processes and IT (Hall 17)
- Industrial Supply**
Leading Trade Fair for Subcontracting and Lightweight Construction (Halls 3-6)
- CoilTechnica**
International Trade Fair for Coil Winding, Transformer and Electric Motor Manufacturing Technology (Hall 6)
- MicroNanoTec**
Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- Research & Technology**
Innovations Market for R&D (Hall 2)



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