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## 2010 will be

an extravaganza  
of hi-tech  
innovation  
“made in Italy”:  
at HANNOVER  
MESSE.

## “Partner Country” signing in Rome

Leading foreign exhibitor nation Italy in top gear at HANNOVER MESSE 2010 with “Sustainable Mobility” Partner Country showcase



Wolfgang Pech, Deutsche Messe's Senior Vice President (front left), and Umberto Vattani, President of the I.C.E. (front right), sign the Partner Country agreement in the presence of (standing) Michael Steiner, Ambassador of the Federal Republic of Germany to Italy, and Adolfo Urso, Italy's Deputy Minister for Economic Development.

It's official: Italy and HANNOVER MESSE have signed an agreement making Italy the official Partner Country for HANNOVER MESSE 2010 (19 to 23 April). The agreement is the culmination of a long-standing and strong relationship between exhibitors from this leading industrial nation and the world's biggest industrial technology trade fair. The Partner Country agreement was signed in Rome on 16 November 2009 by Wolfgang Pech, Deutsche Messe's Senior Vice President responsible for HANNOVER MESSE, Adolfo Urso, Italy's Deputy Minister for Economic Development, and Umberto Vattani, President of the Italian Trade Commission. The Italian Ministry for Economic Development is the official patron of the Partner Country showcase.

### A special partnership

Michael Steiner, German Ambassador to Italy, at the signing ceremony: “Germany is Europe's biggest market for industrial technology, including Italian technology, and HANNOVER MESSE is the world's biggest industrial trade fair. Italy is a major exporting nation. Germany holds Italy in high regard for its expertise and creativity, a regard that is expressed in the close partnership between Italian exhibitors and HANNOVER MESSE. It is therefore only right and fitting that Italy should be Partner Country to HANNOVER MESSE for the very first time in the all-important year 2010.

As the German Ambassador to Italy, this relationship fills me with great pride. I hope that many Italian companies will use this opportunity to further develop their relationships with German and international customers. I wish you all every success in achieving this.” HANNOVER MESSE has for many decades

been the premier international trade platform for industrial technology. The fair is especially important to small and medium-sized companies, the backbone of employment and innovation, who use it to make new international contacts and learn about business opportunities in their global target markets. As the world's biggest technology show, HANNOVER MESSE is the perfect platform for countries seeking to present their industrial credentials to the world, open up new trade opportunities for their companies, and, ultimately, safeguard employment.

### Cooperation yields new business contacts

“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 in Italy,” said Wolfgang Pech, Deutsche Messe's Senior Vice President responsible for HANNOVER MESSE, at the signing ceremony. “Even when times are tough, companies that are efficient, innovative and sustainable will still use HANNOVER MESSE and, in doing so, secure valuable leads for new business and new markets.” HANNOVER MESSE provides an ideal setting for tapping into and developing new markets. Exhibitors and visitors go there to open up major import and export opportunities. In 2008 (the most recent reference year for the even-year tradeshow lineup), the fair yielded some 3.2 million business contacts for the 5,100 exhibitors who participated. See page 3 for details.

**For further details, visit:**  
[hannovermesse.de/italy](http://hannovermesse.de/italy)

# Statement by His Excellency Michael Valensise, Ambassador of the Republic of Italy to Germany



"I am absolutely delighted that Italy has been chosen as Partner Country to HANNOVER MESSE 2010. The economic ties between Italy and Germany have always been very close, and Germany is our most important trading partner worldwide. This is reflected impressively by the import and export figures, but also by a number of other factors.

For one, the two countries' industrial systems complement each other very well: they both have a strong focus on processing and manufacturing; their export specialization models are similar; they are both dependent on external energy supply sources; and their credit systems are similar in that they are both based on close relationships between industry, the financial sector and local business communities. In addition, German and Italian companies have exceptionally close subcontracting relationships with one another as well as close industry and trade links.

In 2008, the volume of trade between Germany and Italy exceeded 109 billion euros. There are more than 1,100 Italian companies in Germany with a combined workforce of 95,000 (145,000 if you include the banking and insurance sectors) and total annual sales of 40 billion euros. No less impressive is the level of direct German investment in Italy, with more than 1,000 German companies employing almost 150,000 people and generating revenues of 77 billion euros.

Italy is also the No. 1 foreign exhibitor nation at trade fairs in Germany, particularly HANNOVER MESSE, which every year hosts over 550 Italian exhibitors. This symbolizes the great value Italy places on cooperation, trade and exchange with Germany.

Given the current difficult economic climate, it is imperative that companies seize the opportunities offered by the world's biggest industrial technology trade fair to forge ahead with new ideas and innovations.

Italy's exhibitors and visitors will use the HANNOVER MESSE platform to demonstrate their country's great technology potential. Italy is a world leader in many areas, particularly industrial automation, motive power engineering and electrical engineering.

The motto that Italy has chosen for its Partner Country presentation – "Sustainable Mobility" – underscores our intention to be a key player in industry and our commitment to promoting sustainable, efficient and eco-friendly industrial development through innovative technology.

As Italy's Ambassador to Germany, I am confident that Italy will show itself to be a valuable trading partner, and, thanks to its entrepreneurial spirit and creativity, will play its part in the success of HANNOVER MESSE 2010."

Michele Valensise,  
Ambassador of the Republic of Italy to Germany

# Worldwide opportunities for Italian exhibitors



The Partner Country signatories show that "the whole world meets at HANNOVER MESSE."

Italy is a country of enormous innovative power and, as a G8 member, ranks among the world's eight top industrialized nations. It has for many years also been one of the biggest exhibitor nations at HANNOVER MESSE, fielding exhibits covering all of the fair's keynote themes. Which is not surprising, given that technology areas central to HANNOVER MESSE, such as industrial automation, energy, industrial subcontracting and mobility technology, are also central to the Italian economy.

## Key trading partner for Germany

The Partner Country cooperation with HANNOVER MESSE is an expression of Italy's traditionally very close economic ties with Germany. Italy remains one of Germany's most important trading partners – even if the forecasts for both economies for 2009

are a little more constrained than usual. In 2008, Italy exported more than 45 billion euros worth of goods to Germany, and in the first six months of 2009 still managed to top the 20 billion euro-mark despite the economic crisis. Germany is likewise benefiting enormously from this relationship, with German exports to Italy totaling some 64 billion euros in 2008, and around 25.5 billion euros for the first half of 2009. Italy's top exporting sectors to Germany include the tool design, system components, machine tool and industrial supply sectors.

## Science meets business

HANNOVER MESSE provides an ideal setting for tapping into new markets and cultivating existing business contacts. It is also a strong tech transfer and information sharing hub, with around 1,000 conferences, forums, seminars and workshops

guaranteeing quality dialogue between scientists, business and government, between developers and decision makers, and between producers and users. "Italy has signaled that it will be supplementing the fair's diverse exhibition offering with networking platforms and an attractive supporting program, Wolfgang Pech, Deutsche Messe's Senior Vice President responsible for HANNOVER MESSE, said.

## Media relations

As Partner Country, Italy will also feature strongly in HANNOVER MESSE's international media communication campaign. The campaign will target a large and diverse cross-section of visitors in the lead-up to the fair and will also ensure the Partner Country has a high profile during the show. HANNOVER MESSE 2009 was covered by some 2,600 accredited media representatives from 42 nations.

## Among the dignitaries attending the signing of the agreement were the following:

Adolfo Urso, Italy's Deputy Minister for Economic Development • Umberto Vattani, President, Italian Trade Commission • Michael Steiner, Ambassador, Embassy of the Federal Republic of Germany • Minister Plenipotentiary Guido Cerboni, DGEU [Directorate General for the EU], Ministry of Foreign Affairs • Minister Plenipotentiary Giorgio Novello, Diplomatic Advisor, Ministry for Economic Development • Dr. Ines Aronadio, Director, I.C.E. [Italian Trade Commission], Berlin • Dr. Stefano De Cupis, Ministry for Education, Universities and Research • Dr. Emanuele Flammini, Office of the Diplomatic Advisor, Chairman of the Council of Ministers • Dr. Massimo Mamberti, Director General, I.C.E. • Dr. Letizia Pizzi, International Business, Confindustria federation of industrial companies

## "Italian technology sector has gone from strength to strength"



**Umberto Vattani,  
President, Italian  
Trade Commission:**

"Years ago, when I was the Italian Ambassador to Germany, I would visit HANNOVER MESSE regularly, and even in those days I used to encounter a great many Italian business VIPs. On my visits to the fair I would always be accompanied by the director of the German office of the Italian Trade Commission. So it is an odd twist of fate that I now find myself on

the other side of the table, as it were, as President of the Italian Trade Commission, heading a team tasked with organizing Italy's presence at the fair.

Times have changed, of course. The German economy leads the world, and the Italian economy is right up there with it. Italy's technology sector has gone from strength to strength and is now receiving strong international recognition. One clear sign of this is the invitation for Italy to be honored as the Partner Country in 2010 – an invitation we were delighted to accept.

In the coming days and months we will be talking to companies in a whole range of

industries the length and breadth of Italy, telling them about Italy's preeminent status at the upcoming HANNOVER MESSE 2010.

I would like to take this opportunity to thank everyone who has helped make this possible and extend a heartfelt invitation to one and all to visit the Italian stands and pavilions and new features at the fair. I am confident that even the most demanding of visitors will be amazed by the innovative products Italian industry has to offer."



## Sustainable Mobility at HANNOVER MESSE

One of the greatest economic and scientific challenges of our time is sustainable mobility: the quest to stay mobile while protecting the environment and reducing CO<sub>2</sub> emissions

“Sustainable Mobility” is a challenge for scientists and engineers, certainly, but also for society as a whole. By choosing this as the motto for its Partner Country presentation at HANNOVER MESSE 2010, Italy is signaling that it will be mobilizing all of its innovative potential at the fair. The motto is also a direct reference to MobilTec, a new flagship tradeshow that will be launched at HANNOVER MESSE 2010 and will thereafter be staged at the fair every two years. MobilTec is a unique opportunity for Italy’s exhibitors to showcase their innovations in sustainable mobility to trade visitors from around the globe.

### I.C.E. as central hub for Partner Country

Italy’s government demonstrated its firm commitment to sustainable mobility many years ago, when it made it a key focus of “Industria 2015,” a legislative program aimed at hothousing industrial innovation and boosting the country’s international competitiveness. Italy’s sustainable mobility drive at HANNOVER MESSE 2010 will be coordinated and championed by the Italian Trade Commission (I.C.E.), whose joint presentation at the fair will function as the central hub of Italy’s many decentralized exhibits.

### Italian-German B2B networking

I.C.E. is also planning a number of PR initiatives that will give the Italian exhibitors a wealth of opportunities to make contact with German businesses and thus open the door to discussions on greater and closer economic cooperation. I.C.E. sees these initiatives as an opportunity for the Italian exhibitors to gain the attention of the international media and opinion leaders and to show the world just how well they stack up against exhibitors from other countries.

### E-Motive profiles climate-friendly solutions

The Partner Country’s “Sustainable Mobility” focus also encompasses electric mobility technologies of the kind on show at the E-Motive special display at the MobilTec tradeshow. E-Motive is where companies from the motive

power engineering, industrial subcontracting, and mechanical and electrical engineering industries will be showcasing their climate-friendly inventions. The display is a cooperative venture between the Research Association for Power Transmission Engineering (FVA) within the German Engineering Federation (VDMA) and Deutsche Messe.



# A new paradigm for energy and industry

HANNOVER MESSE facilitates innovation in a world hungry for fresh ideas and new solutions



© Fotolia / ArtmannWitte

The Partner Country showcase is a chance for Italian, German and international companies to stake out new positions in the international competition landscape. As such, it is the perfect opportunity to find fresh approaches to renewable energy, mobility, and energy efficiency in construction and industry generally. HANNOVER MESSE provides the ideal setting for this. The fair has for many years had a strong focus on the fast-growing energy sector, where it tracks all the latest developments and provides key insights into the future of conventional and renewable energy.

## Spotlight on renewables

In 2010, HANNOVER MESSE's energy-themed tradeshows – Power Plant Technology, Energy, and MobiliTec – will profile the entire energy value chain. The themes covered include everything, from generation, transmission and supply to transformer technology and energy storage solutions. The highlights include a dedicated "Renewables" display area in Hall 27 – right next-door to MobiliTec – that will show in truly impressive style how energy can be produced and used sustainably and in a way that protects the environment. The renewable energy technologies on display range from bioenergy, photovoltaic, solar and geothermal energy to wind power.

## Environmental and economic challenges

Another big drawcard at HANNOVER MESSE 2010 will be Hydrogen + Fuel Cells, Europe's biggest group exhibition of hydrogen and fuel cell technology. This international industrial expo will

feature around 150 exhibitors from over 25 countries and will explore all aspects of this key technology area, from hydrogen production to mobile fuel cells. The Hydrogen + Fuel Cells group exhibit will be populated by research institutes, SMEs and big industrials. Hydrogen and fuel cell technologies have a key part to play in meeting the environmental and economic challenges posed by the world's ever-increasing demand for energy. Advanced power plant systems also offer solutions to these challenges. And they will be on show at Power Plant Technology, a fully-fledged tradeshow that will be in its third season at HANNOVER MESSE 2010, albeit in a new location – Hall 13, in close proximity to displays run by energy companies and power plant operators.

## Energy summit

The discussion on all things energy is, of course, not just confined to the exhibition halls. The issues covered at the three energy-themed tradeshows will also be explored at a range of forums, congresses, seminars and workshops. One of the most important of these is the WORLD ENERGY DIALOGUE, a summit on global energy challenges featuring international experts from business, science and government.

Your opinion counts!  
2010willbe.com

## MobiliTec tradeshow: new solutions for advanced mobility technologies

Mobility technologies have been a regular feature at HANNOVER MESSE for many years, but from 2010 on they will be clustered in their own dedicated tradeshow: MobiliTec, the international trade fair for hybrid and electric powertrain technologies, mobile energy storage and alternative mobility solutions. The new fair reflects mobility technology's cross-industry importance. Faced with the need to reduce CO<sub>2</sub> emissions and conserve scarce resources, the mobility sector is increasingly turning to energy recovery solutions and renewable electricity. The automobile industry, powertrain component manufacturers and energy companies are now joining forces with scientists to pioneer new mobility concepts. Together they are developing – and in many cases already implementing – innovative, multidisciplinary solutions.



These solutions will be on show in 2010 at MobiliTec. The exhibits will focus on hybrid and electric drive systems, mobile energy storage, alternative fuels and integrated mobility technology solutions. The new show's exhibition content will be supplemented by an international forum staged on-site in the exhibition area. The highlights will include a test track where visitors will be able to test-drive electric vehicles.

MobiliTec is the logical addition to the energy lineup at HANNOVER MESSE 2010. It also accords with the 2010 Partner Country's focus on "Sustainable Mobility," as witnessed by the fact that the Italian Trade Commission has already booked 200 square meters (2,150 sq. ft) of display space at MobiliTec for its exhibitors. MobiliTec is closely aligned with the Energy fair, particularly the "Renewables" display area, paving the way for strong synergies and high quality dialogue on alternative energy technologies.

# 10 good reasons to visit HANNOVER MESSE

The technology event of the year is the most important shop window for international industry and a key barometer for many sectors of the global economy. As such, it offers unrivalled opportunities for the participating companies.

**“HANNOVER MESSE exemplifies industry’s entrepreneurial spirit”**

**Luca Penna, Director of the Pordenone Chamber of Commerce:**

“For the Three Venetias region and our chamber of commerce, HANNOVER MESSE is the most important show in the trade fair calendar. It is the ultimate manifestation of industry’s entrepreneurial spirit. We have been increasing our investment in our group pavilion every year. HANNOVER MESSE represents an unrivalled opportunity, for our smaller companies in particular, to gather information about new markets. The Partner Country showcase is a timely opportunity, given the worldwide economic crisis, to reflect on the impact of ever-strengthening competition from Eastern Europe and to formulate strategies for improving our competitiveness and dealing with this situation.”

## Unique platform for industry

**1** HANNOVER MESSE is an outstanding international platform for showcasing the state of the art in high-tech. In 2009, the show attracted around 210,000 visitors, proving once again that it is the most important shop window for international industry. 6,150 companies mounted exhibits at this immense technology show, which is a catalyst for innovation and the place where future trends are unveiled. This year, the exhibitors presented some 4,000 market-ready innovations.

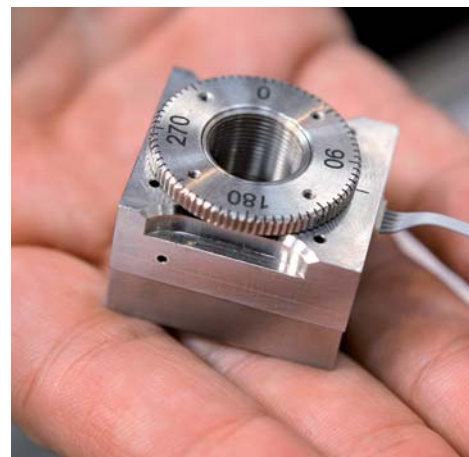
## International audience

**2** HANNOVER MESSE brings the world together. In 2009, every fourth visitor to the Hannover showgrounds came from abroad (70 percent from other European countries, 19 percent from Asia). A large proportion of surveyed visitors stated that they were planning to return in 2010. Around half the exhibiting companies came from abroad – more than 60 nations were represented at the show. For many years, Italy has ranked among the fair’s strongest exhibiting countries. In 2009, China, South Korea and India also sent large exhibitor contingents to Hannover.

## Invaluable synergies

**3** HANNOVER MESSE brings together all sectors of industry in a single location. Nine major flagship fairs cover the entire industrial value chain. This includes two new flagship fairs that will premiere in 2010: MobilTec and CoilTechnica. More than ever before, all the specialist shows will be inter-

linked with each other. This is exactly what sets HANNOVER MESSE apart from other industrial trade fairs: its unique structure provides ample opportunities for cross-sectoral networking and hence invaluable synergy potential.



## Cost and energy savings

**4** High-tech products are more energy efficient and therefore reduce costs. HANNOVER MESSE is constantly shepherding new, energy-saving technologies. Hence the motto for 2010: “Efficiency, Innovation, Sustainability.”

## High-power knowledge transfer

**5** With more than 1,000 world-class conferences, forums, seminars, workshops and special events, HANNOVER MESSE 2010 is the world’s premier knowledge transfer platform, the place



where the many and diverse issues that will shape our future are explored. It is where scientists and key decision makers from industry and politics gather to discuss the latest research findings, innovations and applications. A key part of this is the WORLD ENERGY DIALOGUE, an energy summit focused on charting the future course for industry and the wider economy.

#### New contacts, new markets

**6** Networking is a vital part of running a business and maintaining a competitive edge. HANNOVER MESSE is the No. 1 meeting place for top-level decision makers and technology users. It also provides unrivalled opportunities for developing new markets and establishing new, lasting relationships – an important role, particularly during troubled economic times. Such relationships are crucial for large industrials that are engaged heavily in foreign trade and absolutely vital for SMEs, who come to Hannover to find joint venture and cooperation partners. HANNOVER MESSE's special events, such as the Global Business & Markets foreign trade and B2B matchmaking platform, and its array of international business conferences and trade summits, are especially designed for this purpose.

#### Strong media presence

**7** The Partner Country features strongly in a large-scale, international media communications campaign, which targets key visitor groups well in advance of the fair. In addition, the Partner Country receives coverage at all HANNOVER MESSE press conferences around the globe. Deutsche Messe maintains a network of representatives in 60 countries who support its media work locally. The Partner Country receives further media exposure through joint public appearances by well-known Italian and German

politicians and business leaders. In 2009, around 2,600 accredited journalists from 42 countries covered the world's premier industrial technology show.

#### Highly effective marketing tool

**8** Many exhibitors and visitors name customer relationship management and the ability to build new relationships with potential customers as their primary reasons for coming to Hannover. A physical presence and effective customer communications are key elements of a professional marketing strategy. HANNOVER MESSE provides unique cross-sectoral networking opportunities.

#### Theme-based special events

**9** HANNOVER MESSE tackles the big issues. Its special events are where important trends are discussed, visions for the future explored, and real opportunities offered. For instance, in 2010 the HERMES AWARD – worth 100,000 euros – will be staged for the sixth time. The highly coveted technology prize recognizes innovations that have been tried and proven in industrial applications. There's also the TectoYou careers initiative for young people and the WoMenPower symposium on equal opportunities for men and women in industry and research.

#### Solid partner for new markets

**10** HANNOVER MESSE is managed and produced by Deutsche Messe, an internationally recognized developer, organizer and operator of technology-themed trade fairs. It is held at the Hannover Exhibition Center, a world-class expo venue offering first-rate infrastructure and unbeatable service. All of which makes Deutsche Messe a solid partner for entering new markets, making new contacts and winning new customers.

## New import and export opportunities: Global Business & Markets

### International Exhibition for Economic Development, Foreign Investment and Joint Ventures

Fundamental changes are imminent in the global economy, as the leading industrial nations deploy long-term initiatives to overcome the global economic crisis. Global Business & Markets – HANNOVER MESSE's foreign trade platform – highlights the resulting opportunities for international businesses in the current environment. The event puts key economic policymakers, international networks and service providers in touch with precisely those businesses that are looking for growth drivers in foreign markets. It also provides comprehensive coverage of German and international incentive programs, services and business locations for new business development abroad.

#### Foreign trade partners

Germany's leading foreign trade event is backed by a large group of support partners, all committed to helping SMEs in particular to explore and capitalize on new opportunities abroad. The patron of the event is Christian Wulff, Premier of the German state of Niedersachsen. Various industry associations and partners will be active participants in the high-caliber conference program complementing the trade fair activities in Hall 27. For the duration of the show, Hall 27 will be a center for international dialogue and knowledge exchange.

#### Opportunities for new services

The b2fair matchmaking event organized jointly by Enterprise Europe Network and Deutsche Messe is designed to help businesses find ideal partners in their foreign markets. This is just one of many communication innovations – making attendance at Global Business & Markets a must, particularly for service providers and organizations offering businesses new concepts and services for successful exporting in the post-crisis environment. Global Business & Markets highlights growth drivers for businesses operating in foreign markets.

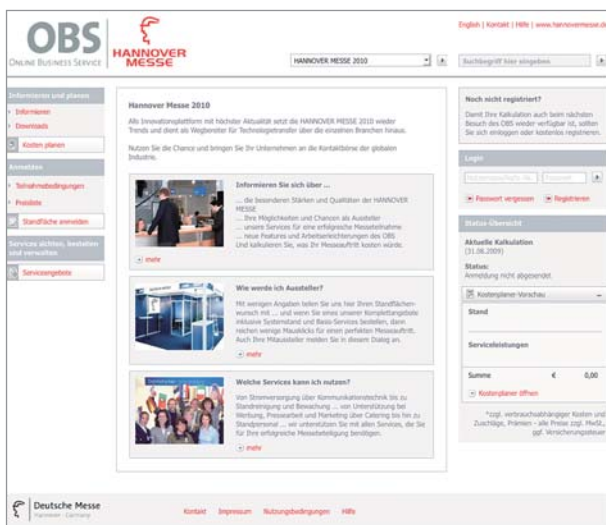
For more information on  
Global Business & Markets, visit  
[global-business-markets.de](http://global-business-markets.de)



# OBS online stand configurator for easy showcase planning

Deutsche Messe's Online Business Service (OBS) is the fast, easy way to plan exhibition showcases at HANNOVER MESSE. It enables exhibitors to plan and cost their presentations before the fair, entirely free of obligation. No stress. No hassles. No problems.

The user interface at obs.messe.de has an easy-to-follow structure that guides exhibitors through the planning and ordering process step by step, providing detailed information on display stand options and packages and associated services. Users can also use OBS to track the status of their event registrations. Certain areas of the system are available to prospective exhibitors – before they even decide to participate.

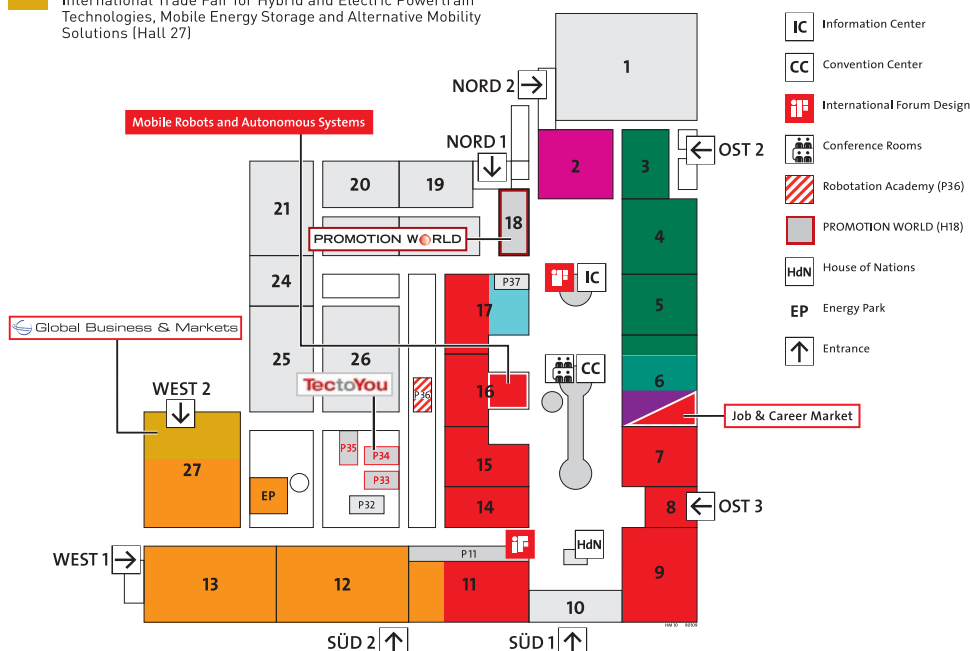


For further details, visit: [obs.messe.de](http://obs.messe.de)

# 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)
- MobilTec**  
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)



## “Key business barometer”

**Giampietro Roan, Manager Sales International, AUTEC s.r.l., Fusignano, Italy:** “We have been regular exhibitors at HANNOVER MESSE for many years. For us, it is the most important trade fair in our industry. The venue is first-rate and the event is very well organized. The fair is an important hub for our European industrial and automation business, a key market and business barometer. It is the place where we meet our sales partners and new customers.”

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