

Messe News

November 2009

PARTNER COUNTRY 2010
ITALIA
sustainable mobility

Global Business & Markets

International Exhibition for Economic Development, Foreign Investment and Joint Ventures

GET NEW
TECHNOLOGY FIRST
19-23 APRIL 2010



2010 will be

the year when Global Business & Markets profiles the initiatives behind new technologies and international joint ventures.



Christian Wulff,
Prime Minister of the State of Niedersachsen

Driving new growth

Global issues for the future under the spotlight in Hall 27 at Germany's leading foreign trade forum



**GLOBAL BUSINESS
& MARKETS**

19-23 April 2010
HALL 27

Relaunch 2010

Get ready for a totally revamped "Global Business Forum" in 2010! When the gates open on HANNOVER MESSE next April, you can be part of "Global Business & Markets" in Hall 27. Germany's leading showcase for global business is fine-tuning itself to better meet the needs of its clientele at HANNOVER MESSE – with enhanced placement, content, promotion and international target group appeal.

Defining issues in Hall 27

The Global Business & Markets international trade expo explores industrial economic policy issues that will define the future.



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, Prime Minister 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 this event, 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



Global player: With a huge showing at Global Business & Markets, the U.A.E. metropolis of Abu Dhabi will be highlighting attractive opportunities for investment and joint ventures.

New export boom?

Conference: signs of renewed energy in the foreign trade sector

The opening event and flagship attractions at Global Business & Markets highlight the potential of the new-look exhibition space to generate fresh momentum in the export and foreign trade activities of industrial enterprises. The supporting conference program focuses on the role industrial policy initiatives will play in driving growth in the world economy.

Growth regions under the spotlight

The conference will also identify precisely how international industrial businesses can tap into the incentive programs that are now being developed around the world to revitalize export and foreign direct investment. The conference is an opportunity for economic industrial policymakers at international, regional and sector level to present their projects and initiatives to an international audience. The opening and flagship

events will focus on the major economies and growth regions. Accordingly, the central theme of the Global Business & Markets conference will be on the ways in which economic stimulus and investment policy initiatives in the energy and industrial sectors can simultaneously contribute to climate protection, sustainable development and economic recovery.

2010 will be a crucial year for future economic development, and the Global Business & Markets conference will play an important role in promoting international dialogue between international and national organizations and business networks.

→ More information:
global-business-markets.de

GLOBAL THEMES Conferences at Global Business & Markets, 19-23 April 2010



OPENING: USA – ROADMAP TO RECOVERY (19 April 2010, 2.00 p.m. – 6.00 p.m.)

The USA is charting an innovative course in energy and industrial policy with a massive capital investment program. This in turn opens up new opportunities and cooperation possibilities not only for US players, but for companies the world over. The diversification policies being driven by some American states could see some major changes in the industrial landscape. For technology companies in particular, US-based subsidiaries are potentially an excellent avenue for entering the new and growing market for clean technologies in the USA.

7TH NIEDERSACHSEN FOREIGN TRADE CONFERENCE – SOUTH AFRICA (20 April 2010, 1.00 p.m. – 6.00 p.m.)

South Africa is host country for the 2010 FIFA Soccer World Cup, but it has a lot more than sport to offer. Numerous German companies already have a presence in the country, and in recent years South Africa has become a sought-after trading partner, with increasingly close business links with Latin America and particularly Asia. Niedersachsen Global, the Niedersachsen entity promoting business location and export opportunities, also arranged a South African tour for a large delegation of Niedersachsen business people ahead of this conference.

Organizer: Niedersachsen Global (NGlobal)

CHINA AS A GROWTH ENGINE (21 April 2010, 10.00 a.m. – 12.30 p.m.)

Not least thanks to its vast economic stimulus package, China seems to be the first nation to emerge from the global economic crisis. The country is actively driving new growth across a wide range of sectors, all of which will be represented at HANNOVER MESSE.

GERMAN-JAPANESE BUSINESS FORUM (21 April 2010, 1.00 p.m. – 4.30 p.m.)

This forum will discuss strategic approaches and technical solutions in both countries to meet the electromobility challenge. The aim is to boost cooperation in the area of battery recharging infrastructure, intelligent network integration and electric energy storage.

HANNOVER MESSE EUROPE DAY (22 April 2010, whole day)

→ SMES: THE KEY TO THE FUTURE (10.00 a.m. – 1.00 p.m.)

SMEs are the cornerstone of the European economy. The Europe Day forum will discuss the prospects for developing and maintaining the competitiveness of SMEs.

→ INNOVATION FORUM ON ITALY (1.00 p.m. – 4.00 p.m.)

This presentation will introduce some key Italian industrial clusters and regions, and explore the potential for cooperation between Italian SMEs and European partners, on international as well as domestic markets.



Global Business & Markets is a joint initiative of the Federation of German Industries (BDI) and HANNOVER MESSE, under the patronage of Christian Wulff, Prime Minister of the German state of Niedersachsen, and our partners:



Partner country Italy

Italy is a leading player in international industry, particularly in key HANNOVER MESSE sectors. For example, Italian firms are international leaders in industrial supply, the energy sector, mechanical engineering and electrical engineering, and also in R&D. Italy has also consistently been among the exhibitor nations most strongly represented at HANNOVER MESSE. HANNOVER MESSE 2010 expects to welcome several hundred Italian companies from across all industrial sectors. Along with the presentation of a wide range of innovations, the presence of our Italian guests in 2010 is also designed to further reinforce the country's strong foreign trade links.



→ More information:
hannovermesse.de/homepage_e

HUMAN RESOURCES FOR NEW MARKETS

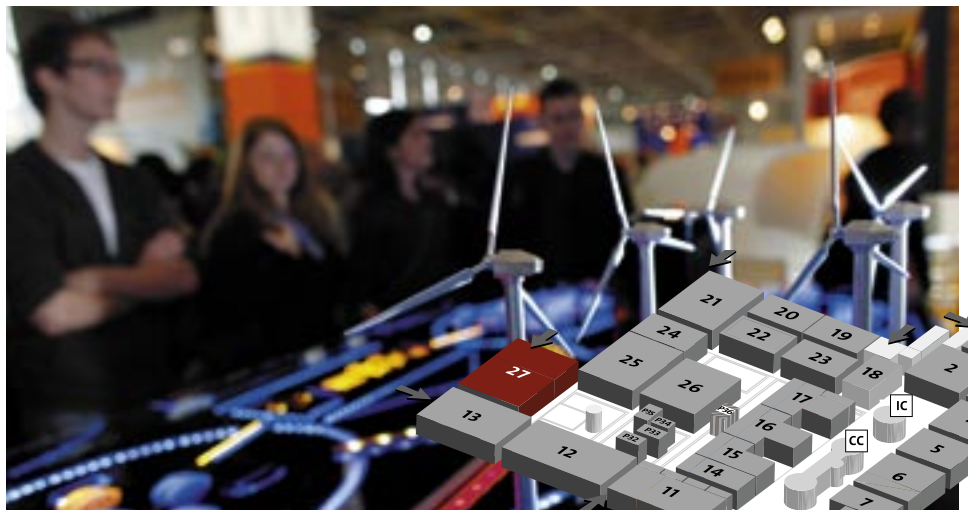
(23 April, 10.00 a.m. – 1.00 p.m.)

Export sales of innovative technologies and a presence in foreign markets depend on having well-qualified personnel on the ground. This highlights the importance of investing in training and awareness programs for staff, partners and customers. The event will introduce some case studies of successful and sustainable technology exports through effective investment in training.

SOMETHING MISSING?

If you have a topic you would like to present at Global Business & Markets, let us know! We welcome topic suggestions for additional workshops and seminars. Rooms will be available for this purpose in Hall 27. Business networks and delegations will also have communication opportunities in the form of speed presentations and presentations in b2fair Matchmaking.

Contact us!
 Rebecca Dobler: +49 511 89-31119



Hall 27: One-stop shop for the issues of tomorrow

Any discussion of the global economic issues of tomorrow will inevitably address the subjects of energy-efficient mobility and a secure and sustainable energy supply. To integrate these topics even more closely, Global Business & Markets 2010 will be located in Hall 27 alongside the MobilitEC, Renewables and Hydrogen + Fuel Cells flagship trade-shows.

In the MobilitEC tradeshow, which makes its debut in 2010, HANNOVER MESSE aims to bundle displays of solutions for sustainable and energy-efficient mobility. The exhibits will focus on hybrid and electric drive systems, mobile energy storage devices and alterna-

tive fuels as the basis for holistic mobility technology solutions. The Renewables area of the Energy flagship tradeshow is the world's leading marketplace for the entire spectrum of renewable energies. This is where the latest developments in solar energy/solar thermal energy, biomass, biogas, bio fuels, geothermal energy and hydroelectricity will be discussed and state-of-the-art solutions and new technologies will be presented.

→ More information:
hannovermesse.de/mobilitec_e
hannovermesse.de/energy_e

Getting the most out of the fair

b2fair cooperation exchange as a contact platform for business operators



suppliers. The b2fair matchmaking concept is specifically tailored to the needs of small and medium-sized companies. Its strong international focus and comprehensive service coverage range, before, during and after the fair provide exhibitors with a cost-effective way to get the most out of their participation. Since its introduction in at HANNOVER MESSE in 2005, the b2fair cooperation exchange has successfully networked over 1,600 companies from over 40 countries. And more than one-third of the 18,000 initial contacts made have led to further business dialogue.

Contact:
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 Sabrina Sagromola
 hannovermesse@b2fair.com
 www.b2fair.com

b2fair is the leading cooperation exchange on the international trade fair scene. It gives business operators an easy, efficient way to meet new business partners, customers and



BE AN EXHIBITOR...
 ...and present your business
 to an international trade audience!

New formats for high-impact communication

Global Business & Markets also offers our exhibitors and international delegations additional communication formats for getting their message across to HANNOVER MESSE visitors and to highlight their service spectrum and expertise. These comprehensive service packages can be used as inexpensive marketing tools for finding outstanding business contacts and raising your profile.

- Exhibition + communication package components:**
- print + web media package
 - matchmaking via b2fair
 - participation in conferences
 - conducting a workshop
 - speed presentations
 - additional marketing activities

Interested in exhibiting at Global Business & Markets? We are happy to help!

Rebecca Dobler: +49 511 89-31119



Event Media

As the official magazine of HANNOVER MESSE's Global Business & Markets foreign trade platform, Global Business Magazine is the key publication for attracting international business partners. The English-language magazine features discussions with high-caliber international decision-makers on the key issues of the day featured at HANNOVER MESSE.

→ Further information:
global-business-markets.de

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