

In this issue

"Our shared future" (page 2)

ICE President Umberto Vattani talks about Italy's international industrial cooperation.

Targeting global markets (page 3)

Italy's exhibitors look to HANNOVER MESSE as an incubator of new growth.

Matchmaking (page 4)

The *b2fair* cooperation exchanges puts you in touch with the right companies in Italy.

Joint projects

Cross-border European energy projects and future-defining mobility solutions are high on the agenda in Italy's Partner Country showcase.

2010 will be

time for Italy to shine as a powerhouse of European industrial and energy policy.



Ambassador **Umberto Vattani**
President of the Italian Trade Commission

Fresh ideas for new growth

HANNOVER MESSE 2010 will be opened by Italian Prime Minister Silvio Berlusconi and German Chancellor Angela Merkel.



The governments of Italy and Germany will use Italy's Partner Country showcase at this year's HANNOVER MESSE as a springboard for enhanced bilateral cooperation in the areas of technology and industry. The involvement of the two countries' heads of government at the upcoming HANNOVER MESSE opening ceremony was announced at the official Partner Country kick-off event at the Italian Embassy in Berlin in mid-January. This key meeting of senior government, commercial and scientific representatives from both countries – and the high-level business press conference in Milan that followed it – is testimony to the intense interest in this year's Partner Country at HANNOVER MESSE.

The organizer of Italy's Partner Country presentation is the Italian Trade Commission (ICE). Its president, Umberto Vattani, owes his intimate knowledge of Germany to his time as the Italian Ambassador to Germany in Berlin. He had this to say about his country's objectives for its showcase at HANNOVER MESSE: "We will have a very clear focus on Italy's role as a powerhouse of cross-border European industrial and energy policy."

The bilateral intergovernmental summits and high-level industry forums to be held at HANNOVER MESSE 2010 will highlight the wealth of new opportunities for B2B cooperation arising from the two countries' joint economic and environmental projects in Europe.

Spanning some 2,000 square meters (21,500 sq. ft), the central Partner Country pavilion in Hall 6 will profile Italy's lead initiatives and projects in response to the big challenges of our times.

Italian pavilion

The Italian pavilion will feature leading transport technology innovations – spanning air, rail, sea and road transport solutions – in the areas of energy efficiency, reduced noise pollution and sustainable fuels.

A number of ICE-organized group pavilions will further highlight Italy's technology clout in industrial automation, motive power engineering and electrical engineering – areas in which Italy is a world leader.

The Partner Country program offers enormous commercial benefits to the participating countries, as the Chairman of the Deutsche Messe Board of Management, Dr. Wolfram von Fritsch, explains: "For example, Korea's Partner Country showcase at HANNOVER MESSE 2009 earned its exhibitors around 1.7 billion US dollars in new orders."



For further information on Partner Country Italy, visit:

hannovermesse.de/italy

Italy leads the way

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 and electrical engineering and R&D. Italy has also consistently been among the exhibitor nations most strongly represented at the fair. HANNOVER MESSE 2010 expects to welcome several hundred Italian companies from across all industrial sectors.

PARTNER COUNTRY 2010
ITALIA
 sustainable mobility 

→ For further information, visit:
hannovermesse.de/italy

“Our shared future”

Umberto Vattani believes Italy and Germany together have the potential to be key drivers of a pan-European energy policy.



Your Excellency, what does HANNOVER MESSE mean to you personally?

Umberto Vattani: After the truly tumultuous reunification years, I am very much looking forward to this vitally important Italian trade mission in Hannover. HANNOVER MESSE is a unique opportunity to shape and correct Germany's perceptions of the Italian economy.

Are we laboring under misconceptions?

Italy's passion for design, style and quality of life is well recognized. But in Hannover we will show that the quality “Made in Italy” products people have come to know and value are the result of Italy's highly advanced engineering base and are produced in accordance with the latest standards of economy and efficiency. We also have creative entrepreneur-engineers committed to ongoing optimization.

What will Italy's main focus be at the fair?

The displays at the Italian pavilion will leave absolutely no doubt as to Italy's integral role in European cross-border industrial and energy policy initiatives. We are working on an ambitious project to develop sustainable urban mobility concepts; we are mobilizing our R&D and hi-tech sectors to develop and adopt renewable energy solutions; and we are heavily invested in the development efficient energy transmission systems. These are all fields in which Italy's expertise in science and industry are making a major contribution to global environmental protection. As always in Hannover, Italy's top electrical and motive power engineering companies and industrial subcontractors will be showcasing their great innovative power and championing the cause of energy efficiency.

Do you see opportunities for new cross-border B2B cooperative ventures in the energy sector that go beyond mere statements of policy?

I personally am very confident that Hannover

will yield tangible progress towards German-Italian – and indeed European – cooperation.

The challenges of renewable energy production and distribution, energy R&D, technical realization and investment are simply too great to be resolved without a Europe-wide bundling of resources. In the Mediterranean region in particular, there are opportunities for Italy and Germany to work together very closely and become key drivers of a pan-European energy policy. After all, the first agreements are already in place, and we will be showcasing these in Hannover. We will find our way into the future much faster if we work together.

Italian firms have always been in fierce competition with their German counterparts. Will the same hold true in the emerging markets?

HANNOVER MESSE is truly a global platform. Italy's small and medium-sized companies in particular have long made it the leading foreign exhibitor nation at the world's biggest industrial technology expo. The contraction in European exports in the wake of the economic crisis is forcing everyone, including Italy's mechanical engineering, electrical engineering and industrial subcontracting firms, to focus on new international markets. The Italian Trade Commission and the Confindustria federation of industrial companies are strongly supportive of these initiatives, especially in the emerging markets.

Are there opportunities for cooperation in these markets?

Yes, just take North Africa for example. The close economic ties that Italian businesses have developed with North Africa over many years are central to the development of energy projects in the region. HANNOVER MESSE 2010 will show that there are still plenty of untapped opportunities for international cooperation and new growth based on partnership.



Umberto Vattani

As Italy's Ambassador, Umberto Vattani experienced post-reunification Germany first-hand. Now, as President of the Italian Trade Commission (ICE), he is overseeing Italy's Partner Country presentation. Read on to find out about his vision for the new era of bilateral industrial cooperation and the fresh impetus it will receive in Hannover.

Italy: key themes

This year's Partner Country is running an array of events designed to stimulate discussion on the big ecological and industrial policy themes that will define the future. These include:

- New concepts for future mobility
- Renewables and energy efficiency
- Research and development
- International industrial cooperation

Targeting global markets

Italian companies exhibit at HANNOVER MESSE because it is a highly effective platform for making quality international contacts. They see the Partner Country showcase as a chance to showcase Italy's innovative flair and competitive strength to a global audience.

"We value HANNOVER MESSE very highly and attach great importance to having a presence there. It is the perfect time for Italy to be Partner Country, given the current global economic crisis. The showcase is an excellent opportunity to profile ourselves to the world. It always means a great deal to us to be able to meet our existing customers there, get to know those we've not yet met in person, and make new contacts."

Dr.ssa Chiara Colombo
Marketing Manager, TMC Italia S.p.A.

"Italian companies associate HANNOVER MESSE primarily with innovation and the future. The fair profiles a wide range of industries and attracts high-quality exhibitors, facts that make it an absolute must for any firm engaged in market and competition analysis. For precision engineering companies like Bovedani, HANNOVER MESSE serves two main purposes: it is an information event where we can learn about the latest technology trends, processes and products; and, just as importantly, it is an international shop window where we can get our message across to potential customers."

Sergio Barel
Bovedani Group S.p.A.

"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."

HANNOVER MESSE is a chance to enhance our competitiveness by plugging into the German economic powerhouse and demonstrating the quality of Italian products to our biggest export partner."

Luca Penna
Director, Pordenone Chamber of Commerce



"HANNOVER MESSE is a chance to enhance our competitiveness by plugging into the German economic powerhouse."

"We've been exhibiting at HANNOVER MESSE for 30 years. The fair is exceptionally effective and well organized, it enjoys an international reputation as a business-to-business platform for German and international companies, and is a promotion and marketing event of strategic importance."

Italo Rovedatti
CALVI SpA

"HANNOVER MESSE is an integral part of the global market positioning strategy of Italy's electrical engineering industry, which is made up predominantly of small and medium-sized businesses. HANNOVER MESSE is a global marketplace, functioning for many of our companies as a springboard into new markets and opening up new opportunities for sustained growth and employment."

Andrea Boccacci, Laura Siliprandi
ASSOFOND The Italian association of foundries

"We have been regular exhibitors at HANNOVER MESSE for many years. In our view, it is the most important trade fair in our industry. It is a key market and business barometer and the place where we meet our sales partners and new customers."

Giampietro Roan
Autec SRL

"Lovato Electric has been exhibiting at HANNOVER MESSE since 1977. We use the fair to showcase our latest innovations and thereby consolidate and strengthen our presence in the world market for electric industrial automation components. Italy's status this year as Partner Country provides a further opportunity to raise the international profile of products made in Italy."

Paolo Passera
LOVATO ELECTRIC S.P.A.

b2fair: in dialogue with Italy

Matchmaking event gets German and Italian companies talking.



One of the core functions of b2fair at HANNOVER MESSE 2010 is to broker dialogue between Italian companies and potential international cooperation partners. b2fair offers tailored, industry-specific matchmaking services to a wide range of industries. Since its introduction at HANNOVER MESSE 2005, it has supported more than 1,600 companies from over 40 countries in their search for cooperation partners.

This well regarded and professionally run B2B platform's main aim for 2010 is to help put industrial subcontractors and small exporters in contact with partners in Italy. After all, trade fairs can be called successful only if they generate large numbers of quality leads for their

exhibitors. Located in Halls 27 and 2, b2fair is a simple, highly time- and cost-effective way for exhibitors to meet new business partners, customers and suppliers. The b2fair platform brokers, organizes and coordinates B2B meetings based on its users' individual cooperation requirements.

More than one third of the 18,000 initial contacts generated by b2fair to date have led to further dialogue. b2fair draws on an extensive international partner network and has close ties with Italian chambers of commerce in Germany and bilateral chambers around the world.

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For further information on
b2fair, visit:
b2fair.com



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

Global Business & Markets: Focus on international trade

The Global Business & Markets international trade expo in Hall 27 is backed by a large number of partners and organizations committed to helping SME's grow and develop their international business. This pivotal event has Christian Wulff, Prime Minister of the German state of Lower Saxony, as its patron and boasts a high-profile line-up of conference speakers. It also features a cooperation exchange organized jointly by the b2fair European business network and Deutsche Messe. Exhibitors will benefit from a comprehensive range of services, including highly effective marketing tools.

Services for exhibitors:
→ Expo showcase and communication support
→ Print + Web media package
→ Matchmaking via b2fair
→ Participation in conferences
→ Ability to run own workshops

**Interested in exhibiting at
Global Business & Markets?
We're here to help!**

Rebecca Dobler: +49 511 89-31119

Partner Country Special



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 major, future-defining themes. The Partner Country special edition carries articles on current economic and business trends in Italy. It also contains detailed Global Business & Markets program information and interviews with senior HANNOVER MESSE figures.

→ For further details, visit:
global-business-markets.de

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