



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

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FOR IMMEDIATE RELEASE

## COMMERCE DEPARTMENT TO HELP SHOWCASE U.S. COMPANIES AT *HANNOVER MESSE 2010*

WASHINGTON, D.C., August 28, 2009 -- U. S. companies interested in developing new business contacts at an important energy trade event in Germany should consider participating at *HANNOVER MESSE 2010* held April 19-23, 2010 in Hannover, Germany.

The U.S. Department of Commerce has granted *HANNOVER MESSE 2010* Trade Fair Certification status, establishing a U.S. Pavilion that welcomes U.S. firms of all sizes. The U.S. Pavilion serves as an excellent venue for U.S. companies to establish or expand overseas distribution, generate sales leads, evaluate competitors and work with U.S. Commercial Service trade specialists to identify potential buyers and partners. Trade Fair Certification assures that U.S. exhibitors at *HANNOVER MESSE 2010* will have U.S. Commercial Service support in both the United States and Germany.

The U.S. pavilion at *HANNOVER MESSE 2010* will be located in the Energy sector, Hall 27. For more information about the U.S. Renewable Energy and Energy Efficiency Solutions Park, please go to <http://files.messe.de/cmsdb/993/19318.pdf>.

*HANNOVER MESSE 2010* is the largest diversified technology and energy exhibition in Europe with an expected number of over 5,000 exhibitors and close to 200,000 visitors. It is focused on expanding business development for technology companies, as well as products and services from specialized providers in the industry on the whole. The Commerce Department forecasts over 80 U.S. exhibitors (new-to-market and in-the-market companies) at *HANNOVER MESSE 2010*.

In certifying *HANNOVER MESSE 2010*, the Department of Commerce recognizes the capability and exhibition experience of the organizers of the U.S. pavilion, Hannover Fairs USA, Inc., and the potential of this international market to purchase U.S. products and services.

The Trade Fair Certification Program is a cooperative arrangement between private sector trade show organizers and the U.S. Government. The program seeks to broaden the base of U.S. exporters, particularly new-to-export and new-to-market firms, by introducing them to key trade fairs where they can meet their export objectives.

The U.S. Commercial Service helps U.S. businesses, particularly small and mid-sized companies establish international business relationships. The agency's global network includes locations in 108 U.S. cities and U.S. Embassies and consulates in nearly 80 countries. For more information, visit the U.S. Commercial Service at [www.export.gov](http://www.export.gov).

For additional information about *HANNOVER MESSE 2010* see [www.hannovermesse.de](http://www.hannovermesse.de) or contact:

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