



HANNOVER FAIRS USA ORGANIZING “U.S. RENEWABLE ENERGY AND ENERGY EFFICIENCY SOLUTIONS PARK” AT HANNOVER MESSE 2010

New Group Exhibit Offers U.S. Energy Companies a High-Profile, Cost-Effective Exhibit Option at World’s Leading Energy Event

(Princeton, NJ) – Hannover Fairs USA, Inc. (HFUSA) announced that it is organizing the U.S. Renewable Energy and Energy Efficiency Solutions Park at HANNOVER MESSE 2010, which will run 19–23 April 2010 in Hannover, Germany. Designed to maximize exposure for U.S. states, associations and individual companies, the park will be a central meeting point for international trade delegations eager to conduct business with the U.S. energy industry.

The U.S. Renewable Energy and Energy Efficiency Solutions Park will be centrally located within the Renewables section of Hall 27, adjacent to World Energy Dialogue, Export Forum “Renewable Energy”, and Global Business & Markets Forum. The park is supported by the U.S. Department of Commerce as well as Accessio, American Council on Renewable Energy, Detroit Regional Chamber, German-American Business Association, NextEnergy, City of Novi (MI), and United States Energy Association.

According to Ulrike Hammer, Director of Energy Events for HFUSA, “The U.S. Renewable Energy and Energy Efficiency Solutions Park is a special group exhibit that offers U.S. energy companies a cost-effective, high-visibility way to participate at HANNOVER MESSE. Each turnkey package includes a booth or workstation as well as furniture and a complete range of services.”

November Road Show to Spotlight Energy and Sustainability Opportunities in European Marketplace

Hannover Fairs USA and HANNOVER MESSE are sponsoring the U.S. Department of Commerce’s Green Build Road Show, which will examine trends in energy and sustainable building and emphasize promoting U.S. exports. U.S. business owners, CEOs, and decision-makers who offer competitive products and services should participate. Topics include the EU regulatory environment; European market briefs; and strategies for market entry and business development.

Road Show Dates

- November 2 - Pittsburgh, PA
- November 4 - Denver, CO
- November 6 - San Jose, CA
- November 9 - San Francisco, CA
- November 10 - Phoenix, AZ
- November 17 - Detroit, MI

For more information about the November 2–10 stops, visit www.export.gov/greentechnologies. For more information about the U.S. Energy Park and the November 17 stop, visit www.hfusa.com/hannovermesse_energy. Alternately, please phone Ulrike Hammer at (609) 987-1202, ext. 205, or e-mail uhammer@hfusa.com.

About HANNOVER MESSE

HANNOVER MESSE, the world's leading industrial technology showcase, takes place annually at the Hannover Fairgrounds in Hannover, Germany. HANNOVER MESSE 2010 will run 19–23 April 2010, with Italy designated as Partner Country. The HANNOVER MESSE 2010 exhibit program will consist of Industrial Automation, Energy, Power Plant Technology, MobiliTec, Digital Factory, Industrial Supply, CoilTechnica, MicroNanoTec, and Research & Technology. Visit www.hannovermesse.de for more information.

About Hannover Fairs USA, Inc.

Hannover Fairs USA, Inc. is the U.S. subsidiary of Hannover, Germany's Deutsche Messe, one of the world's largest and most active event organizers. We develop and manage marketing programs at Deutsche Messe events in Hannover, Germany, as well as in such key emerging markets as China, India and Turkey. Our programs reflect the global scope of Deutsche Messe's activities and include such world-renowned trade fairs as CeBIT (information and communications technology), DOMOTEX (floor coverings), HANNOVER MESSE (industrial technology), and LIGNA HANNOVER (forestry and wood industries). Visit www.hfusa.com for more information.

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