



HANNOVER MESSE 2016

Partner Country USA: An Opportunity for Global Connectivity

The Connected World Requires Global Innovations

Growth in demand, new renewable energy technology, and smart energy and transportation system integration will mean billions of dollars in new opportunities for innovative U.S. companies.

- 1.7 billion additional global citizens will connect to electric grids by 2030.
- The global power sector will require \$16.4 trillion in investment over the next 30 years.
- Global Smart City initiatives will require billions of dollars in new technology and investment in coming decades.

Partner Country USA: More Opportunity for Your Company

HANNOVER MESSE is the best trade show for connecting to global opportunities, and USA Partner Country status means more exposure than ever for showcasing your innovations:

- **Connect directly to more than 200,000 attendees**, 68 percent of whom have purchase decision-making authority.
- **Network with more than 100 business delegations** that come to the event ready to make business and investment deals.
- **Connect across industry sectors** including energy, industrial automation, digital factory, industrial supply, and research technology.

U.S. participation as the Partner Country means U.S. exhibitors receive prime location and increased visibility throughout the show—an excellent advantage for any U.S. exhibitor!

U.S. Commercial Service and SelectUSA Support

Our team will support your company or EDO to capitalize on every possible in-road to success—before, during, and after HANNOVER MESSE.

- Our global network of industry experts will provide personalized, one-on-one counseling for your company or EDO.
- We will help connect you to qualified, pre-screened buyer delegations from around the world.
- Our team will help maximize your trip's value, whether you are an experienced exhibitor or are attending for the first time.

U.S. Commercial Service—Connecting you to global markets.

The World's Premiere Trade Show for Energy and Advanced Transportation

export.gov/hannovermesse

Event Date

April 25–29, 2016

Location

Hannover, Germany

Participation Fee

U.S. Pavilion starting at \$7,560

For More Information

Shannon Fraser

(408) 535-2757 x106

shannon.fraser@trade.gov

Cynthia Torres

(760) 333-8551

cynthia.torres@trade.gov

