

HANNOVER MESSE

Retrospective of
Partner Country India 2015

13 – 17 April 2015
Hannover • Germany

hannovermesse.com



Deutsche Messe

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Partner Country India 2015: Addressing the world of industry.

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Working for your success – worldwide

HANNOVER MESSE 2016: A meeting point for Global Players.



In its role as Partner Country, India has left its mark on HANNOVER MESSE like no other nation has done before. Using the tagline “Make in India”, the emerging economic power has managed to convey an unmistakable industrial policy message to the world – invest in India, manufacture in India! This particular Partner Country has joined the global industrial business community and gained new partners and friends. We are proud and grateful to have been able to provide one of the world’s largest and most dynamic economies with a stage of truly global reach. We look forward to seeing everyone again in 2016 for another stimulating round of HANNOVER MESSE.

A handwritten signature in black ink, appearing to read "Jochen Köckler".

Dr. Jochen Köckler, Member of the Board at Deutsche Messe



Innovative, self-assured, bold: India’s showcase at the world’s most important trade fair for industrial technology was not only extensive but also rich in delightful surprises and inspiration. Around 400 Indian exhibitors participated in each of the major sections of the show. India’s political, business and trade association leaders all made one thing abundantly clear at HANNOVER MESSE: India’s industrial sector is growing and is a partner that the international business community can rely on. We warmly invite you to mount a dynamic showcase at HANNOVER MESSE 2016 and leverage the event for fruitful dialogue with customers and potential partners from around the world!

A handwritten signature in black ink, appearing to read "Marc Siemering".

Marc Siemering, Senior Vice President HANNOVER MESSE

HANNOVER MESSE results 2015: A unique global event.

As the venue of choice for international technology launches, HANNOVER MESSE attracts thousands of visitors each year. The figures for 2015 attest to the enduring appeal of the world's foremost industrial trade fair.

6,500 exhibitors

Over 6,500 exhibitors from more than 70 countries

220,000 visitors

A total of 220,000 visitors from more than 95 countries

150 business delegations

Approx. 150 business delegations from all over the world

5.9 million business contacts

5.9 million business contacts in 5 days

94,7% were trade visitors

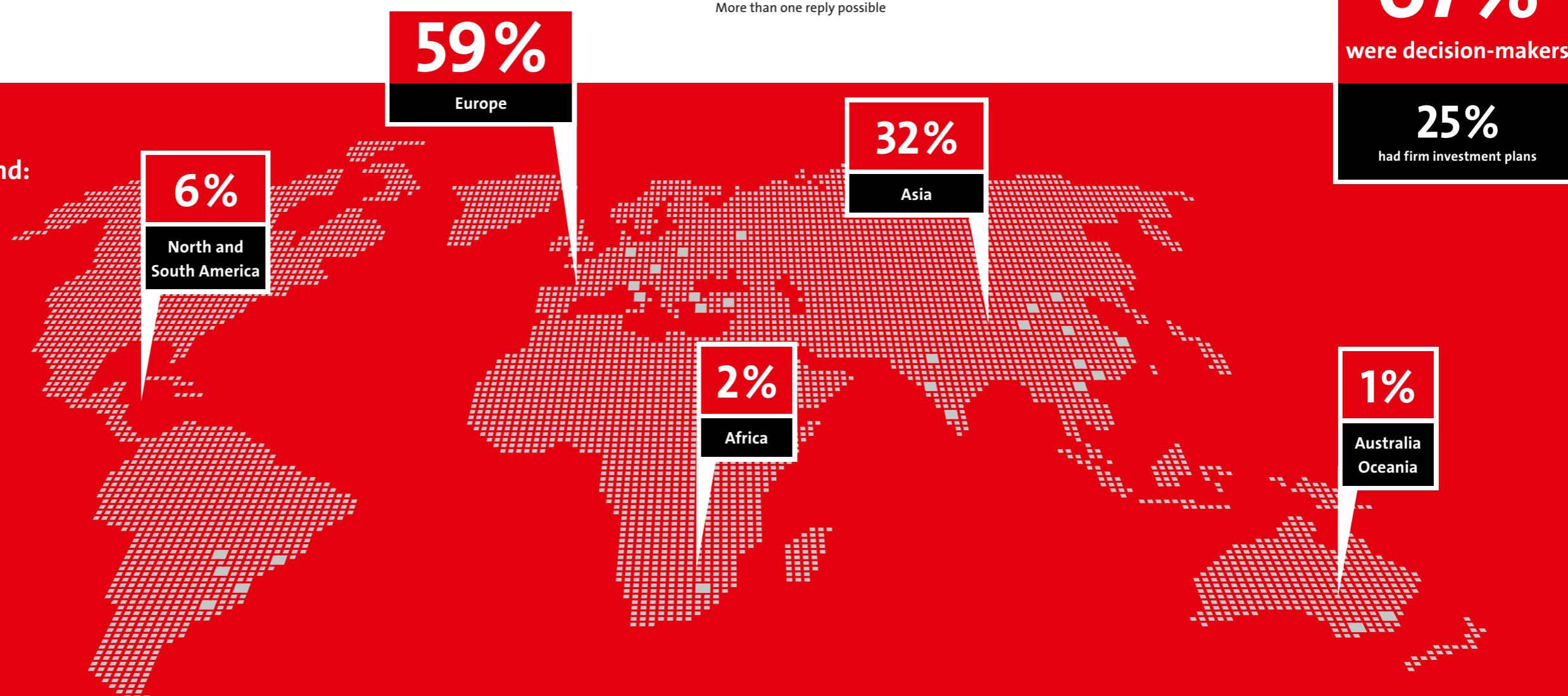
High proportion of trade visitors

2,300 journalists

Approx. 2,300 journalists from 42 countries

**A truly international brand:
HANNOVER MESSE**

Highly qualified visitors from all the world's continents came to Hannover in search of innovative solutions.



In dialogue with the industrial world.

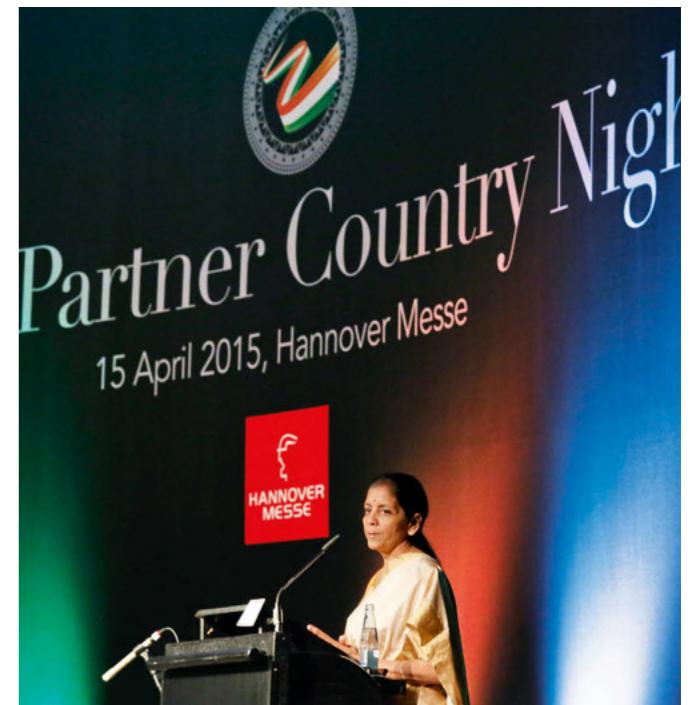
The opening ceremony of HANNOVER MESSE is providing a unique opportunity to communicate the Partner Country's industrial policy not only to Germany, but to the global community of manufacturers. India found worldwide attention for its "Make in India" campaign.





Meeting point for industrial policy makers.

The top level conferences of HANNOVER MESSE are the platform to discuss industrial and development strategies and to address potential partners and international investors. Partner Country India successfully presented its most ambitious economic projects.





Connecting global players.

The exhibition is the core of HANNOVER MESSE attracting visitors from all over the world. By showcasing in all segments of the world's leading industrial trade fair, India proved both competitiveness and readiness for global industrial partnerships. Continuity will be now a key to a sustainable success.











Welcome India

Partner Country 2015

MAKE IN INDIA

Unique world wide coverage.

Communication for the Partner Country of HANNOVER MESSE starts long before the opening ceremony and it has a unique global reach. Cross-media activities – including TV live coverage – provided international attention and awareness of Partner Country India's contributions.



Experiencing cultural diversity.

HANNOVER MESSE is a unique global meeting point. The networking and cultural events gather business people from all over the world. India gave an unprecedented showcase of its rich traditions and its cultural diversity.

Working for your success: The **HANNOVER MESSE** team.

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An international presence in the world's key sales markets.



Your contact for
initial enquiries about
our worldwide events:

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Updated program of events
and regional contact details at
[www.hannovermesse.de/en/
worldwide](http://www.hannovermesse.de/en/worldwide).

Why not exhibit at the international events staged by HANNOVER MESSE? By presenting your innovative technologies in these key markets you'll be able to grow your sales – with the benefit of our support.

USA

Industrial Automation NORTH AMERICA
Motion, Drive & Automation
NORTH AMERICA
Surface Technology
NORTH AMERICA
Chicago, 12–17. 9. 2016

Brazil

Industrial Supply SOUTH AMERICA
Joinville, 15–17. 9. 2015

Canada

CanWEA
Toronto, 5–8. 10. 2015
Solar Canada
Toronto 7–8. 10. 2015

Italy

TPA ITALIA
Milan, 2016

China

Industrial Automation BEIJING
Beijing, May 2016
Industrial Automation SHENZHEN
Shenzhen, 1–3. 7. 2015

PTC ASIA

ComVac ASIA
Industrial Supply ASIA
Battery SHANGHAI
Shanghai, 27–30. 10. 2015

India

WIN INDIA
Motion, Drive & Automation INDIA
Industrial Automation INDIA
Surface Technology INDIA
New Delhi, 9–11. 12. 2015

Industrial Supply INDIA

Mumbai, 24–26. 11. 2015

Turkey

WIN EURASIA Metalworking
Metalworking EURASIA
Welding EURASIA
Surface Treatment EURASIA
Istanbul, 11–14. 2. 2016

WIN EURASIA Automation
Otomasyon EURASIA
Electrotech EURASIA
Hydraulic & Pneumatic EURASIA
Materials Handling EURASIA
Istanbul, 17–20. 3. 2016

ICCI

Istanbul, 27–29. 4. 2016



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www.messe.de/salespartner_gb.