



Canada
Partner country 2025

Team Canada Delegation

Hannover Messe 2025

March 31, 2025 - April 4, 2025



Join Team Canada

NGen is seeking visionary delegates to join Team Canada on an exciting journey to Hannover Messe—the world’s leading advanced manufacturing fair— where Canada will take centre-stage as the partner country.



As part of Team Canada be prepared to:

Unlock cutting-edge innovation and breakthrough technologies

Build strategic partnerships, expand your network, and explore new markets

Gain invaluable insights from global industry leaders

Connect with customers, suppliers, and research partners all in one place

Discover international business opportunities

Scope out your competition

Showcase your Canadian innovations and capabilities

Strengthen your supply chain resilience

Invest in your global future

Team Canada Delegation Program

Become a Team Canada Delegate for just \$1,250 and unlock unparalleled opportunities to elevate your business on the global stage.

Starting on **Sunday March 30 to Friday April 4** we have curated domestic and global networking opportunities with a full schedule of on-site tours to choose from. Be part of our Pre-Hannover Trade Mission with exciting factory experiences and pitch opportunities .

We recommend the Team Canada Delegates arrive on Saturday March 29 to participate in all the phenomenal networking opportunities.

Team Canada Delegation Program

As a Delegate, you get:

- Admission to Hannover Messe – your ticket to experience world-leading industrial innovations.
- To attend the HM Opening Ceremony & Reception.
- To participate in Team Canada Delegation Welcome Brunch, and the Team Canada It's A Wrap Networking Event.
- Trade Commission Service Export Café – seamlessly connect to prospective global customers
- Additional admission tickets for your customers.
- Access to dedicated B2B meeting spaces at the Canada Pavilions
- Meet with politicians, economic development organizations, provinces, territories, ISED, IRAP, Researchers, Trade Commissioners from European markets and more.
- Team Canada Delegation Directory – complete with delegates' contact details to keep you connected to Team Canada in Germany and organizations looking for Canadian capabilities. Easy access available at all Canada Pavilions.

Team Canada Delegation - Networking Opportunities

Sunday March 30

Team Canada Delegation Welcome Brunch*
Opening Ceremony & Networking Reception*

Monday March 31

Future Hub Innovation Event*

Wednesday April 2

Canada Partner Reception*

Thursday April 3

Team Canada It's A Wrap Networking Event*

*Food and beverage will be provided

Team Canada Delegation - Workshops

Sunday March 30

Team Canada Delegation Welcome Brunch

- 2 workshop opportunities, topic TBD

Monday March 31

TCS Export Café

Tuesday April 1

Siemens Breakfast & Tour (English)

Wednesday April 2

TCS Export Café

Thursday April 3

Siemens Breakfast & Tour (French)

Afternoon Siemens Workshop & Tour (English)

More workshops, industry discussions, and Jay's Cabin to come. Topics may include; Solutions for Canadian SMEs, ROI, Adopting AI in Manufacturing, Growing your Business in Germany, Research Collaborations.

Team Canada: Welcome Brunch

Sunday, March 30 @ 11:00am
H'UP Event Space Hall 18,
Hannover Messe

Meet and greet over 200 Team Canada Delegates.
Training for Tour Calendar Platform. Networking
activities, industry panels, and guest speakers.

Hannover Messe Opening Ceremony & Reception

Sunday, March 30 @ 6:00pm
Congress Centrum, Hannover

See Canada take centre stage with an exclusive cultural performance as the Hannover Messe partner country followed by a networking reception with over 3,000 global business leaders.

Canada Pavilion Hospitality

March 30 to April 4

Enjoy access to all of our hospitality services at any Canada Pavilions throughout the HM fairgrounds – a perfect spot to relax, recharge, and network over coffee.

Hannover Messe On-Site Tours

NGen will be organizing a series of on-site tours at Hannover Messe starting **Monday March 31 and finishing Thursday April 3**. Our Team Canada Delegate calendar portal allows you to pick and choose the tours, panel discussions, and workshops that best meet your HM mission.

Explore Canada Pavilions representing over 200 companies in EV, Clean Energies, Trade & Investment, Digital, Automation, Motion & Drives, Ecosystems, Start-ups and Innovations.

Join us at Siemens for breakfast and a chat about industry trends and priorities with Joris Myny, Senior VP, followed by an exclusive tour. Tuesday 9-11am (English) or Thursday 9-11am (French).

Stay Tuned for other on-site tours like Beckhoff, Fraunhofer, Phoenix Contact, Kuka, SEW Innovation Hub, Schunk, Festo, It's OWL, Deloitte and more*

*This list is subject to change based on availability

Future Hub: Innovation Event

Monday March 31 @ 6:00pm
Future Hub Hall 2, HM Fairgrounds

Meet the leaders of some of Canada's top advanced manufacturing & technology ecosystems and stroll the rest of the hall to check out other global innovation leaders.

Team Canada Partner Country Reception

Wednesday April 2 @ 6:00pm
H'UP Event Space Hall 18,
Hannover Messe

Meet an energized crowd of over 1,000 guests wanting to check out Canadian companies. Enjoy a variety of uniquely Canadian food, drink and entertainment.

Team Canada: It's A Wrap Event

Thursday April 3 @ 6:00pm
Canada Digital Pavillion, Hall 17

An exclusive Team Canada event giving you a last chance to network and collaborate with over 400 Team Canada exhibitors, delegates, and VIPs.

How to Apply

The NGen team is available to answer any questions you may have about the Team Canada delegation and planned programming.

Please reach out directly to tammy.smith@ngen.ca or visit www.ngen.ca/hannover-messe for more information.

Pre-Hannover Messe Mini Trade Missions

Invest in your global future by participating in the Pre-Hannover Messe Trade Missions program. This exclusive opportunity is for Team Canada Exhibitors and Delegates only.

- If you are interested in learning more, please contact bridget.bohan@ngen.ca

Stay tuned for updates & date confirmations!

Mercedes-Benz:

- Tour of Mercedes-Benz Factory 56
- 6 to 8 Canadian companies an opportunity to pitch their technology to Mercedes-Benz Global

StartupAutobahn

- 6 to 8 companies to pitch

Arean 2036 & Power Co.

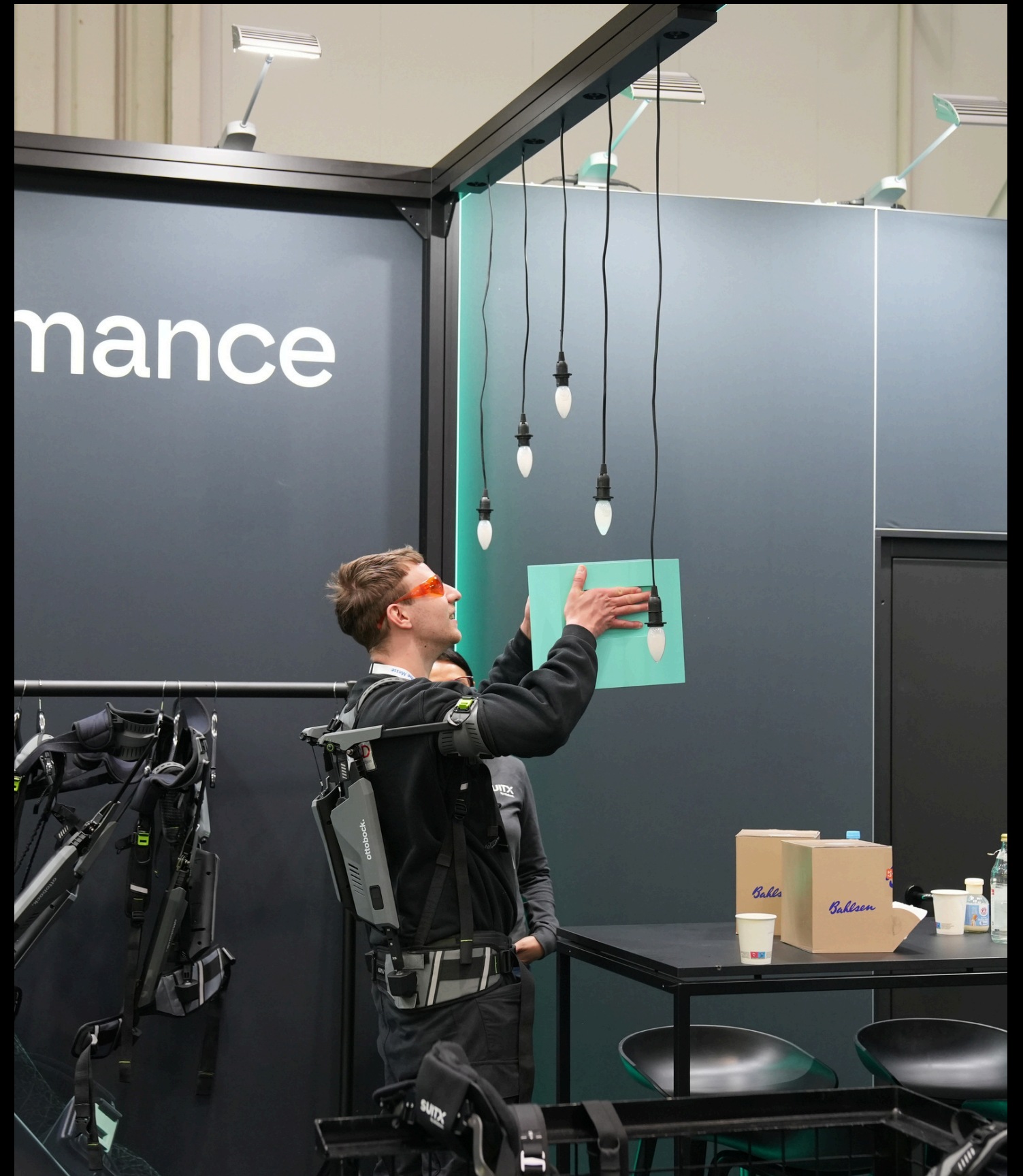
- Tour and pitch opportunity

The above trade missions are a work in progress and are subject to change based on availability. These tours are not part of your Team Canada Delegation or Exhibitor fee. There is a charge to attend these missions based on a price recovery exercise. Opportunities to participate will be selected by the host companies based on EOI. Trade missions and factory tours do not include flights, transportation, hotels, or meals unless otherwise stated.

Mercedes Benz Pitch Sessions

The Mercedes Benz pitch session will provide six to eight Team Canada Delegates and/or exhibitors the opportunity to present their unique solutions to Mercedes Benz. Companies will be screened and selected by Mercedes Benz in advance.

If you would like to apply, please contact tammy.smith@ngen.ca to receive your Expressions of Interest.



STARTUP AUTOBAHN

StartupAUTObahn is a community of innovators, entrepreneurs, experts, scientists, engineers, executives, professionals and more.

Tour & Pitch

Up to a maximum of 50 people, possible section of 10 companies to pitch.

Their partners include; Daimler, Plug and Play, the University of Stuttgart and ARENA2036 as founding partners, as well as DXC, Porsche, BASF, ZF, DPDHL, RRPS, Webasto, Motherson, T-Systems, Wabco and Bosch as anchor partners of STARTUP AUTOBAHN – believe in a culture of open doors, disruptive thinking and the open exchange of ideas, technologies and contacts to get startups moving faster.

ARENA2036 Tour

Active Research Environment for the Next generation of Automobiles is a research campus public & private partnership for innovations in the automotive industry, aerospace technology, textiles and materials research and industrial science.

Up to a maximum of 50 people.



Power Co Tour & Pitch Salzgitter

Coach to and from Hannover main train station
Entry to the factory tour, boxed lunch. This is Volkswagen's gigafactory. This is a great opportunity for Canadian companies interested in being part of the Power C. value chain for their St. Thomas plant. We are working on an opportunity for up to 10 companies to pitch their solutions to Power Co.

\$225 CDN per person. Maximum of 30 people.





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