



Canada
2025

Hannover Messe Roadshow
June 2024



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Agenda

0:00 - 0:05

0:10 - 0:25

0:25 - 0:50

0:50 - 1:10

1:10 - 1:15

Welcome

About HM25, Marco Siebert

Panel Discussion

Q&A

Concluding Remarks

Welcome | 0:00 - 0:05

Jay Myers, NGen Canada

Brief remarks from Local Host &
Provincial Partners

Tony Hahn, ISED

- Introduction to TCS colleagues

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*Proud partner country for
Hannover Messe 2025.*



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Hannover Messe 2024 | Recap



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Jay Myers
NGen Canada



Hannover Messe 2024 | Recap

- 82 Exhibitors
- 39 delegates with customized site tours
- Four exhibition areas focusing on automation, digital & AI solutions, electric mobility, hydrogen
- Exhibitors reporting success in securing new sales and investment
- Objective of building momentum for 2025 partner country year achieved



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Hannover Messe 2024 | Exhibitor Feedback

Post Event Survey of 60 Corporate Exhibitors

- 42 responses
- 100% generated leads for potential business opportunities
- 60% reported high-quality leads, 25% moderate-good, 15% fair-poor
- 19% made sales during or immediately after the event
- 55% established new business partnerships or collaborations as a result of participation
- 53% rate networking opportunities as excellent, 33% good, 14% fair, 0% poor
- Rating of return on participation
 - 29% Excellent
 - 49% Good
 - 14% Fair
 - 8% Poor
- 92% say that participation was worthwhile



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Hannover Messe 2025

- March 31 to April 4, 2025
- Canada is the Partner Country
- NGen as Lead Organizer - in partnership with ISED, GAC, Invest in Canada
- Target > 200 exhibitors, > 80 delegates
- Tech showcase, PM/Chancellor & Cabinet meetings, Business Leaders and Women in Advanced Manufacturing conferences



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A Message from Minister Champagne



[Canada as a partner of choice at HANNOVER MESSE 2025](#)



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Hannover Messe 2025 | Partner Country



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Marco Siebert, Deutsche Messe

World's leading trade show for industrial technology

March 31 - April 4, 2025

hannovermesse.com | [#HM25](https://twitter.com/HM25)

Top 5 for A Smart & Sustainable Industry | The Trends

Lead theme: *Inspiring the world with technology.*

1. Manufacturing & Industry 4.0
2. Energy for Industry
3. Digitalization / AI & Machine Learning
4. Carbon-Neutral Production
5. Hydrogen & Fuel Cell



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Themes That Move the World | The Trends

Energy Solutions

Drive Technology

Engineering &
Office Software

Additive
Manufacturing

Future Hub

Linear Technology

Intralogistics

Robotics

Hydrogen & Fuel
Cells

**Engineered
Parts & Solutions**

R&D

Metal Elements

Automation &
Sensor Technology

Digital Ecosystems

Fluid Power

Automation &
Sensor Technology

Automation, Motion & Drives

Process Automation

IT Security

Startups

Logistics IT

IT Security

5G-Technology



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World's Leading Trade Show | Hannover Messe

130,000 visitors
from **156** countries

95% of visitors are
trade professionals

67% of visitors are
decision-makers

More than **150**
international political-
business delegations

5.0 million business
contacts in 5 days

2500 journalists
from 42 countries



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World's Leading Trade Show | The Benefits

Purpose

Inspire with your contribution to the future of the industry.

Thought Leadership

Set the trend and exchange ideas with other pioneers.

Attention

Generate maximum attention for yourself and your innovations.

New Businesses

Generate project business for the future order backlog.

Agenda Setting

Place relevant industry topics with politicians and the media.

Collaboration

Position yourself in the industrial ecosystem and forge alliances.

Media & Political Research

Benefit from a high level of political and media attention.

Community

Benefit from a unique environment of market companions, partners, and customers.

International Business

Meet new international customers and expand your business contacts.



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Multiply Your Total Reach

International, Channel-Crossing Communication on 365 Days a Year:

13.5 MN

Website page views

2500

Accredited journalists

9M

People reached via
social media

120,000

Newsletter
subscriptions

300

International media
partnerships

> 88 MN

Google impressions in
6 weeks

135,000

Social media followers

> 30

Industry events for
higher visibility

50,000

App downloads

6.6%

Engagement rate



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Perfect Location | The Exhibition Grounds

Smart Manufacturing | HALLS 4-9, 11

Drive Technology & Fluid Power Automation & Sensor Technology Robotics & Logistics Automation

Digital Ecosystems | HALLS 14-17

Business Management Software, Digital Platforms, Data Management, Cloud Engineering Software, Industrial Metaverse, IT/OT Security, Wireless Technology & 5G

Energy for Industry | HALLS 11-13

Energy Technology, Energy 4.0, Hydrogen & Fuel Cells



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Perfect Location | The Exhibition Grounds

Engineered Parts & Solutions | HALLS 3-4

Lightweight Construction, Plastics & Innovative Materials, Metal Parts, Components & Solutions

Future Hub | HALL 2

Research & Technology Transfer Quantum Technologies

International Trade & Investment | HALL 27

Compressed Air & Vacuum Technology | HALL TBA

Energy Technology, Energy 4.0, Hydrogen & Fuel Cells



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Lead Theme & Trade Fair Topics

Industrial Transformation

INDUSTRY TRENDS

Digitization & Sustainability

Digital Ecosystems
IT & Software

Automation Motion
& Drives

Engineered Parts
& Solutions

Research &
Development

Start Ups

CO2-Neutral
production

Hydrogen &
Fuel Cells

EXHIBITION TOPICS

- Additive Manufacturing
- Drive Technology
- Automation & Sensor Technology
- Cloud & Infrastructure
- Digital Energy & Energy Efficiency
- E-Mobility & Charging Infrastructure

- Engineering & Office Software
- Fluid Power
- Research & Development
- Future of Work
- Global Business & Investing
- Handling & Assembly
- IT Consulting

- IT Security
- Intralogistics
- Plastics & Innovative Materials
- Lightweight Design
- Linear Technology
- Logistics Automation
- Digital Platforms

- Logistics IT
- Metal Parts, Components & Solutions
- Process Automation
- Robotics
- Startups
- 5G



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Partner Country | Hannover Messe

For every partner country so far, appearing at Hannover Messe has been the largest and most important presentation of that country's industrial strengths abroad.

Past Partner Countries

2024: Norway

2023: Indonesia

2022: Portugal

2021: Indonesia

2019: Sweden

2018: Mexico

2017: Poland

2015: United States

2015: India

2014: Netherlands

2013: Russian Federation

2012: China

2011: France

2010: Italy

2009: Korea

2008: Japan

2007: Turkey



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Opening Ceremony | Hannover Messe

The Hannover Messe opening ceremony traditionally takes place on the evening preceding the first day of the trade fair.

A captivating, high-caliber stage program in the Hannover Congress Centrum (HCC) awaits 2,500 invited guests from the world's leading industry companies, including important international media representatives.

Benefit from this exclusive platform to present yourself as the Partner Country of Hannover Messe and give a long-term boost to the country's image. The Opening is significant for bilateral relations and will be impressively underscored by the keynote speech of the German Chancellor and Prime Minister.



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Pavillion and Conference Program | Partner Country

A National Pavilion will attract media representatives, visitors, and political and economic decision-makers and could serve as the central hub for all Partner Country activities at HM.

A forum could showcase the country's lighthouse projects, innovative energy solutions, carbon-neutral production, science, sustainable transformation, and digital infrastructure on a live stage during the Hannover Messe week.

A conference program can be offered during the show, including product and technology presentations, political talks, and Hannover Messe topics such as Energy Solutions or Digital Ecosystems.



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Partner Country Night

This is the highlight of the Partner Country's appearance at the fair. Other exhibitors are invited to a special "stand party" that traditionally takes place at the National Pavilion.

Traditionally, on Wednesday night during the fair, approximately 18:00-23:00 PM, organized and hosted by the Partner Country.

The event features presentations on investment, culture, and tourism. Regions and provinces within the country can also present their characteristic attributes - complemented by live music, a buffet dinner, and dancing.



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What We Are Offering | Partner Country

Communications: PR & Marketing

Press preview	—————→	speaking slot + tabletop exhibit
Kick-off press conference	—————→	speaking slot
Highlight tour	—————→	final station at National Pavillion
Closing press conference	—————→	speaking slot

Social Media Channels

- Partner Country internet landing page
- Press releases
- Newsletters



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Our Marketing Services | Special Support

Take advantage of the valuable marketing services included in all participation packages!

- Invitation to opening ceremony for HM
- Unlimited number of complimentary admission tickets
- Registration/usage data of visitors invited by exhibitor
- Provision of visitor analyses
- Entry in the exhibitor and product search function of hannovermesse.de
- Entry in the HM exhibitor directory
- Publication in the electronic visitor information system (EBI)
- Usage of visitor advertising materials free of charge
- Allotment of free exhibitor passes (dependent on stand size)
- Publication of product innovations under Trendspots on hannovermesse.de
- Publication of exhibitor contact data in the PR contact overview
- Listing of international trade press and list of accredited trade journalists



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Partner Country

Hannover Messe Partner Country has the opportunity to...

- Attract global investors and boost its own exports.
- Prove to the whole world that it is a first-class provider of high-quality and innovative products and solutions.
- Present itself as an attractive location to invest in that reliably supports the establishment and growth of international businesses.
- Further its own industrial political strategies and establish international partnerships.
- Help its own businesses to acquire new customers around the world, thereby globally expanding its own economy.



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Partner Country

What Will Companies Achieve?

- Recruiting new customers and partners
- Meeting top decision-makers from all around the world
- Expanding personal networks
- Discovering new markets for products and services
- First-hand intelligence on the worldwide competition in all industrial sectors
- Catching up on the latest trends and getting new ideas for their business

Knowledge - Leads - Contacts - Cooperation - Contracts - Business - Value



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Hannover Messe | Best of Hannover Messe 2024

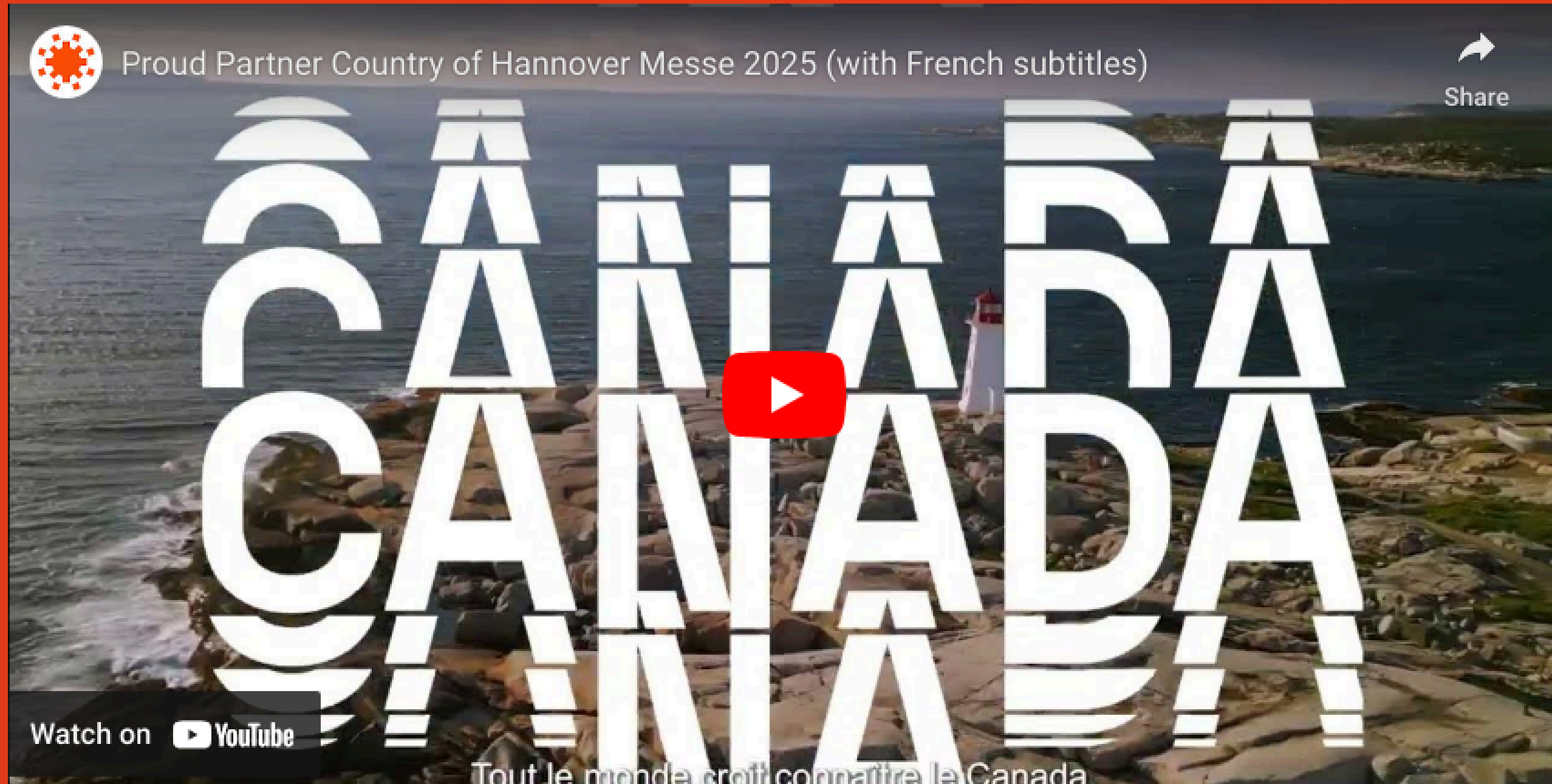


[Best of Hannover Messe 2024](#)



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NGen Canada | Proud Partner Country



Proud Partner Country



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Panel Discussion | 0:25 - 0:50

Chaired by:

- Jay Myers, NGen Canada
- Yvonne Denz, Canadian-German Chamber of Commerce
- Leon Merse, Canadian-German Chamber of Commerce



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Q & A | 0:50 - 1:10



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Testimonial Video | Canada Pavillion Exhibitors



Conclusion | 1:10 - 1:15

Call For Expression of Interest

Is your company export ready and looking to form new international business partnerships?

Complete your expression of interest to participate in Hannover Messe 2025.

Scan the QR code to fill out the form:



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Thank You for Attending!