



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



UNIDO AT HANNOVER MESSE - FIVE YEARS OF A SUCCESSFUL PARTNERSHIP



HANNOVER MESSE

Hannover Messe, the world's leading industrial and technology fair, serves as a global hub for industrial and technology exchange and transfer. It covers a wide range of themes such as research and development, industrial automation and information technology, industrial supply, production engineering and services, as well as energy and environmental technology. Typically, each yearly edition of Hannover Messe attracts about 6,500 exhibitors and 250,000 visitors.

Hannover Messe is important for UNIDO because, as the birthplace and catalyst of Industry 4.0, it is attracting business and political leaders from all over the world who want to learn about the industrial leapfrogging potential through Industry 4.0 applications in their production and energy industries.



>200,000
VISITORS



6.5 MILLION
BUSINESS
CONTACTS



60%
OF COMPANIES
FROM ABROAD



>70
REPRESENTED
NATIONS



>1,400
EVENTS



>80
FORUMS AND
CONFERENCES

DEUTSCHE MESSE AND UNIDO

In 2014, UNIDO signed a Memorandum of Understanding with Deutsche Messe AG, the owner and organizer of Hannover Messe, aimed at establishing a strategic partnership around:

- Collaboration on capacity building modules for investment promotion agencies, chambers of commerce, industrial association and similar;
- Collaboration in the area of industrial fair organization, fair implementation and follow-up;
- Collaboration in relation to B2B activities for technology exchange and investment promotion.



The MoU was renewed in 2019, underpinning the long-term nature of this important partnership.

UNIDO'S PARTICIPATION AT THE HANNOVER MESSE



During the past five consecutive years, UNIDO participated in the Hannover Messe exhibition, bringing together a number of Subcontracting and Partnership Exchange (SPX) Centres and investment promotion agencies. UNIDO's participation at Hannover Messe provided a platform for institutions and industrial enterprises to

participate and promote themselves in what is considered as the world's leading forum for industrial trade and business. The central platform for business lead generation is UNIDO's exhibition stand. The stand had sizes between 60 to 70 m² and allowed for up to eight desks for co-exhibitors from selected countries.

BUSINESS LEAD GENERATION

Co-exhibiting UNIDO partners received a total of 902 enquiries from Messe participants, the majority of queries coming from other trade and investment promotion institutions and potential investors.

Participant institution	Total cumulative no. of enquiries/leads	Institutions	Buyers/suppliers	Potential investors
SPX Cameroon	134	32%	57%	11%
ProColombia	90	25%	15%	60%
SPX Iraq	166	2%	46%	52%
SPX Esfahan, Iran	112	23%	21%	56%
SPX Kenya	45	34%	18%	48%
SPX Mozambique	145	8%	32%	60%
SPX Pakistan	32	17%	52%	31%
SPX Tanzania	25	65%	13%	22%
SPX Xi'an, China	52	35%	62%	3%
Ethiopia Investment Commission (EIC)	22	27%	n/a	73%
World Association of Investment Promotion Agencies (WAIPA)	32	80%	n/a	20%
Investment and Trade Agency Morocco (AMDIE)	20	10%	n/a	90%
Ministry of Industry and Ministry of Investment Promotion, Senegal	27	17%	n/a	83%
Total	902			

SPX stands for Subcontracting and Partnership Exchange. UNIDO establishes SPXs with the objective of helping local enterprises take advantage of opportunities relating to industrial subcontracting and outsourcing.

VISITS OF THE DIRECTOR GENERAL AND GLOBAL FORUM ACTIVITIES



The central element of UNIDO's annual participation in the various editions of Hannover Messe was constituted by visits of the **UNIDO Director General**. The Director General has visited Hannover Messe each year since 2016.

The Director General's visit normally includes participation in the opening ceremony and related high-level VIP events, extended fairgrounds visits, high-level ministerial meetings as well as interventions as key-note speaker in events and gatherings to promote UNIDO's work in the field of international

trade, investment promotion and technology transfer for the benefit of reaching the 2030 Sustainable Development Goals (SDGs).

In recent years, Hannover Messe has served as the ideal platform for UNIDO to organize several events with the principal aim to sensitize and build confidence among the German and international business community about business and investment opportunities in specific countries and to encourage potential investors to review potential investment opportunities more in depth. Such events also provided networking space for B2B meeting opportunities.

The Global Manufacturing and Industrialisation Summit (GMIS)

- a multi-stakeholder platform co-chaired by UNIDO and the United Arab Emirates that draws on the experience of manufacturers driving technological advances to achieve the goals of the UN 2030 Agenda for Sustainable Development, organized several side events during recent editions of the Hannover Messe. In 2019, the strategic partnership between GMIS, UNIDO and Deutsche Messe, with the aim to delve into key challenges and opportunities associated with Industry 4.0, was officially launched. As a result of this partnership, the third Global Manufacturing and Industrialisation Summit will take place on 20-21 April 2020 at Hannover Messe.



German-Iraqi Partnership Forum (GIPF) 2015 organized by UNIDO

The participants were briefed about the regulatory framework for investing in Iraq and specific investment opportunities promoted through the UNIDO established and supported network of Enterprise Development Centers and the Iraqi Federation of Industries.



In 2016 and 2017, **high-level Investment Forum Events** were organized by UNIDO to discuss current and emerging opportunities in the Islamic Republic of Iran, in collaboration with the German Federation of Chambers of Commerce and Industry and the Hannover Chamber of Commerce and Industry. Both Iran Forums cumulatively attracted more than 500 participants.

UNIDO has taken advantage of the participation in Hannover Messe to conduct various **networking and knowledge sharing sessions**.

At Hannover Messe 2016, UNIDO organized a Subcontracting Partnership Exchange (SPX) Programme workshop where SPX representatives from Algeria, Cameroon, Iran, Kenya, Mozambique, Pakistan and Turkey attended.



In 2019, UNIDO organized a sensitization session presenting its investment promotion technical cooperation work and project portfolio. This information seminar was attended by invited stakeholders from various national and regional investment promotion agencies including representatives from the Investment and Technology Promotion Office (ITPO) in Germany, the Ethiopia Investment Commission, COMESA and the COMESA Secretariat and the COMESA Regional Investment Agency (RIA), WAIPA as well as government officials from Namibia and Senegal.

INDUSTRIAL TRANSFORMATION MEXICO (ITM) EVENT

The partnership strengthening between Mexico and Deutsche Messe resulted in the organization of the Industrial Transformation Mexico (ITM) as a Hannover Messe event edition in León, Mexico in 2019.



UNIDO and GMIS Connect Mexico conducted a series of panel discussions during the Industrial Transformation Mexico (ITM) 2019 event. The panel discussions assessed the increasing adoption of the fourth industrial revolution technologies; discussed new circular economy approaches and explored the role of quality infrastructure in fostering market access for Mexico and Latin American countries.

The ITM gathered high-level representatives from the public and private sectors; received more than 30,000 delegates and visitors, including 12,000 students; and surpassed the business sales expectations with more than 63 percent. During the event, new lines of cooperation between UNIDO and industrial chambers were identified to assist different sectors for strengthening their preparedness for embracing the opportunities of the fourth industrial revolution.



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