



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO AT HANNOVER MESSE 2017
INTEGRATED INDUSTRY - CREATING VALUE



**HANNOVER
MESSE**



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



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HANNOVER MESSE 2017



Germany
First place



China
Second place



Italy
Third place

The TOP 3 of the exhibitor nations



And presented themselves
as innovative partners
for global industry.



Successful
and sustainable
"Obama effect"



Young Tech Enterprises



Concrete advantages for industry and energy are shown.



INTRODUCTION TO HANNOVER MESSE

In 2014, UNIDO signed a Memorandum of Understanding (MoU) with Deutsche Messe AG, the owner and organizer of Hannover Messe, aimed to establish a strategic partnership in the organization of industrial trade fairs, particularly those focusing on supporting Inclusive and Sustainable Industrial Development (ISID) in emerging and developing countries. 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 R&D, industrial automation and IT,

industrial supply, production engineering and services, as well as energy and environmental technology. The topic of Industry 4.0 has permeated all these different industrial segments. It was in the Hannover Messe event of 2011 when the concept "Industrie 4.0" was first conceptualized and presented. Since then, successive events of Hannover Messe exhibition have featured multiple industrial sectors involved in the digitalization of industry, showcasing Industry 4.0 answers to the key question faced by industrial enterprises around the world.

KEY THEMES AT HANNOVER MESSE 2017

Making the benefits of digitalization tangible was the declared objective of Hannover Messe 2017. Under the heading of “Integrated Industry – Creating Value”, a large number of solution-seekers gathered in Hannover to immerse themselves in the potential of intelligent robots, adaptive machines and integrated energy systems, taking attendance to new heights. This year’s event saw the participation of 225,000 attendees, with some 5.6 million business contacts estimated to have been generated during the event. The event consisted of 6,500 exhibitors demonstrating manufacturing and energy technologies for the future, represented by more than 70 countries. It featured more than 1,000 conferences and forums that addressed topics ranging from Industry 4.0, the industrial internet and digital transformation, to cybersecurity, smart grids and decentralized energy supply.

This year’s featured Partner Country, Poland, called added attention to the need for close cooperation throughout

Europe, while impressing attending professionals with its credentials as an innovative partner to global industry.

A new generation of robots was also in the limelight during Hannover Messe 2017, the so-called “cobots”, i.e. collaborative robots. Their connectivity, artificial intelligence, innovative sensors and intuitive operation allow them to communicate directly with humans, as they learn autonomously and swap instructions with other cobots.

As in previous years, Hannover Messe 2017 has once again acted as important hub to showcase integrated energy including decentralized energy supply solutions coupled with renewable energy sources such as photovoltaics, solar, wind and hydropower. Smart networking in power distribution systems as well as mobility solutions from renewable energy sources have also featured prominently at Hannover Messe 2017.



DEUTSCHE MESSE AG

2017 marked the 70th anniversary of Deutsche Messe AG, which was founded in 1947 with the staging of Germany’s first-ever Export Fair. Seven decades later, Deutsche Messe has taken its place among the world’s top organizers of investment goods trade fairs, sporting a rich portfolio of events held in Germany and around the globe. With projected 2016 revenue of 301 million EUR, the company ranks among the five largest tradeshow companies in Germany. Its portfolio includes events as (in alphabetical order) CeBIT (digital business), CeMAT (intralogistics and supply chain management), didacta (education), DOMOTEX (carpets and other floor coverings), HANNOVER MESSE (industrial technology), INTERSCHUTZ (fire prevention, disaster relief, rescue, safety and security), LABVOLUTION with

BIOTECHNICA (lab technology and biotechnology) and LIGNA (woodworking, wood processing, forestry). The company also regularly hosts a number of internationally renowned events by third parties, among which are AGRITECHNICA (agricultural machinery) and EuroTier (animal production) (both of which are staged by the Germany Agricultural Society, DLG), EMO Hannover (machine tools; staged by the German Machine Tool Builders’ Association, VDW), EuroBLECH (sheet metal working; staged by MackBrooks) and IAA Commercial Vehicles (transport, logistics and mobility; staged by the German Association of the Automotive Industry, VDA). With approximately 1,200 employees and a network of 62 sales partners, Deutsche Messe is present in more than 100 countries.



KEY ACHIEVEMENTS

Since 2014, UNIDO has partnered with Hannover Messe to accelerate inclusive and sustainable industrial development in developing and emerging economies. Amongst the key goals of the UNIDO Trade, Investment and Innovation Department (TII) are to promote and foster international technology exchange and foreign direct investment. Hannover Messe was deemed an ideal venue for achieving this goal because it covers the entire industrial value chain from research and development to complete manufacturing solutions. Hannover Messe is a platform where technology demands, including those of developing countries, can meet technology supply. 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.

As in previous years, UNIDO participated actively at Hannover Messe as exhibitor in the Global Business Markets (GBM) section of the exhibition. Another aspect of the partnership concerns the collaboration on the joint design and implementation of capacity building modules in support of public and private sector organizations (investment promotion agencies, chambers of commerce, industrial association, etc.) in the area of industrial fair organization, fair implementation and follow-up.

Developing countries and economies in transition must be made aware of implications and challenges related to the Industry 4.0 paradigm shift. In this context, UNIDO brings to Hannover Messe representatives of

emerging nations who present development projects and opportunities to international investors. This year, UNIDO's stand in the Global Business Markets Section provided a platform for six co-exhibitors from Subcontracting and Partnership Exchange Centres (SPX) in Cameroon, China, Iraq, Iran, and Mozambique, and from Nigeria's Quality Infrastructure Programme (NQIP).

In addition, UNIDO has mobilized business delegations from approximately 80 private sector representatives to participate at their own costs in the 2017 Hannover Messe.

A number of high-level events and forums, as well as a wide range of bilateral meetings with high-level policy-makers and private sector stakeholders, took place. In addition, in collaboration with the German Federation of Chambers of Commerce and Industry (DIHK) and the Hannover Chamber of Commerce and Industry, UNIDO co-organized a high-level Iran Investment Forum.

The annual Hannover Messe continues to serve as an ideal platform for networking and investment promotion in the framework of the UNIDO SPX Programme, bringing together business people to exchange best practices and to boost North-South and South-South trade and investment relationships. In terms of business leads generation, UNIDO and its co-exhibitors received more than 260 enquiries from participants, the majority of which came from potential investors and business and technology partners, from buyers and suppliers, as well as institutions and development organizations.



THE VISIT OF THE DIRECTOR GENERAL

UNIDO's Director General Li Yong attended this year's edition of Hannover Messe.

The highlight of the Director General's visit was the opening of the UNIDO stand in the Global Business Markets Section of Hannover Messe. UNIDO showcased a range of technical assistance programmes in the areas of trade, investment and technology promotion. The overarching theme was UNIDO's role in the successful implementation of the Sustainable Development Goals (SDG) that form part of the 2030 Agenda for Sustainable Development. UNIDO is steadfastly committed to advance SDG 9, which aims to "Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation". Co-exhibitors included various representatives of UNIDO Subcontracting and Partnership Exchange (SPX) Centres, as well as from the Nigeria Quality Infrastructure Project.

The Director General was invited as a distinguished speaker to two main events during the Messe; "Invest in China" and "Intelligent Manufacturing and Cooperation, New Motive Power for Sino-German Development", both organized by the China Investment Promotion Agency (CIPA) and the Sino-German Industrial City Alliance. During the first event, The Director General emphasized the important concept of city-to-city cooperation that is also being actively promoted by UNIDO, especially its high-level events on the "Belt and Road Initiative (BRI)".

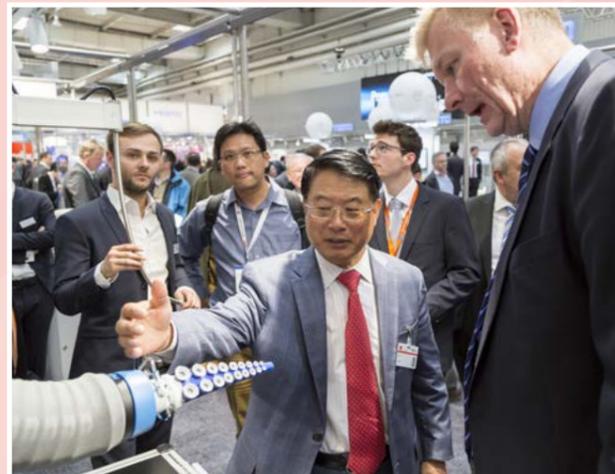
In the second event, the UNIDO Director General took the opportunity to highlight UNIDO's priorities in relation to addressing the challenges to developing countries posed by Industry 4.0. The Director General promised UNIDO's full support for the multi-stakeholder cooperation between CIPA, the Sino-German Industrial City Alliance, Germany Trade and Invest (GTAI) and Gesellschaft für Internationale Zusammenarbeit (GIZ) on future joint actions on Industry 4.0. The Director General highlighted the plethora of opportunities for development that the advent of Industry

4.0 could bring. Industry 4.0 has the potential to improve productivity and competitiveness, increase energy and resource efficiency, and hence protect the environment. It could further enable the transition to a circular economy in which end-of-life products are reused, remanufactured and recycled.

During his mission, the DG also had bilateral meetings with the Polish Prime Minister Ms. Beata Szydło, the Russian Minister of Industry and Trade, Mr. Denis Manturov and the Chairman of the Management Board of Deutsche Messe, Mr. Jochen Köckler. Other meetings were held with Mr. Guenther Oettinger, EU Commissioner for Budget and Human Resources and with Mr. Maroš Šefčovič, the European Commission's Vice-President and team leader for the Energy Union.

In his bilateral meetings, the Director General took the opportunity to inform his counterparts about UNIDO's current work on Inclusive and Sustainable Industrial Development (ISID), the Programme for Country Partnership Approach (PCP) and the Organization's role in the newly-launched "Third Industrial Development Decade for Africa (3IDDA)".

The Director General also took the opportunity to visit some important exhibitors at Hannover Messe including KUKA AG (industrial robots), FESTO AG (automation technology), HARTING GmbH (electrical data transmission) and SIEMENS AG (automation technology, integrated energy solutions amongst others). During these visits, the Director General reiterated UNIDO's current and forthcoming endeavours in various themes such as Industry 4.0, the transition to smarter and greener economies, the provision of urban city solutions linked to traditional industrial development goals and the role of the private sector in industry-specific skills development. Potential future cooperation with the respective companies was also discussed.



HIGH-LEVEL INVESTMENT FORUM ON IRAN

An investment forum with a focus on current and emerging business opportunities in Iran's infrastructure, automotive and transportation markets took place during the second day of the Hannover Messe 2017. The event was organized by UNIDO in collaboration with the German Federation of Chambers of Commerce and Industry and the Hannover Chamber of Commerce and Industry. It brought together more than 200 participants representing various institutions from the public and private sector in Germany, Iran, as well as other countries. Two high-level panel discussions explored current investment opportunities in Iran and various issues related to investment financing and guarantees, standards and quality infrastructure in the country.

The Forum also included a business-to-business (B2B) session aimed at establishing international investment,

trade and technology partnerships. UNIDO facilitated discussions between international and Iranian enterprises during the event and at its stand in the Global Business & Markets Section at the Hannover Messe. A country-wide delegation composed of representatives from 30 Iranian enterprises as well as other representatives from private sector organizations, were mobilized for this event by the Subcontracting and Partnership Exchange Centre which is hosted by the Esfahan Chamber of Commerce, Industry, Mines and Agriculture (ECCIMA).

During the five days of Hannover Messe 2017, UNIDO's co-exhibitor from Esfahan, Iran received 55 business enquiries which required further follow-up after the event.



UNIDO STAND AT HANNOVER MESSE 2017

The UNIDO exhibition stand covered a surface area of 55m² and was located at a central position at Hannover Messe's Global Business and Market (GBM) Section, which is dedicated to country-level as well as institutional exhibitors. The design of the stand allowed for six country counters from Iran, Cameroon, China, Iraq, Mozambique and Nigeria and offered enough space for B2B meetings in the lounge area located at the centre of the stand.

Similar to the design concept developed in the previous year's edition, the main UNIDO counter served as the main access point to respond to general enquiries by visitors with regard to UNIDO and its work. The theme of the UNIDO stand was the promotion of the UNIDO's strategic priorities including advancing economic competitiveness, creating shared prosperity and safeguarding the environment for the attainment of SDGs especially SDG Goal on No. 9 Industry, Innovation and Infrastructure.

The presence of UNIDO at Hannover Messe during all five days from 24-28 April 2017 helped in maximizing the

number of business and investor enquiries to UNIDO and its co-exhibitors. As in previous years, UNIDO's participation at Hannover Messe 2017 served as an important springboard for a number of its Subcontracting and Partnership Exchange (SPX) Centres to promote their local content support programmes in their respective countries as well as to provide SPX service companies with assistance in their national and international matchmaking efforts. The SPX Centres from Xi'an (China), Esfahan (Iran), Iraq, Mozambique and Cameroon received a total of 260 enquiries from Messe participants, the majority of which came from queries from buyers and suppliers and other enquiries concerning respective country business environment, ease of doing business, clarification requests on business regulations as well as information on investment opportunities in respective countries.

In the aftermath of Hannover Messe 2017, these enquiries are being followed up through ongoing work by the respective teams in the SPX Centres, assisted by UNIDO's regular technical assistance.

TABLE OF EVENT RESULTS

Country	No. of enquiries/visits/leads	Source of leads (percentage share of total)		
		Institutions/organizations	Buyers/suppliers	Potential investors/business partners
Cameroon	65	32%	57%	11%
Esfahan (Iran)	55	15%	65%	20%
Iraq	25	4%	44%	52%
Mozambique	75	8%	85%	7%
Xian (China)	40	35%	62%	3%
TOTAL	260			





UNIDO

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WELCOME Bienvenue

100%

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