



Memories of a Trade Fair

**Hannover Messe – 2000
(Hanover Fair – 2000)**



Germany



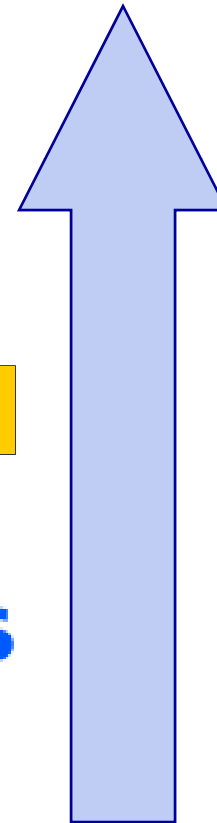
Hans Toorens – Profile

- **Principal**
 - Toorens VSC, Business Consulting
- **VP of Sales and Marketing**
- **VP Aerospace markets**
 - ZETEC (WA – USA)
- **Marketing Manager**
 - FLUKE (WA – USA)
- **Product Marketing Manager**
 - PHILIPS (NJ – USA)
- **Product Manager**
- **Design Engineer**
 - PHILIPS (Eindhoven - the Netherlands)

ZETEC

FLUKE®

PHILIPS



“My” customers

- Worldwide experience:
North America, Europe, Asia, Latin America
- Industrial products, used in:
 - Aerospace
 - Chemical and Petro-chemical industries – Oil & Gas
 - Electrical / Utilities
 - Electronics: Computing, Medical, Communications
 - Governments and Military
 - Industrial and Automation
 - Nuclear (Power) Industries
- **B-2-B – Professional users**
- *Capital Goods – Durable Goods*

Tradeshows I worked

North America

- Canada
- USA

Asia

- China
- India
- Japan

Europe

- Denmark
- France
- Germany
- Italy
- Netherlands
- Spain
- Sweden
- UK

Europe



Hannover



Hanover – from ~25,000 ft




Hannover Messe

- **Visited / worked Hanover Fair multiple times**
 - At Philips – Eindhoven, the Netherlands
- **Revisited Hanover Fair in 2000 to evaluate opportunities for Zetec, Inc.**

Still true:

- **Show is HUGE**
- **Show is larger than hotel capacity in Hanover**
- **Recommendation: Stay in another town / city**
- **Commute by train**

Hannover Messe – 2000









- Stayed in Hameln
- Commuted by DB – direct to show
- DB sells combination-tickets:
 - Rail and Show
 - AMEX, MC and VISA accepted
- Hanover Fair has
 - Own RR station 
 - Helipad (*did not use*)

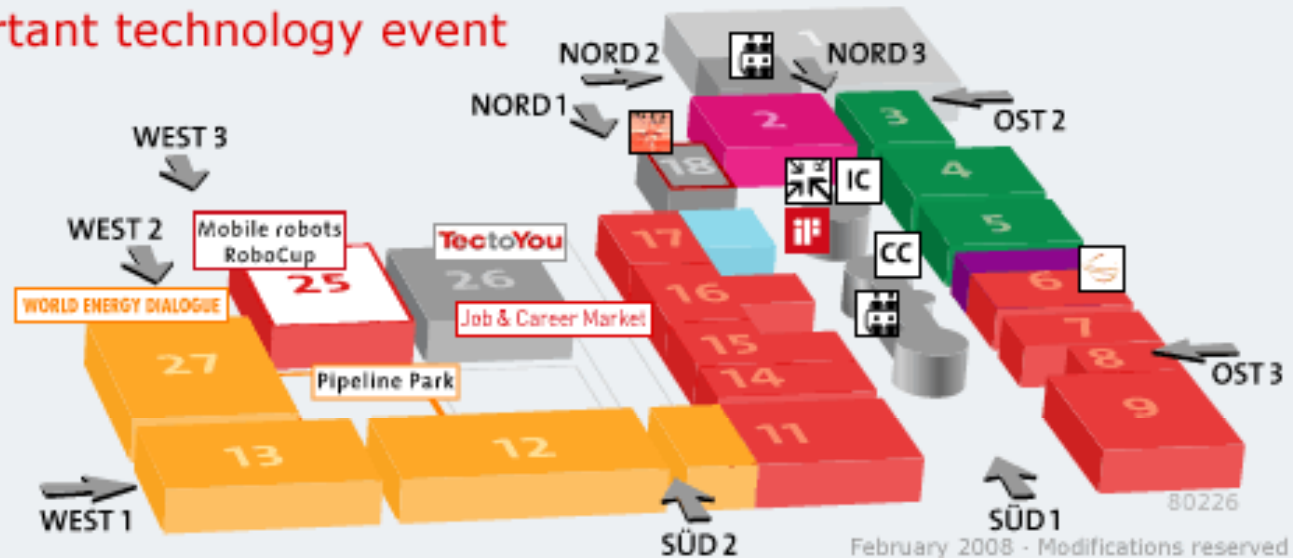


Hannover Messe 2008

The world's most important technology event

21 – 25 April 2008

-  Entrance
-  IC Information Center
-  CC Convention Center
-  Conference Rooms
-  IFD International Forum Design
-  Visitors' Lounge
-  GBF Global Business Forum
-  PROMOTION WORLD



Size and Scope

- Show is HUGE: 300,000 visitors expected (2000)
- 2008 real number: 200,000
- Probably the largest technology trade show on Earth
- It's not merely an exhibition – it's a *Trade Fair*
Beer, Bratwurst and Business



Size and Scope (2)



**2-story
booth**



Size and Scope (3)



Hannover Messe 2011

- **6,500 Businesses on display**
- **65 Countries “on display”**
- **230,000 visitors**
 - **60,000 Non-German**
- **“Smart Efficiency” theme**

Exhibition vs. Trade Fair



Exhibitions:

- Show and tell

Hanover Fair:

- Show and *Sell*
- Visitors walk around with briefcases
 - *With order forms...*
- Business is transacted at the Fair

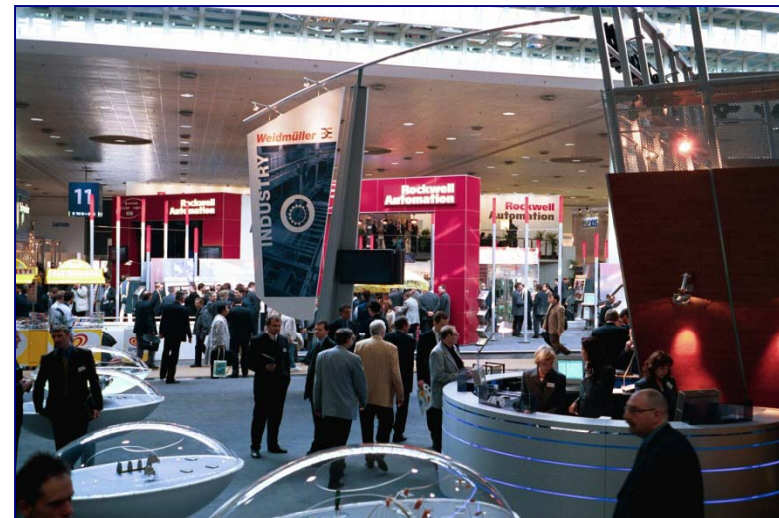
Snacks and Schnapps...

- “Going Dutch...”



Dress code


Coat and Tie expected



Markets

- **The nature and focus has shifted over the years**
 - Multiple fairs consolidated into one
 - Shorter: 5 days now – 10 days then...
- **More focus on**
 - Manufacturing
 - Plant Engineering
 - Plant Automation
 - Plant Maintenance
 - Smart Efficiency (2011)
- **Manufacturers of sub-assemblies and components**
- **Much Automotive action**

Lots of walking!

- 
- 26 buildings on the fairgrounds
 - Additional open-air exhibits
 - I walked for 1½ days and saw half of it
 - Hall 16 may offer opportunities for Quality Inspection and Materials / Component Test
 - Saw a number of Vision and Laser Dimensioning companies
 - Factory automation spread over multiple buildings

Languages

- **Show is now bi-lingual in most cases**
 - German
 - English
 - » This is quite different from the Fair I remember from the 70ies
- **Some big US companies trying to compete with Siemens and ABB demonstrated:**

Marketing Arrogance At Its Best

- US speakers and US video tapes
- Comment I heard: *"Typical US ignorance..."*

Languages



~ 70% of visitors are German (2007) – ~73% in 2011

Preparations

- Prepare, prepare, prepare
- Focus: Don't try to see it all
- Know your competition
 - Europe, US and Asia-based
- Know your SWOT(s)

- Focus on *your* markets
- Explore sales channel opportunities
- Dress code: Business

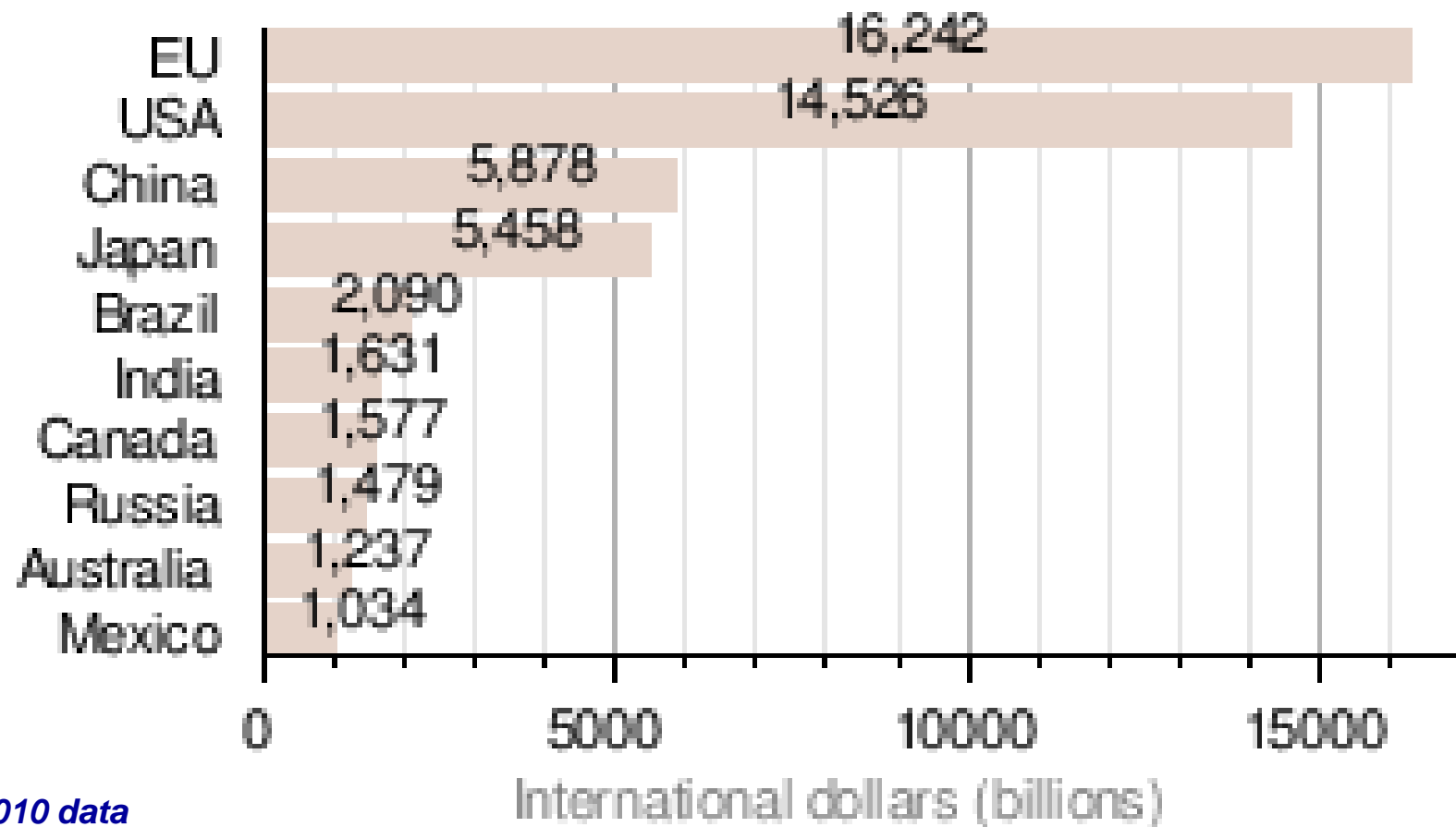
The EU in 2011



The EU today

- 
- **27 Countries (Member States) ~ 495+ M people**
 - **23 Languages**
 - **Multiple Currencies (incl. Euro)**
 - Eurozone: 17 member countries
 - **Vastly different cultures**

GDPs compared



2010 data

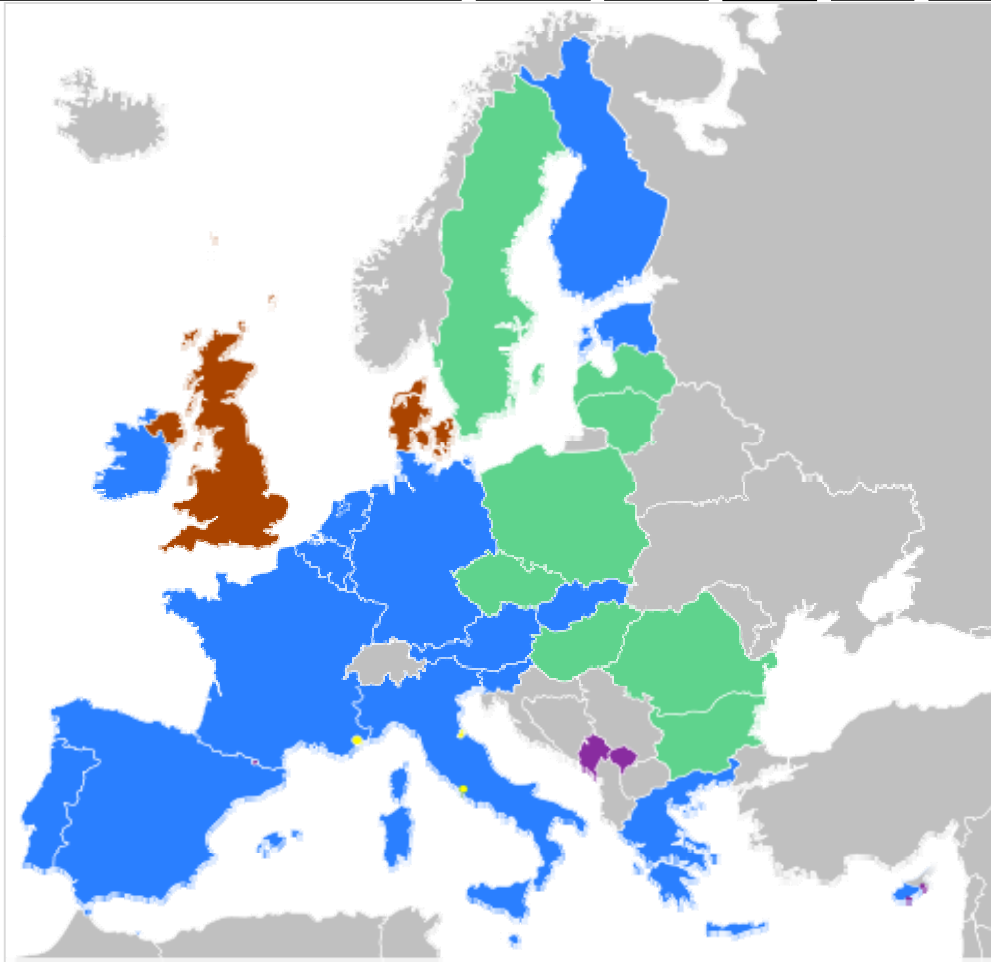
Eurozone

- 
- **17 Countries combined their currencies into one Euro → €**
 - **Eurozone GDP: US\$ 16.242 Trillion (2010)**
 - **US GDP: US\$ 14.526 Trillion (2010)**

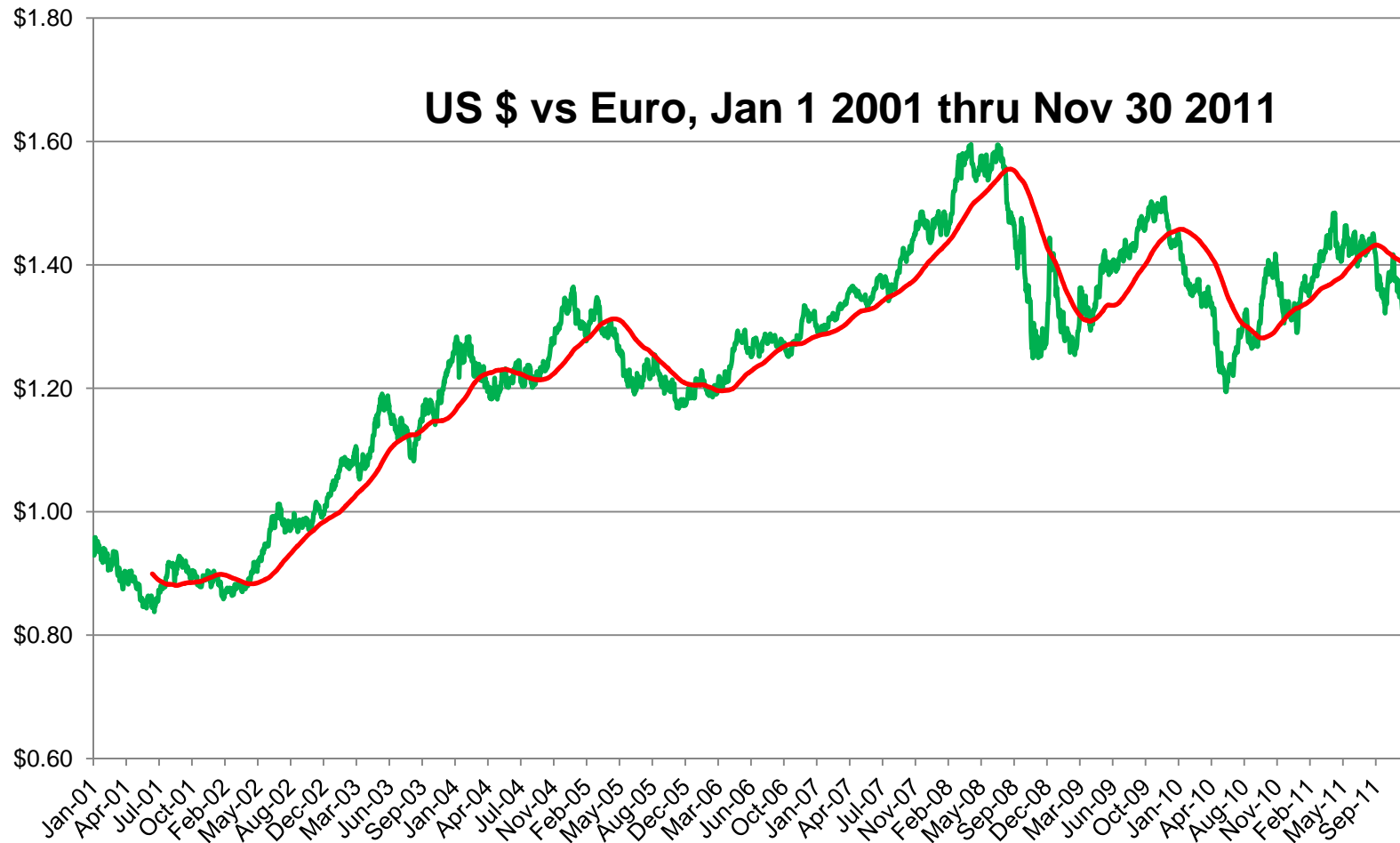
Eurozone – 2011



Eurozone – planned



US\$ vs. €uro: Opportunity?



Information materials



- **Web site**
 - <http://www.hannovermesse.de/en/>
- **Catalog available at the Messe**
 - (>>3 kg – have it mailed it home...)
- **CD-Rom Catalog available at the Messe**

Recommendations

- Explore export opportunities to the EU
 - Exploit favorable exchange rate € / US \$ for export
 - Consider Hannover Messe as a good vantage point
 - If you have competition – they will be there...
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- Plan 2...3 days at the Fair
 - Bring digital camera – and use it
 - Stay outside Hanover – use the train
 - DB has RR station at the Fairgrounds

How to get there from here...

No direct flights exist from USA to Hanover (HAJ)

“Convenient” connections from SeaTac:

- **SEA – AMS – HAJ – Delta / KLM**
- **SEA – CDG – HAJ – Air France / Lufthansa**
- **SEA – FRA – HAJ – Lufthansa**
- **SEA – LHR – HAJ – British Air / Lufthansa**

- **Multiple – 2-city connections**
- **Chose alternative target city – continue by train**



Danke schön!

Guten Reise...



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