

Join Sweden at

# HANNOVER MESSE 2023



# Join Sweden at Hannover Messe 2023 to showcase Swedish innovations to the world

17 – 21 April 2023, Hannover

The green transition of industry is ramping up worldwide with Swedish solutions in the vanguard of progress – powered by clean energy, collaboration and technology innovation. As part of Business Sweden’s long-term efforts to promote Swedish solutions to the world, we are organizing a Swedish joint pavilion at Hannover Messe 2023.

**HANNOVER MESSE** is the most important international platform and hot spot for industrial transformation. With 66.400+ on-site attendees, 2500+ exhibitors and 8000+ productions and solutions being showcased, Hannover Messe brings the core industrial sectors together at one location – from drive engineering, automation, energy, R&D and industrial IT to subcontracting. This is the place where exhibitors cross the boundaries of technology and industry. In 2019, Sweden was the partner country to the fair and with the motto “Sweden Co-Lab” invited actors from all over the world to join Sweden to innovate, go digital, be sustainable and collaborate. Now we will follow-up to fair of 2019 with a Swedish pavilion at the 2023 fair and ask you to once again pioneer the possible!



**THE SWEDISH PAVILION 2023** will be approximately 50 sqm big and located in the Global Business & Markets Hall. The pavilion will have Sweden branding and accommodate a limited number of companies as co-exhibitors. The stand will serve as meeting point for participating companies and your stakeholders during the fair and have a small stage for outreach activities. Each day will have a thematic topic (see below) to which partner companies can contribute. Business Sweden and participating companies will have the opportunity to arrange after works and other networking activities in the pavilion. The final set-up of the fair will be decided in discussion with partner companies and based on your needs. All in all, the Swedish Pavilion will **pioneer the possible at Hannover Messe 2023** and thereby showcase Sweden’s and Swedish organizations’ position as innovation leaders in the green transition to a global audience.

## Thematic Days in the Swedish pavilion

- MONDAY: Industry 4.0 and Automation
- TUESDAY: Sustainable Battery Value Chain
- WEDNESDAY: Future of Mobility
- THURSDAY: Circular Economy in Manufacturing
- FRIDAY: Join Sweden

*Themes subject to change depending on participating companies.*

Swedish companies and organizations ranging from **start-ups, scale-ups, SME:s to large corps and public players** are to be part of the pavilion

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Swedish presence has been a great success in the past with significant interest and attraction from various stakeholders, including investors, institutions, and the global industrial scene in general.

## CO-EXHIBITORS TO THE SWEDISH PAVILION AT HANNOVER MESSE WILL BE ABLE TO:

- Use the Swedish pavilion as a **meeting point** for client and other stakeholder meetings
- Get **brand exposure** to leading global industrial stakeholders through Team Sweden's HM23 material, and position yourself as a Swedish influencer with regards to key sustainability challenges
- Actively **contribute to the agenda of the Swedish pavilion** and being able to influence the program during the thematic day of your choice
- Access to **stage-time** on the thematic day of your choice, e.g. panel discussions and company presentations
- Get invitations to **joint side events including** opening ceremony
- Get **2 exhibitor passes** per company

To sign up, please fill out the below and resend to [erica.jaekel@business-sweden.se](mailto:erica.jaekel@business-sweden.se) no later than 25 January, 2023

### Company Details

NAME:

ORG.NR:

### Contact Person

NAME:

POSITION:

PHONE:

EMAIL:

SIGNATURE:

- MANDATORY:** I have read and understood [Business Sweden's general terms and conditions](#) for participation in joint trade and invest activities

#### For SMEs:

The total price is SEK 100 000. However, this project is a part of Business Sweden's Export Project and eligible for a 50 000 SEK governmental subsidy. Hence, a participating SME **shall pay SEK 50 000\***

Please note: For this price to apply to your company, the company is an SME according to the EU SME definition.

#### For Large Companies

The total price is **SEK 200 000\***

#### For Public Organizations:

The total price is **SEK 50 000\***

\*exclusive of VAT and any surcharges

The registration is binding after approval by Business Sweden. The number of co-exhibitors is limited. In case of too many registrations, Business Sweden will decide what co-exhibitors are to take part. In case of too few registrations, Business Sweden will cancel the engagement and already registered co-exhibitors will not be charged.

The participation fee will be invoiced after Business Sweden received and confirmed the binding registration. Payment terms are 30 days net. In case of cancellation of participation, the full participation fee will be invoiced.

