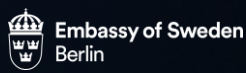


CO-EXHIBITING INVITATION

Join the Swedish Pavilion at HANNOVER MESSE

22-26 April, 2024



We would like to cordially invite you to join the elected Swedish companies within **the Swedish Pavilion at HANNOVER MESSE**, the world's leading trade fair for industry taking place during 22 – 26 April, 2024.

No industrial transformation without energy transition. While policy-makers have set the direction of the green transition, the private sector has turned climate policy into business practice; working collaboratively to impact change on a global scale.

Business Sweden leads the way in aiding Swedish and international companies to invest and collaborate, both in Sweden and globally. With the Swedish Pavilion at Hannover Messe, we take pride in fostering partnerships and serving as a liaison between global climate challenges and innovative solutions, accelerating companies and countries in their transition journeys.

The Swedish Pavilion has its spot in Hall 12 “ENERGY 4.0” and covers seven important core topics throughout its vibrant exhibition space, remarkable events agenda and high-level engagements:

- CO2-neutral, energy-efficient production
- Smart Energy & Industry 4.0. The Internet of Energy
- Green Hydrogen. Power-2-X
- E-Mobility. Battery value chain. Charging infrastructure.
- Circular economy and resource-efficient production
- Carbon footprint tracking. Smart metering
- Sustainability analytics. Digital energy management and AI

Welcome to join us!

Swedish Pavilion program milestones

February

Online event

Swedish Pavilion kick-off (50 mins)

- Introductions
- Program overview
- Practicalities
- Q&A

April

Online event

Learning session (60-90 mins)

- German market intro
- Business culture
- Meetings in Germany
- Program overview
- Practicalities
- Q&A

22-26 April

Shared activities* organized at Swedish Pavilion throughout HANNOVER MESSE days

- Opening ceremony with official representation
- Sweden Speaks corner (company presentations, high-level & industry panels, expert interviews)
- Topic-specific dialogues with clients and other relevant stakeholders
- Initiatives fostering potential partnerships
- Highlighting Sweden's strong profile areas such as Innovation and Sustainability
- Welcoming guest delegations
- Evening event with refreshments and mingle
- ... see more on the packages page and further

May

Online event

Swedish Pavilion wrap-up (50 mins)

- Conclusions
- Feedback sharing
- Next steps

The Swedish Pavilion occupies 90 sq. m. in the heart of Energy 4.0 Hall and aims to showcase the bright selection of Swedish companies. This Invitation offers several tailored packages to meet your company’s diverse needs and ambitions as a potential co-exhibitor.

Select your co-exhibiting package

Package contents	Basic	Standard	Premium
HANNOVER MESSE exhibitor directory listing	●	●	●
Complimentary admission tickets	●	●	●
All Swedish Pavilion’s shared activities, including highlights below and online meetings:			
Brand exposure amplified by “Swedish offering”	●	●	●
Displaying your company’s showreel presentation	●	●	●
Sweden Speaks (your 25-min presentation)	●	●	●
Opening Ceremony invitations	●	●	●
Evening event invitations	●	●	●
Designated meeting space within the Pavilion	○	●	●
Special activities* at the Pavilion	○	●	●
Industry/High-level Panel* at Energy 4.0 Stage	○	●	●
Designated exhibit space within the Pavilion	○	○	●
Elevated co-organizer status (to be discussed)	○	○	●

Note: *events and dates indicated are preliminary and might be subject to change

Register now to secure your spot!

Sign up at <https://invitepeople.com/events/fb27a0a00d>

– and we will revert to you with further specifics.

- Enjoy Early-bird fees until **20 October**
- General registration until **22 December**

For questions, please contact: Erica.Jaeckel@business-sweden.se



The Swedish Pavilion is your exclusive gateway to HANNOVER MESSE 2024

1.

Increased Visibility

Benefit from increased foot traffic and potential leads for your company with more apparent country pavilion

2.

Unified “Sweden’s Brand”

Attract more visitors and potential business partners. Arrange “Sweden-branded” invitations, meeting requests for your high-level stakeholders

3.

Cost Efficiency

Allocate saved resources to other crucial business domains

4.

Networking Opportunities

Enhance potential collaborations, partnerships, or business deals within the Swedish Pavilion

5.

Shared Knowledge and Expertise

Exchange expansion strategies, discuss market experience with participants

6.

Shared Marketing and Promotion

Amplify your company’s brand exposure through joint effort

7.

Cultural and Language Synergy

Get support through communication and network with the Swedish community

8.

On-site Support

Reduce your company’s burden, ensure smoother operations, spend more time on sales development



Sweden was the Partner Country
at HANNOVER MESSE 2019

Find out how it went
in this short [movie](#)

