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Still unsure if [HANNOVER MESSE North America](#) is right for your company? Join us on Wednesday, September 18 in our office as we explore the vast opportunities to engage in HANNOVER MESSE next year!

Topics include:

- ✦ How to Drive Revenue through International Trade Shows for U.S. Businesses
 - ✦ U.S. Pavilion Options: Smart Manufacturing, Energy in the Industry, Trade & Investment
 - ✦ State-wide funding opportunities for U.S. small to medium sized businesses
- ... and more!

View the agenda and register: <https://lnkd.in/gV22dKE5>

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MARCH 31 - APRIL 4, 2025

U.S. PAVILIONS @ HANNOVER MESSE 2025

**BE PART OF A U.S. PAVILION AT
HANNOVER MESSE 2025
MEET THE WORLD IN HANOVER!**

BOOK NOW!

HANNOVER MESSE is the world's leading industrial trade show, taking place annually in Hanover, Germany. Exhibitors from a wide range of industries such as automation, robotics, digitalization, and energy in the industry come and meet at this event each year to meet customers, sales partners, and industry experts. Hanover is putting together three U.S. Pavilions for 2025. A U.S. Pavilion at HANNOVER MESSE is a designated area where American businesses can showcase their products and services together under a unified "Made in the USA" brand. It offers a prime location, shared resources, and support from the U.S. Commercial Service to help companies connect with global customers and partners.

- The Smart Manufacturing Pavilion – the heart of HANNOVER MESSE – cutting edge technologies and creative solutions
- Energy for Industry Pavilion – huge opportunities for global energy solutions
- Trade & Investment Pavilion – global partnerships, collaboration, and networking

Participate alongside other U.S. companies with a cost-effective turnkey booth.

The U.S. pavilions are in partnership with the U.S. Commercial Service, part of the U.S. Department of Commerce. You have a powerhouse team behind you, offering invaluable support like market insights, matchmaking services, and guidance through those tricky local regulations.

WHAT HANNOVER MESSE OFFERS YOU AS AN EXHIBITOR

- U.S. based support team for all inquiries.
- Excellent visibility as part of the U.S. Pavilion(s)
- Trade fair planning and booth design support.
- Modern pavilion concept with meeting lounge
- Full-service participation package – we take care of everything

**THE STATE TRADE EXPANSION PROGRAM "STEP" CAN
HELP OFFSET YOUR COSTS. FOR DETAILS, CONTACT
YOUR STATE TRADE OFFICE.**