



# GLOBAL BUSINESS MAGAZINE

ENTERING NEW MARKETS 01 - 05 APRIL 2019

**2020  
Digital  
Resources  
Directory**

## New Global Value Chains

Global Trade: Challenges ahead

Smart Manufacturing: Growth in Asia

Innovation: Initiatives for Europe

Global Business & Markets:

Program, Partners & Profile



Kooperationspartner:



**GLOBAL BUSINESS MAGAZINE**

MEDIA KIT 2020



# ADDRESSING GLOBAL PLAYERS

The HANNOVER MESSE Global Business Magazine is an official publication of HANNOVER MESSE and is distributed in the Global Business & Markets conferences in Hall 27. It accompanies all important international events and is also available in the press centre and Convention Centre of the HANNOVER MESSE and selected hotels. Moreover the magazine will be distributed to the stands of partners. Print run: 5000 copies.



## The target groups are:

- Exhibitors and visitors with interest in international business
- Sales managers, country managers
- Purchasing managers, production managers
- Business associations, Chambers of Commerce, Cluster Managers
- Industrial policy decision makers
- Press & Media



# THE MAGAZINE

## 2020

### Markets & Viewpoints

- Global Trade Policies: Challenge for Growth
- Industrie 4.0 worldwide: Markets and viewpoints
- Ecosystems : How to boost innovation and FDI
- Europe: Initiatives, partners, programs for regional growth

### FEATURES

Updated and structured data as well as industrial testimonials will enable potential investors to compare business opportunities:

- Focus on Smart Manufacturing
- Interviews and contributions of manufacturers and investors
- Structured, transparent and comparable economic data
- Maps of relevant cluster activities, R&D capacities
- Providing information on your ecosystems
- Extended profiles and database of trade partners
- Description of investment incentives
- Highlighting your events and exhibitions

### YOUR BENEFITS

- Addressing manufacturers
- Awareness for your country/region in the HANNOVER MESSE community
- Showcasing the competitiveness of your business networks
- Promoting your events and exhibitions

**NOTE: With our content we are able to support your own media for HANNOVER MESSE – be it your website, newsletter or catalogue of your pavillon!**

**Become exhibitor of  
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and benefit from its  
packages of  
marketing services!**

### Voices of past editions of the Global Business Magazine



Mark Rutte, Prime Minister of the Netherlands



Mateusz Morawiecki, Prime Minister of Poland



Professor Dieter Kempf, President of the BDI



Michael Ziesemer, President of ZVEI



Dr. Gunther Kegel, CEO of Pepperl+Fuchs



Dr. Eric Schweitzer, President of the DIHK



# FORMATS & ADVERTISEMENT

## Magazine Format & Deadlines

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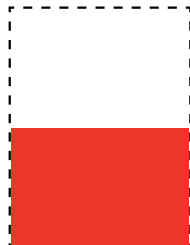
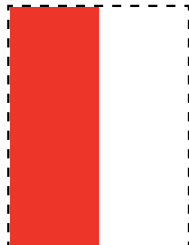
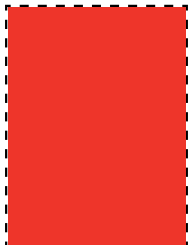
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