



# GLOBAL BUSINESS MAGAZINE

ENTERING NEW MARKETS 01 - 05 APRIL 2019

**2019:  
Directory  
of Industry  
Parks**

## New Global Value Chains

Smart Manufacturing in Asia  
Innovation: European Challenges  
Africa's industrial future

Global Business & Markets  
Partners & Profiles

**GTAI** GERMANY  
TRADE & INVEST

 Sweden  
 Sverige  
PARTNER COUNTRY 2019

**GLOBAL BUSINESS MAGAZINE** |

MEDIA KIT 2019 |

# ADDRESSING GLOBAL PLAYERS

Since 2006, Global Business Magazine is providing information on trade opportunities, worldwide investment locations and clusters as well as on recent industry policies in the relevant markets. It is the official magazine of HANNOVER MESSE's Global Business & Markets, Europe's largest exhibition on foreign trade, industrial cooperations and FDI.



## THE PROGRAM MAGAZINE

- Voices: Decision makers of industrial policy and globally active enterprises on global strategies
- Markets: Trends, facts, figures of economic developments
- Profiles: Directory of service providers for international business



## THE SPECIAL EDITIONS

Special editions of the magazine provide information on recent economic and industrial developments in top markets as well as best entrepreneurial practice and market access via exhibitions.

The two formats of the publication are presenting all partners and exhibitors of Global Business & Markets of HANNOVER MESSE worldwide. Read previous issues 2010-2018 here:

[www.issuu.com/localglobal](http://www.issuu.com/localglobal)



# DISTRIBUTION & TARGET GROUPS

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
- Salesmanagers, countrymanagers
- Purchasingmanagers, production managers
- Business associations, Chambers of Commerce, Cluster Managers
- Industrial policy decision makers
- Press & Media



# CONTENT

## THE MAGAZINE 2019

### 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

## THE SPECIAL EDITIONS

The special editions of Global Business Magazine will help you to perfectly communicate business opportunities, incentives and events for industrial trade partners and investors.

### 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!**

### 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



Elżbieta Bieńkowska, Commissioner EU



Dr. Eric Schweitzer, President of the DIHK

# FORMATS & ADVERTISEMENT

## Magazine Format & Deadlines

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## Rates of Advertorials

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### Option 2:

2-page article (5.500 characters)  
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## Rates and Advertisement Formats

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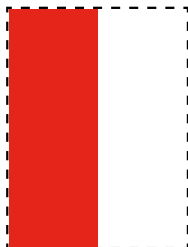
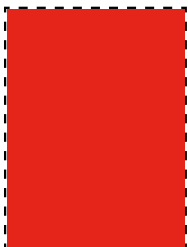
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