

Report Holland Energy and E-Mobility House

Hannover Messe, Germany

13 -17 April 2015

Background Information

The Hannover Messe is the world's biggest industrial fair with on average 6,500 exhibitors and 250,000 visitors. This yearly event is held on the Hanover fairground in Hanover, Germany. Energy is one of the six different themes presented at the Hannover Messe. The main energy themes this year were; Energy Generation and Storage; Energy Transmission and Distribution; Environmental Technologies and Resource Efficiency; Wind.

The Holland Energy House at the Hannover Messe was first organized in 2014 when the Netherlands was the partner country of the Hannover Messe. This year we organized a collective together with the E-Mobility sector. This was a good fit since the smart grids sector has many links with e-mobility infrastructure and the exhibition Hal where we were located (Hal 27) was a mix of Mobilitec and Energy. The total collective pavilion was 182m2 and included a presentation area, individual company presentations and a Holland Lounge with bar service.

Branding Holland Energy and E-Mobility House

We used the same pay-off that we used in 2014: "Providing Solutions for Global Energy Challenges". The color Orange and the Holland Branding were used as described in the Holland Toolkit.



Program Hannover Messe

The Hannover Messe entails more than an exhibition and it is the perfect event to meet and present our Dutch knowledge, products, services and skills. Each year we organize some programming around the Holland Energy House in order to increase the maximum promotion of our participants and the Dutch energy sector in general. Below is a summary of the program in 2015;

Tuesday April 14th

Central theme this day was a “Matchmaking Event Energy + E-Mobility”. Together with the help of the Dutch consulate in Dusseldorf we organized an afternoon with presentations, lunch, matchmaking and a cocktail in order to stimulate Dutch –German cooperation. The program consisted of the following elements:

Presentations:

Frits Verheij, Chairman, Top Consortium for Knowledge and Innovation - Switch2Smart Grids

Okan Kaja, , Thermicon GmbH ; “Kondenswärme im Abgas ist Gold wert!”

Aries de Groot, Directeur, Ecovat Werk BV en Ecovat IP BV: “The Ecovat Smart Energy Storage System!”

Lunch we provided lunch for all participants of the matchmaking event

Matchmaking 15 minutes per match; 100 total matchmaking conversations in total

Cocktail We organized a network reception when the matchmaking activity ended with a full service cocktail bar.

We also welcomed several VIP-visitors at our Pavilion and we informed these visitors about our efforts to promote the Dutch (sustainable) energy sector worldwide and these visitors also took their time to talk to several participants. Some of the notable visitors were:

Henk Kamp, The Dutch Minister of Economic Affairs

Maarten Camps, The Secretary General of the Ministry of Economic Affairs

Bas Pulles, Director General of the Netherlands Enterprise Agency

Ineke Dezentje, Chairman of FME

John Jorritsma, Royal Commissioner Friesland



Henk Kamp and Ineke Dezentje



German – Dutch Matchmaking

Wednesday April 15th

On Wednesday we welcomed two technical tours from Baden-Wurttemberg and North Rhein Westphalia. We gave these visitors a tour of the Pavilion where they could meet the different participants.

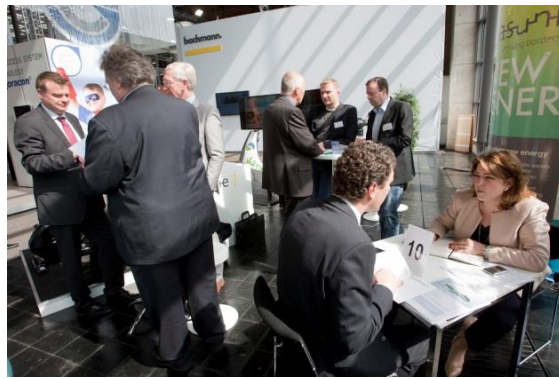
In the afternoon the Dutch Ambassador in Berlin, Monique van Dalen, paid a visit to the pavilion. She got a lot of information about the newest products and services and the Ambassador was very helpful in assisting the participants with some of the questions about doing business in Germany.

Thursday April 16th

Several companies organized a Dutch –German presentation with the title: “Where the Smart Car meets the Smart Grid. Organizations like NXP, Philips, Tom Tom, Formula E-Team, the Technical University of Eindhoven and others presented a look into the future and the requested Dutch German collaboration on this subject.



Presentations



Networking



Presentation by Frist Verheij



Business Meetings

Evaluation / Follow up:

We've send out an evaluation form to the participants. The feedback we've received was that most of the respondents were very content with the construction and organization of the booth and pavilion. They all very much appreciated the attention and involvement of the government and visitors. Several participants would very much like to participate again in 2016 since they feel the necessity to be present at the Hannover Messe for their business ventures in Germany. What we should improve on is the connection with the participants of the partner country. This year it was India and we do not find the right way to connect with the presence of Indian companies and organizations. Participants would like to have the next partner country, the USA, involved in the programming if possible.

Participants of the Holland Energy and E-Mobility House



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