



Startup Pavilion 2024



MKB Pavilion 2024

# NL Pavilion Hannover Messe 2025

31<sup>st</sup> of March – 4<sup>th</sup> of April 2025

We are back at Hannover Messe for 2025! This year's joint NL Pavilion at Hannover Messe will be placed in Hall 8.

The NL Pavilion in Hall 8 is organized by psp business abroad bv in collaboration with RVO, commissioned by the Ministry of Foreign Affairs.

Partners include: Dutch Ministry of Foreign Affairs (EZK), the German postal network, Topsectoren HTSM, ICT, Chemie & Energie.

### What's New for 2025?

This year, we're unifying efforts to bring startups, scaleups, and established MKBs together in one powerful NL Pavilion:

- ✓ **Stronger Together:** Bringing startups and scaleups alongside established MKB companies fosters collaboration, sparks innovation, and creates exciting opportunities for cross-sector partnerships. At the pavilion, we will make every effort to cluster SMEs and startups by sector (such as AI, Future of Work, etc.) depending on the number of participants. Regardless of the final group composition, we will ensure that all companies are strategically positioned to maximize visibility and foster meaningful connections.
- ✓ **Proven Stand Design:** Inspired by successful past editions, our pavilion will feature dynamic NL branding and an innovative look and feel.
- ✓ **Enhanced Networking:** By sharing the same space, startups and MKBs can learn from each other, exchange ideas, and forge valuable connections.

Join us in **Hall 8, Stand D34** and showcase the best of Dutch innovation at **Hannover Messe 2025!** Let's inspire the world **together for a smart and sustainable future.**

Please note that thanks to support from RVO, we are able to realize the joint Dutch pavilion and secure a spot in Hall 8 at Hannover Messe. However, please note that the financial risk remains with psp!



## ESTABLISHED (MKB) COMPANIES

### Your participation includes:

**An individual space according to the selected package;  
All MKB packages include the standard basis furniture,  
including:**

- ✓ 1 Panel wall with a graphic panel
- ✓ 1 Cube table
- ✓ 1 High chair
- ✓ 1 Electricity socket
- ✓ Internet access
- ✓ 1 43 Inch TV mounted on the panel wall
- ✓ On-stand catering (water, coffee, tea, lunch)

\* You can rent additional furniture directly from the trade show organization at your own expense.

### Additionally you will receive:

- ✓ On-site assistance and support by the team of psp & Willem Drost.
- ✓ Your company will be featured in the #HM25NL mission booklet
- ✓ #HM25NL Social Media Toolkit
- ✓ A program booklet provided by psp showcasing important side-events, network events and more.
- ✓ Coaching by Willem Drost to get company profile and messaging tailored for #HM25NL. Upon request, 1:1 meetings can be arranged
- ✓ Matchmaking with selected companies.
- ✓ Access to a preparation session with all practical info on how to navigate the Hannover Messe: how to navigate the exhibitor dashboard, stand construction status, and walk through the programme
- ✓ Official delegation visits: psp will work together with the Dutch Ministry of Foreign Affairs to have an official delegation visit the NL Pavilion.
- ✓ Networking reception at the NL Pavilion where we will invite companies from various German states, tech hubs & other relevant EU countries. In 2023 & 2024 our networking reception was a great success.
- ✓ Last but not least, we are looking to repeat last year's breakfast networking session together with the German state of Baden-Württemberg and Canada. The networking breakfast session will be held at the pavilion of the state of Baden- Württemberg or the Canada Pavilion, since Canada the partner country for Hannover Messe 2025, wherein we will setup pre-arranged matchmaking meetings for you with their participating companies as well as Canadian companies.

Packages	Size	Price
Option 1	3 m <sup>2</sup>	4.990,00€
Option 2	6 m <sup>2</sup>	7.320,00€
Option 3	9 m <sup>2</sup>	9.650,00€

Price presented as total amount (excl. VAT). By using the [SIB Collective Activity subsidy](#) you can be reimbursed for up to 50% of the total amount, with a maximum of €2,500.



# Hannover Messe 2025 Preparation Programme

## Date T.B.C. – Practical Information

Walkthrough of the Hannover Messe:

What do you need to do to be 100% ready for the trade show? In this session we will walk you through the important deadlines and the possibilities of the online platform.

- Important dates and deadlines
- What information should I put up on my HM25 profile?
- Where do I find information of interesting presentations or sessions taking place during the show?
- How do I become a HM25 speaker?
- How do I register and activate my exhibitor tickets?
- Overview of the virtual platform & the possibilities (phone app, programme, exhibitor list, etc.)
- Status Stand Construction NL Pavilion
- Concept Programme
- ... and all the practical details you need to know about Hannover Messe

After this session you will receive a document with a step-by-step overview of what you need to do in advance to be 100% ready for the trade-show.

## Dates that are good to know

### March 31<sup>st</sup> - April 4<sup>th</sup> 2025

Present at the trade fair will be:

- Jeroen van Baren (psps)
- Monika Sanders (psps)
- Willem Drost (Enterprise solutions)
- Representatives from EZK
- Representatives from RVO

### January 2025 - until trade fair: general support

- Logistical details
- Prep programme details
- Questions on subsidy application (**Please note:** the organizing parties are **not** responsible for the timely submission of your subsidy application).
- Other general questions with regards to the trade show

### General support contact:

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## Your contacts



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