



NL Pavilion Hannover Messe 2025

31st of March – 4th 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 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.

We're thrilled to announce that this year's NL Pavilion will be located in the heart of innovation, Hall 8!

Why Hall 8?

Hall 8 combines convenience, connectivity, and charm, making it the ideal space for showcasing innovation and collaboration:

- ✓ **Prime Location:** Just steps from the East Entrance, Hall 8 ensures easy access for visitors and exhibitors, with seamless connections to nearby hotels and public transport via the Expo Bridge.
- ✓ **Versatile Space:** With 6,990 sqm of exhibit area, Hall 8 is the perfect venue for the NL Pavilion, which will prominently feature its own island stand of 150 to 210 sqm, ensuring maximum visibility and impact.
- ✓ **Modern Amenities:** Featuring large entry gates, state-of-the-art facilities, and direct access to Halls 7 and 9, Hall 8 offers everything needed for a successful trade show.

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 the successful layouts used in Hall 8 in the past few years and other trade shows such as CES, our pavilion will incorporate dynamic NL branding and an innovative look and feel. This will be possible next year since we are doing a joint pavilion and therefore are not bound to the regulations of the Startup Area and their standard booth/stand construction style.
- ✓ **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!



* This is the concept idea of the individual booths (3 m²) at the pavilion, so the final design may vary slightly

START-UPS & SCALE-UPS

Your participation includes:

An individual space of approximately 3m² with standard furniture, including:

- ✓ 1 Panel wall with a graphic panel attached to it of H250 x W100 cm*
- ✓ 1 Cube table of H100 X W60*
- ✓ 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. Due to a change of stand construction, the exact measurements are subject to change.

Additionally you will receive:

- ✓ On-site assistance and support by the team of pspS & Willem Drost
- ✓ Your company will be featured in the #HM25NL mission booklet
- ✓ #HM25NL Social Media Toolkit
- ✓ A program booklet provided by pspS showcasing important side-events, network events and more.
- ✓ 1:1 coaching session with Willem Drost: get your pitch & messaging ready for #HM25
- ✓ Matchmaking with selected investors, companies, VCs, etc.
- ✓ Access to our preparation program to get you ready to go for Hannover Messe 2025 (more info can be found below)!
- ✓ Official delegation visits: pspS will work together with the Dutch Ministry of Foreign Affairs to once again 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 |
|--|------------------|-----------|
| Startups & Scaleups | 3 m ² | 4.990,00€ |
| 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. | | |
| It might be possible to get an additional 3m ² (double stand), but that can only be determined after we have a better idea of the amount of participants. In case you are interested in a double stand, please indicate that in the participation form. | | |

Hannover Messe 2025 Preparation Programme

| | |
|---------------|---|
| Orange | Sessions for EVERYONE (MKB + Startups & Scaleups) |
| Blue | Sessions for Startups & Scaleups ONLY |

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.

Date T.B.C. – Pitching

Pitching: how to prepare an elevator pitch, one minute and three minute pitch for Germany by Willem Drost:

- Brief introduction on the facts & figures of the Hannover Messe
- How to get your business proposition right, some examples
- How to introduce yourself to Germans (elevator pitch)
- How to do one-minute live pitch used for ex. online streaming

Date T.B.C. – Doing Business in Germany & VC Ecosystem

Doing business in Germany & Digital Roadshow Germany by the Embassy of the Kingdom of the Netherlands in Germany

- Are there differences in doing business within the different parts of Germany for start-/scaleups?
- German venture capitalists: how do they tick? What are they looking for?
- Learnings of a start-up with a German VC
- Tips & tricks from a German VC

Dates that are good to know

March 31st - April 4th 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:

Jeroen van Baren

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Accommodation for Hannover Messe

Please note that booking and costs for accommodations are at your own convenience. We highly recommend securing your accommodation for the Hannover Messe as early as possible. This event attracts attendees from all over the world, and hotels and other accommodations tend to fill up quickly.

Consider exploring options in nearby cities to expand your choices. Additionally, renting individual bedrooms or entire apartments through Airbnb can be a convenient and cost-effective alternative.

You can find available accommodations on Airbnb via [this link](#).

Your contacts



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