Your participation options for #HM27

We are back at HANNOVER MESSE for 2027. This year's joint NL Pavilion at HANNOVER MESSE will be featured in Hall 13.

The NL Pavilion is organised by FME, psps business abroad and Holland High Tech in collaboration with RVO and the Ministry of Economic Affairs and Climate Policy. Partners include: Dutch Ministry of Foreign Affairs and the NL Embassy network in Germany.

psps business abroad leads to growth

FME POWERED BY DUTCH TECHNOLOGY

NL Holland High Tech Global Challengers, Smart Solutions

Rijksdienst voor Ondernemend Nederland

Ministerie van Economische Zaken en Klimaat

HANNOVER MESSE is where innovation and business meet. For high-tech companies, it is the place to open up new markets and present their solutions directly to decision-makers and peers from international industry. More than 4,000 exhibitors active in Automation & Smart Manufacturing, Industrial Engineering & Supply, Digital Solutions, Industrial AI and dual-use technology form the core of this year's programme. **Are you one of them? Then join the NL Pavilion at HANNOVER MESSE 2027**, which this year focuses in particular on cognitive robotics, AI, machine building, Smart Industry and dual-use technology.

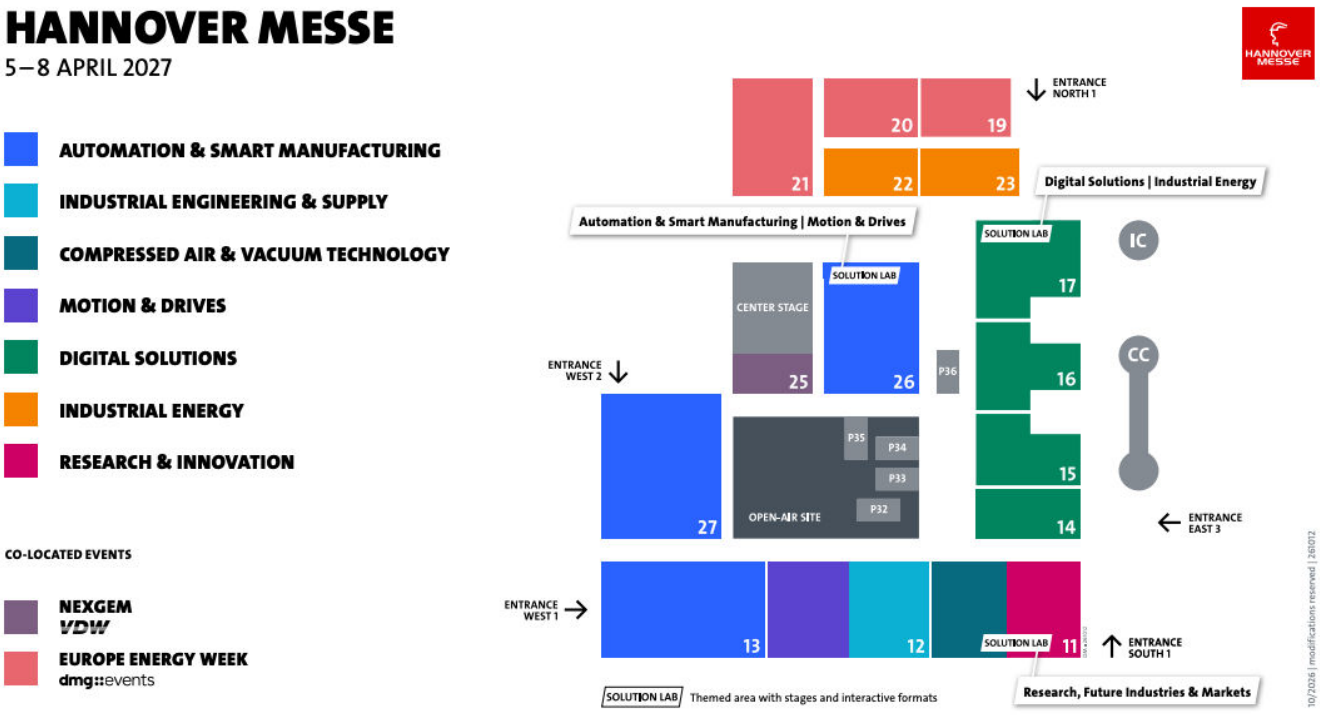
What's New for 2027?

Just like last year, we're unifying efforts to bring startups, scaleups, SME's and large-scale companies together in **one powerful NL Pavilion:**

- ✓ The Full Dutch Ecosystem: the combination of a variety of category of companies fosters collaboration, sparks innovation, and creates exciting opportunities for cross-sector partnerships.
- ✓ 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 SMEs can learn from each other, exchange ideas, and forge valuable connections.

Hall 13 is a high-traffic hall located directly next to the HANNOVER MESSE West Entrance. The NL Pavilion will be strategically located on the North-side of the hall, where hall 13 connects with hall 27.

Join us in **Hall 13** and showcase the best of NL innovation at **HANNOVER MESSE 2027**!



Changes for HANNOVER MESSE 2027

- ✓ No more 'laid-back' Fridays! A shorter, more focused four-day fair: Monday the 5th to Thursday the 8th of April 2027

- ✓ Two new events run alongside HANNOVER MESSE on the same fairgrounds: NexGeM (Next Generation Metalworking), on the digitalisation of machine tool building, and Europe Energy Week, on energy supply and infrastructure for European industry.
- ✓ The fair is organised into seven exhibition areas, from Automation & Smart Manufacturing to Industrial Energy and Research & Innovation. Dual-use is no longer a separate exhibition area, as the Defense Production Area was in 2026, but is part of the entire fair. Companies with defence or dual-use solutions exhibit within their main category and can indicate in the exhibitor catalogue that they supply solutions for defence applications. Visitors can use this to search for them directly.
- ✓ Industrial AI is one the central themes, with a focus on applying AI in existing plants and on the infrastructure behind it, such as data centres and their energy supply.
- ✓ Spain is the Partner Country, with a focus on electromobility, green hydrogen, renewable energy and its automotive and supplier industry.

1. Participation options

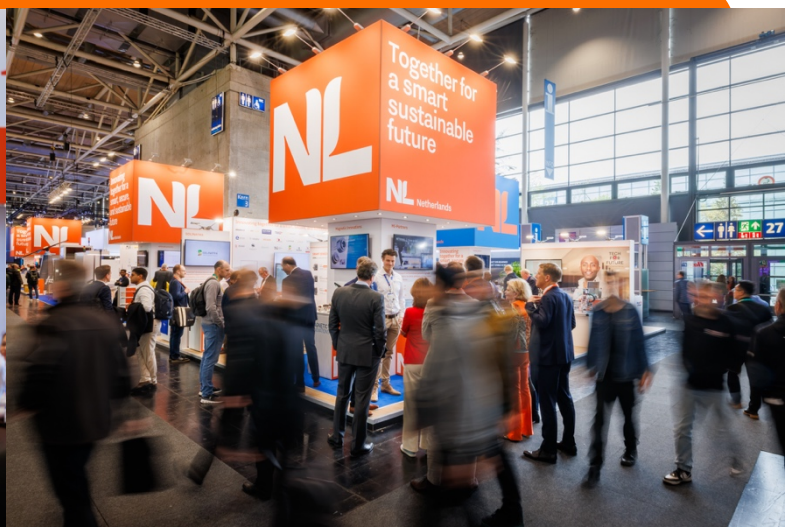
Your participation includes:

All packages include the standard 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 at own expense.

Packages	Size	Price*
Option 1	3 m^2	5.600,00€
Option 2	6 m^2	8.150,00€
Option 3	9 m^2	10.600,00€
*Pricing excluding VAT		



Additionally you will receive:

- ✓ On-site assistance and support by the team of psps and Willem Drost.
- ✓ Your company will be featured in the #HM27NL mission booklet
- ✓ A #HM27NL Social Media Toolkit

- ✓ A programme booklet provided showcasing important side-events, network events & more
- ✓ Coaching by Willem Drost to get your company profile and messaging tailored for #HM27NL. Upon request, 1:1 meetings can be arranged
- ✓ Collective 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: we will work together with the Dutch Ministry of Economic Affairs & Climate Policy to have an official delegation visit the NL Pavilion (T.B.D.).
- ✓ Networking reception at the NL Pavilion where we will invite companies from various German states, tech hubs & other relevant EU countries. In addition to our reception, each year we organise a matchmaking breakfast/lunch with countries such as Germany, Belgium, Canada & more.

2. HANNOVER MESSE 2027 Preparation Programme

Beginning of February 2027 - Date T.B.D. – 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 HM27profile?
- Where do I find information of interesting presentations or sessions taking place during the show?
- 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.

Mid February 2027 - Date T.B.D. – Pitching

Pitching by Willem Drost and Monika Sanders & LinkedIn outreach by Jeroen van Baren: how to prepare your pitch for Germany, and how to use LinkedIn to fill your agenda before the show opens.

- 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
- How to build a targeted leads list on LinkedIn & use the platform to get meetings lined-up for yourself in advance to the show

End of February / Beginning of March 2027 - Date T.B.D. – 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?
- Important clusters, networks & German 'Industry Culture' to consider
- German venture capitalists: how do they work? What are they looking for?
- Learnings of a start-up with a German VC

3. Accommodation for HANNOVER MESSE 2027

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. The HM27 attracts attendees from all over the world, and hotels and other accommodations tend to fill up quickly.** Consider exploring options in nearby cities and towns to expand your options. Additionally, renting individual bedrooms or entire apartments through Airbnb can be a convenient and cost-effective alternative.

4. Your contacts

For general inquiries about your participation, the trade show, logistical preparation or stand construction, please contact Jeroen van Baren of psps business abroad.

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