HANNOVER
YOUR CENTRAL BUSINESS LOCATION

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A high-performing economic hub in the heart of Europe with ideal infrastructure connections, a great variety of leisure activities and an affordable, yet high quality standard of residential properties combined with a unique proximity to nature - these are Hannover’s strengths.

THE TRADE FAIR AND CONFERENCE CITY OF HANNOVER SETS STANDARDS WORLDWIDE

Hannover has been renowned as a major global trade fair city for decades. Four of Germany’s five biggest trade fairs are held in the Lower Saxon city. With around 496,000 m² of halls and pavilions and 58,000 m² of open space, the world’s biggest exhibition grounds are among the most modern of their kind. There the world-renowned CeBIT will completely reinvent itself in 2018, taking place as a B2B event for the digital world. Furthermore, numerous leading trade fairs such as HANNOVER MESSE, DOMOTEX, LIGNA, IAA Commercial Vehicles, BIOTECHNICA, CeMAT and AGRITECHNICA reinforce Hannover’s international status as a driver of the economy.

QUICK ACCESSIBILITY, EXCELLENT TRANSPORT CONNECTIONS, CENTRAL LOCATION

The trade fair city is brilliantly accessible with all forms of transport thanks to Hannover Airport, the A2 and A7 motorways, the central bus station (ZOB) and Deutsche Bahn’s ICE rail network. Its central location in the European transport network makes the trade fair and conference city of Hannover especially attractive. Hannover central railway station provides direct access to every metropolitan area in Germany, while the A2 and A7 motorways give access to the important north/south and east/west connections. In general, visitors, exhibitors and event organisers benefit from fast, convenient and simple travel to and from Hannover.

UNUSUAL, STYLISH LOCATIONS

Professional and warm hosts throughout the city and region help make every type of event a success. Whether for a convention, conference, corporate function or large event, the Lower Saxon city offers diverse, excellent and unusual locations: from the unique event locations of the exhibition grounds to the Herrenhausen Palace and Hannover Adventure Zoo, to the Hannover Congress Centre! Participants and visitors of the trade fairs value the compactness of the inner city and the quick and easy accessibility of the locations. According to a survey carried out by leading event management platform Cvent, Hannover is one of the 25 best conference cities in Europe. Hannover also benefits from top-class cultural highlights and attractive leisure opportunities, all of which provide scope for unforgettable supporting programmes!

AT A GLANCE

- 4 OF THE 5 BIGGEST TRADE FAIRS IN GERMANY TAKE PLACE IN HANNOVER
- WORLD’S LARGEST TRADE FAIR GROUNDS
- HUB FOR EUROPEAN PEOPLE, GOODS AND TRADE
- WORLD-LEADING TRADE FAIRS: HANNOVER MESSE, CEBIT, IAA COMMERCIAL VEHICLES, AGRITECHNICA
- HANNOVERKONGRESS – FREE, ONE STOP CONFERENCE SERVICE

HANNOVERKONGRESS: SUPPORT FROM A SINGLE SOURCE

HannoverKongress is the point of contact for anything related to conferences and events in the Hannover city and region. The conference service of Hannover Marketing und Tourismus GmbH (HMTG) provides support with independent, individual advice and tailored solutions for organising successful events. As a further service, HannoverKongress helps you plan your social programme after the meetings. With the Hotel and Private Room Reservation Service, the City Trip Team and Tourist Information, HMTG also offers services which help you plan your journey to and stay in Hannover.
HANNOVER – MAJOR LOCATION FOR SCIENCES AND FURTHER EDUCATION

Four universities, one university of applied science and several renowned private academies make Hannover an attractive scientific centre with excellent research quality and a wide range of courses. With nearly 47,000 students and around 10,000 employees at universities and colleges, Hannover is one of Germany’s leading scientific centres. The courses are often practice-oriented with an eye to the future, which means that many students in Hannover also kick off their careers here. A very high value is placed on collaboration and the transfer between the economy, teaching and research in the Lower Saxon state capital.

DIVERSE OPPORTUNITIES FOR FURTHER EDUCATION AND QUALIFICATIONS

The Hannover region puts extra effort into boosting recruiting and securing skilled workers, two key elements of local economic development. In order to further increase and ensure the supply of skilled workers, the Hannover region combines the traditional economic development measures with employment-boosting measures and projects. In this vein, the new internet portal for skilled workers www.hannover.de/en/specialists is intended to contribute to the sustained development of skilled workers in the region. The extensive portal offers relevant, location-oriented information on further education, studying, establishing a business, careers and employment, dual study/work programmes and the talent pool.

hannoverimpuls, the economic development society of the state capital and region of Hannover, helps with various issues surrounding the set-up of new businesses and start-ups. The region and the Chamber of Crafts of Hannover, together with the Sparkasse and Hannoversche Volksbank banks, seek to optimise regional business succession with the help of RFolg.com. In the Nordstadt area of Hannover, the newly-founded co-working and maker space “Hafven” offers over 2,000 m² of office workspaces, meeting and workshop rooms, a FabLab as well as wood and metal workshops, providing plenty of space for self-employed people, start-ups, employees and their creative transfer of knowledge.

AT A GLANCE
- 47,000 STUDENTS
- STANDING OUT THROUGH THE FIELD OF MEDICINE
- WORLD-RENOVATED INSTITUTIONS
- TRANSFER OF KNOWLEDGE AND TECHNOLOGY BETWEEN RESEARCH AND THE ECONOMY
- FIRST-EVER PROOF OF GRAVITATIONAL WAVES AT ALBERT-EINSTEIN-INSTITUT HANNOVER

SPACE FOR INNOVATION:

With over 70,000 employees and around 3,600 companies, the healthcare industry plays a key role in the Hannover region as a driver of economic growth. The high rate of knowledge transfer between universities and business creates space for innovation. For example, Hannover’s research centres in the areas of production technology and laser technology are first class. The Hannover Centre for Production Technology (PZH) in Garbsen puts the motto “science and industry under one roof” into practice. Around 260 scientists work together here with partners from industry. The Laser Zentrum Hannover is another major driving force in attracting firms and industry-oriented training.
MADE IN HANNOVER: MAJOR BRANDS, STRONG ECONOMIC REGION

Home to innovative industries and a hub of services as well as national and international commerce, the Hannover region offers excellent future prospects. Mature and ever-growing economic structures, composed of classic sectors and groundbreaking sunrise industries, form the basis for these prospects. In terms of spending power, turnover and location, Hannover is among the most successful places in Germany for retail. When compared with the rest of Germany, the Hannover region stands out thanks to its ideal central location within Europe, its compactness, the excellent accessibility of all destinations in the city and its superb local transport system.

HEADQUARTERED IN HANNOVER

World-famous brands are intrinsically connected with the Hannover economic region: large companies and concerns such as Bahlsen, Continental, Johnson Controls, KIND Hörgeräte, Komatsu-Hanomag, Dirk Rossmann, MTU, Sennheiser, Solvay Deutschland and TUI are all based here. Volkswagen AG (Commercial Vehicles) is the biggest employer in the city with around 20,000 workers. In the area of robotics, Leibniz University offers a Masters course which exports practical knowledge and skilled workers to the automotive industry. Additionally, the latest developments in the industry are discussed at the annual robotics conference and at the regular “Robotation Academy” at the exhibition grounds.

FINANCIAL SERVICES: SECOND-STRONGEST KEY INDUSTRY

The city is one of the most important places in the German insurance industry. Large, prestigious insurers such as VGH, VHV and Concordia as well as the Talanx group with brands like Hannover Re and HDI are all based here. On top of this, an interdisciplinary Competence Centre for Insurance Science has been founded in the Lower Saxony state capital. Renowned financial service providers such as Swiss Life and Nord/LB have a presence in the Leine city with headquarters and subsidiaries. In total, the key industry of financial services provides a significant proportion of employment in the Hannover region (5.2%), with around 25,000 people employed by 830 businesses.

AT A GLANCE

- VOLKSWAGEN COMMERCIAL VEHICLES, CONTINENTAL, TUI – HANNOVER’S THREE BIGGEST COMPANIES
- INTERDISCIPLINARY COMPETENCE CENTRE FOR INSURANCE SCIENCE
- LIVELY START-UP SCENE
- ROBOTATION ACADEMY - GLOBALLY DISTINGUISHED ROBOTICS CENTRE
- HANNOVERIMPULS – YOUR PARTNER FOR BUSINESS DEVELOPMENT AND INVESTMENT

LIVELY START-UP SCENE

Financial support (services, loans and investment) for start-up establishments all over Lower Saxony is offered by NBank, which is based in Hannover and is the state’s business development bank. hannoverimpuls, the common economic development society of the city and region of Hannover, helps with issues surrounding self-employment and start-ups. The “Establishment and Entrepreneurship” department is the main drop-in centre and provides seminars, advice and events. There is also a wide variety of other services offered for start-ups in Hannover, such as idea contests, rent-free offices and work spaces, founder networks, start-up centres, co-working spaces and special start-up events.
HANNOVER: WIDE AWAKE DAY AND NIGHT

6:10: arrival at Hannover Airport. In the city centre in just 17 minutes: Central Railway Station. An amble across Kröpcke Square, the central, traditional meeting point with the historic Kröpcke Clock. Then on to the indoor market. The “Stomach of Hannover” is a good place for a delicious breakfast with a view of the Old Town Hall in red brick North German Gothic style. Freshly invigorated, stroll along on the Am Hohen Ufer street at the Leine through the old town flea market (the oldest in Germany, taking place every Saturday).

Top attractions and street art at every turn can be experienced by those who follow Hannover’s Red Thread. Perhaps quickly pick up a souvenir or have a look in a boutique, then onto the neoclassical Leinschloss palace, past the Lower Saxon State Parliament and to the New Town Hall. A ride on the parabola lift up to the viewing platform of the town hall dome is unique within Europe and an absolute must.

Back down on the ground, the popular hop-on hop-off double-decker bus offers a convenient way of discovering the city. It sets course for the Herrenhausen Gardens, the most popular attraction in Hannover. Finally, you can also indulge your palate in the gardens. Hannover is famous for its green areas and many parks. For example, the Baroque garden is directly bordered by the Georgengarten, the grand Herrenhäuser Allee with over 1,200 Linden trees and the Welfen Garden. The latter is home to the impressive Welfenschloss, which now houses Leibniz University Hannover.

Directly behind the university, visitors can reach the Nordstadt. Whether at Christuskirche church, on Engelbosteler Damm or elsewhere: in this area of the city you can shop in boutiques or drink coffee in a coffee roasters’ to your heart’s desire.

Afternoon. Fit again. Time for more culture. On the “Silver Arrow”, Hannover’s tram network, you can get back to the city centre within a few minutes. Near the Maschpark, the Hannover Sprengel Museum welcomes visitors to major international art collections and special exhibitions. Freshly inspired and full of new ideas, the best option now is to head to Lake Maschsee directly opposite. Walking contentedly under the Linden trees along Rudolf-von-Bennigsen-Ufer, you can enjoy a view of sailing boats, passenger boats and picturesque reflections in the water. Whether at a bar, beer garden, boat house or restaurant, the evening is the perfect time to stop for a bite to eat and enjoy a view of maritime flair on the lake.

Those who still have enough energy can walk to the hip neighbourhood of Linden and to Limmerstraße, where real life is vibrant: pubs, kiosks and bars are on every corner. Sample local specialities such as Hannover Gin or Lüttje Lage. Those who have an extra day should go to the Hannover holiday region and discover Steinhuder Meer or Marienburg Castle or hike in the Deister mountains.
DAYS FOR YOUR DIARY 2018

MAJOR TRADE FAIRS

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<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Domotex</td>
<td>January 12 - 15</td>
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| Hannover Messe | CeMAT          | April 23 - 27
| CeBIT               | June 11 - 15   |
| IAA Commercial Vehicles | September 20 - 27 |
| EuroBLECH           | October 23 - 26|
| EuroTIER            | November 13 - 16|

MAJOR EVENTS

<table>
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<tr>
<th>Event</th>
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<tr>
<td>Masala World Beat Festival</td>
<td>May 25 - June 3</td>
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<tr>
<td>International Firework Competition</td>
<td>May 26 / June 9 / August 18 / September 1 &amp; 15</td>
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<tr>
<td>Fête de la Musique</td>
<td>June 21</td>
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<td>Marksman’s Funfair</td>
<td>June 29 - July 8</td>
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<td>Maschsee Lake Festival</td>
<td>August 1 - 19</td>
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<tr>
<td>Christmas Markets</td>
<td>November 28 - December 22</td>
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AT YOUR SERVICE

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