



# Start-up & Innovation Square Hannover Messe

24–28 April 2017

- ✓ Confrontation with the international market
- ✓ Presenting as an innovator
- ✓ Highly valuable contacts
- ✓ Low participation fees
- ✓ For start-ups, engineering and development partners and facilitators

Pioneers in international business

For start-ups, engineering and development partners and facilitators

# Promoting start-ups & innovations

International markets are extremely interesting for innovative companies which are just spreading their wings. To get you off to a good start, both internationally and in Germany, NEVAT-FME, Metaalunie, Brainport Industries, Mikrocentrum and Holland Innovative will be setting up the Innovation Square for the presentation of innovations and start-ups at the Hannover Messe from 24-28 April 2017.

## Start-ups

Exposure is a must for innovative start-ups, because doing business entails far more than just having a good idea. At the Innovation Square at the Hannover Messe, the focus will be on innovations and start-ups and they will be able to enter into dialogues with other entrepreneurs and business professionals from all over the world. In this way, they will be able to assess which countries or which sectors will be receptive to their specific innovation. Potential partners, suppliers and customers will visit the Innovation Square during this highly regarded, international trade fair.

## Engineering and developers

There is also place for engineering companies and developers at the Innovation Square. They will be able to show what they have to offer and, perhaps in conjunction with a start-up with whom they have worked previously, can pursue commissions from other innovators that need engineering or design capacity.



## Supporters

Organisations that support innovations, strengthen or provide services to start-ups, such as knowledge institutions, research institutions, financiers and network organisations are also more than welcome to take their place on the Innovation Square.

***“At the Hannover Messe, we received a lot of attention from international multinationals that normally would not be easy to contact.”***

Joep van Cranenbroek, Flora Fluids

## Joining forces

The Innovation Square means joining forces. Together, the innovations and start-ups will attract visitors who may otherwise simply walk past a small stand. It is a unique opportunity to establish, in an affordable manner, high-quality, international contacts who will be able to help your company move ahead.

## Specifics

The Innovation Square covers an area of 100m<sup>2</sup> of exhibition space in Hall 4, the location for system suppliers and industrial supply.

There will be about 20 stands for start-ups, 10 for facilitators, and 10 for engineering and development companies.

There will be one common lounge for the entire collective and coffee corners will also be set up in various places.

Start-ups will receive 4m<sup>2</sup> of stand space for € 2,400 per company (including service costs € 50/m<sup>2</sup>). All prices stated are exclusive of VAT.

The Innovation Square stand will be centrally designed and is included in the price.

## Our question to you

If you have innovations that you would like to present, then please apply at [www.dutchindustrialsupply.nl](http://www.dutchindustrialsupply.nl).

For any further questions about the Start-up & Innovation Square, please get in touch via [info@dutchindustrialsupply.nl](mailto:info@dutchindustrialsupply.nl) or with Hans Meeske from Holland Innovative, [hans.meeske@holland-innovative.nl](mailto:hans.meeske@holland-innovative.nl)

