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| Press Release |

**Chinese subsidiary of Deutsche Messe signs cooperation agreement to run “Internet plus Expo” IT show in Foshan**

**Hannover/Foshan**. As part of its ongoing drive to expand its portfolio of digital business shows, Deutsche Messe has become an official co-organizer of “Internet plus Expo”, a major digital economy trade show staged in southern China.

The company’s Chinese subsidiary Hannover Milano Fairs Shanghai Ltd. has signed a three-year cooperation agreement to this effect with the Shunde District People’s Government. The event will from now on be known as “Internet+ powered by CEBIT” – signaling that one of Deutsche Messe’s main contributions to the venture is to leverage its extensive expertise as the organizer of the CEBIT show in Hannover for the benefit of the Chinese market.

Hannover Milano Fairs and the Shunde District People’s Government will partner closely to develop and internationalize Internet+ powered by CEBIT. The idea is that international providers and users of digital technologies will be able to use the show to gain a comprehensive market overview. Deutsche Messe will use its extensive international CEBIT network to enhance the scale and quality of Internet+ powered by CEBIT in order to create a first-class expo platform.

“The People’s Republic of China is one of the most important markets for digitization technologies, characterized by dynamic growth and a rapidly growing cohort of major global players. Foshan is an engine of economic development in southern China, with a strong focus on IT. We are therefore delighted at the addition of Internet+ powered by CEBIT to our international “ICT & Digital Business” event portfolio and the resulting opportunities for our internationally focused customers,” commented Marius Felzmann, CEBIT Senior Vice President at Deutsche Messe.

Digitization is progressing rapidly in China, particularly in the areas of industrial Internet, eCommerce and internet finance. Against this background, Internet+ powered by CEBIT, which has been held twice before, will in the coming years concentrate on the vitally important themes of Internet security, broadband expansion in China, innovative IT applications, and Industry 4.0.

The 3rd Internet Plus Expo, now under the name of “Internet+ powered by CEBIT”, will be held from 12 to 15 October 2017 at the Guangdong (Tanzhou) International Convention and Exhibition Center, which is located in the Shunde District of the city of Foshan. The show will feature themed pavilions on “Intelligent Manufacturing”, “Internet Plus Frontier Technologies”, “Smart City”, “Internet Plus Finance”, “E-Commerce”, “Innovation and Entrepreneurship”, and “Smart Home & Life”. There will also be exhibition areas dedicated to virtual reality technologies and drones. This year’s show is expected to attract some 650 exhibitors and occupy a total display area of 45,000 square meters (484,000 sq. ft.). The whole package will be rounded out by an attractive lineup of forums, workshops and networking events.

Internet+ powered by CEBIT is organized by Hannover Milano Fairs Shanghai Ltd. in association with Guangdong Provincial Committee of China Council for the Promotion of International Trade, Foshan Municipal Committee of China Council for the Promotion of International Trade, Shunde District People’s Government and Bureau of China International SME Fair.

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