



# ) Expand your Business to Hannover in Europe!

Solutions and Services for your Company's Success

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Promoting business  
Mobilising capabilities  
Securing the future

## ) Hannover - Economic Metropolis in the Heart of Europe



# welcome

### Hannover: Where Economic Power and Quality of Life come together

Hannover has plenty to offer: highest quality of life and an excellent environment for the daily work. Renowned universities, international trade fairs. Strong high-tech industries. Around 1.2 million people live in one of the state-of-the-art locations in Germany. An ideal place for research, development and production, right in the heart of Europe.

Almost every way leads to or through Hannover, because it is the traffic hub of the traditional North European north-south and east-west connections. Within a distance of 500 km a third of the EU population can be reached - that is around 130 million people. Whether international airport, high-speed trains, motorways: Hannover offers optimal conditions for logistics, sales and good business on short (travel) ways.

#### Important key figures of the location Hannover Region:

- Central location in the heart of Europe - traffic connections by land, sea and air.
- 1.2 million inhabitants
- The region generates 1/5 of the Lower Saxon gross national product
- One of the most pro-business locations in Germany\*
- First class international trade fair site: CeBIT, Hannover Messe (i. e. industrial trade fair), BIOTECHNICA, IAA Commercial Vehicles and many others
- Modern industrial location and service metropolis
- Strong scientific location: 36,000 students, 10,000 employees
- Marked research landscape with close connection to business
- Highly qualified specialist personnel
- Attractive rent and purchase prices for commercial property
- Good living costs
- High quality of life and many leisure activities

\*Study "Städtebarometer" (i.e. City barometer) by Ernst & Young, June 2008, [www.staedtebarometer.de](http://www.staedtebarometer.de)

### The Right Impulses for the Location Hannover

hannoverimpuls is the joint business development company from the city and region of Hannover. Promoting and supporting the start-up, growth and relocation of companies in our region as well as generating jobs - that is our task and our daily challenge. On national and international level, on trade fairs and by targeted start-up and relocation initiatives, hannoverimpuls creates awareness of the economic advantages of the location Hannover and the surrounding region.

hannoverimpuls focusses on six key industries identified in the economic region of Hannover as having particularly sustainable growth potential: in the areas Automotive, Energy Solutions, Information and Communications Technology, Life Sciences, Optical Technologies and Production Engineering, Hannover Region offers by excellent competency networks of companies and scientific facilities first class sector-specific advantages of the location. Selected projects in our key industries should encourage companies to locate to the region and thus profit from the close cooperation between science and industry.

The target is to enable a continuous development of the existing competencies and resources in the key industries in terms of further cluster development and to generate sustainable growth.

Here, hannoverimpuls works closely with partners from business, associations, politics and administration.

**You would like to start  
something going?  
Come to Hannover!**

## ) High-Potentials: Six Industries in the Focus

### Six Technology Industries with Excellent Growth Potential

In Hannover, especially six technology industries are in the focus which carry particularly sustainable growth and great innovation and job potential for the region. These industries notably offer companies from other countries multiple possibilities for growth. Come to Hannover - and grow with us!

#### Automotive

- ) Top 5 location of the German automotive industry with more than 30,000 jobs
- ) Production location for Volkswagen Nutzfahrzeuge (i.e. utility vehicles)
- ) Location of IAA utility vehicles: leading trade fair for the automotive industry
- ) Qualified specialists: training of around 800 young engineers and scientists per year by 30 scientific institutes with relation to automotive

#### Energy solutions

- ) Around 250 companies with over 3,000 employees
- ) Over 20 scientific institutes and research facilities
- ) Industry know-how especially in wind power, solar energy, geothermics, combined heat and power, biomass, constructional engineering
- ) Leading trade fair "Energy"

#### Information and Communications Technology

- ) Over 1,200 Information and Communications companies with 23,000 employees
- ) Scientific know-how from 25 institutes and research facilities
- ) IT world leading trade fair CeBIT is the main international IT meeting place

#### Life Sciences

- ) Around 150 companies with 4,200 employees
- ) Optimal conditions and infrastructure for research and development, for example, in the "Medical Park Hannover"
- ) Medizinische Hochschule Hannover (i.e. Hannover Medical School): one of the leading medical universities in Europe
- ) International top positions in the fields of infection research, clinical research, regenerative medicine and biomedical technology
- ) International leading trade fair BIOTECHNICA

#### Optical Technologies

- ) Location of the global market leader in automatic inspection and x-ray technology
- ) The home of the Germany-wide industry umbrella organisation, the "OptecNet Deutschland e.V." and the Lower Saxony competency centre for optical technologies, "PhotonicNet"
- ) Definitive competence in the complete field of laser technology through the "Laser Zentrum Hannover e.V." (LZH), one of the oldest and leading research institutes on national and international level

#### Production Engineering

- ) More than 300 companies with more than 10,000 employees, of which 40 percent have their focus on mechanical engineering and construction
- ) Excellent research capacities in production technologies: from micro-system technology through to new materials right up to high performance cutting and moulding technologies
- ) Direct cooperation of science and industry in the "Produktionstechnisches Zentrum Hannover" (PZH) (i. e. Hannover Production Engineering Centre)
- ) Hannover Messe - the most significant industrial technology fair in the world

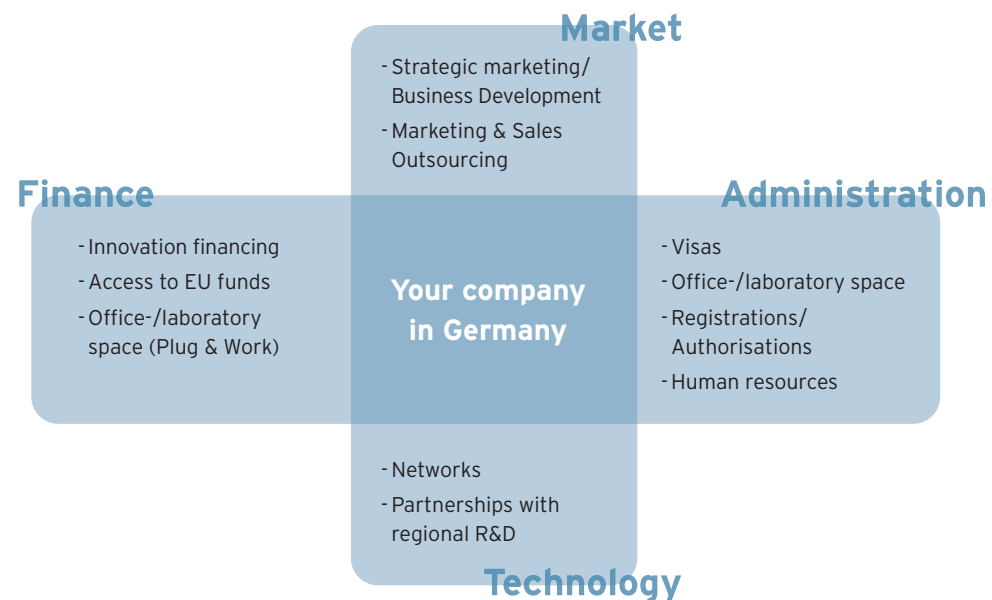
### Hannover Region: Internationally First Class

The success of a region is closely connected with the success stories of the local companies - and vice versa. Our biggest companies are also successful on the international level and export products, services and ideas "Made in Hannover" all over the world. Discover some of our global players and let your successes in Hannover Region become reality.

- **AWD GmbH**, Financial services ■ **Continental AG**, Tyres and automotive supplier ■ **Deutsche Messe AG**, Trade fair service provider ■ **Hörgeräte Kind GmbH & Co. KG**, Hearing aids and acoustic devices
- **Johnson Controls System & Service GmbH**, Accumulators and batteries ■ **Komatsu Deutschland**, Construction equipment manufacturer ■ **Konica Minolta Business Solutions Deutschland GmbH**, Printing and copying systems ■ **Pelikan Vertriebs GmbH & Co. KG**, Paper, office ware and stationary ■ **Rossmann**, Chemist's ■ **Sennheiser electronic GmbH & Co. KG**, Electro-acoustic equipment ■ **Solvay GmbH**, Chemistry ■ **Talanx**, Insurance ■ **TUI AG**, Tourism ■ **VW Nutzfahrzeuge**, Car manufacturer
- **WABCO Fahrzeugsysteme GmbH**, Braking systems

# ) Our Offer for your Successful Expansion to Hannover

In order to support expansion projects of companies, hannoverimpuls offers a range of attractive services. Our target: Avoid risks upon entry to the market from the start and support our customers optimally, individually and unbureaucratically. To put it another way: our job consists in simplifying your way to a successful business establishment in Hannover as much as possible.



## Assistance for your expansion to Hannover

hannoverimpuls offers companies a comprehensive support through all phases of the expansion process. The relocation- and start-up competition "Plug & Work" supplies assistance by rent-free office- and working space as well as individual support in order to establish quickly and uncomplicatedly in Hannover Region, whereas the consultancy offer ProMAP aims at an optimal preparation already before entry to the market. The relocation support is completed by an offer for optimising sales and marketing processes, GeMS.



### ProMAP - Product Market Analysis and Placement

The basis of successful expansion is comprehensive and careful strategic planning. Offering substantial assistance to small and medium sized companies by market investigation and product analysis is ProMAP's goal. Together with specialists and decision-makers in the company a business strategy is developed to form a solid foundation for the subsequent implementation.



### GeMS - German Marketing & Sales Solutions

GeMS offers foreign high-tech companies support in the operational implementation of their marketing and sales activities in the German market by outsourcing to sales professionals. The activities can range from small-scale sales activities, determining important key customers, setting up an in-house distribution department right up to long-term sales partnership.



### Plug & Work

The start-up and relocation competition offers ideal preconditions for a successful entry to the market in Hannover and the region: rent-free office and working spaces, strategic coaching, intensive networking and many extras are given out for innovative business concepts from the hannoverimpuls key industries.

## India, Russia and Turkey in Focus

India, Russia and Turkey are particularly attractive economic regions and play an important role in the international strategy of Hannover and hannoverimpuls; and especially important countries require special measures. For this reason, hannoverimpuls has initiated together with several partners regional centres for these three countries. These centres offer numerous target-oriented services for a quick, competent and unbureaucratic handling of your company's start in Hannover - whilst taking always into account the special country-specific aspects and requirements.

## The Regional Centres of hannoverimpuls

The "Deutsch-Russisches Zentrum für Technologietransfer" DRZT (i.e. Russo-German Centre for Technology Transfer), the "Deutsch-Türkisches Wirtschaftsforum" DTWF (i.e. German-Turkish Economics Forum) and the "German-Indian Business Center" GIBC are the first point of contact for companies from Russia, Turkey and India who want to locate to Hannover Region. As unique business development facilities in Germany, the centres initiate and realize projects promoting the cooperation between the countries in science and research. Furthermore, they support German and national companies in their innovation projects, in technology transfer as well as in development and relocation in the respective market. The comprehensive services of the regional centres assist companies in all phases of business development: From marketing- and sales consultancy right up to recruiting qualified staff.



Deutsch-Russisches Zentrum für Technologietransfer e.V. (DRZT)



Deutsch-Türkisches Wirtschaftsforum (DTWF)



German-Indian Business Center (GIBC)

