

Exports & FDI in Arizona: Creating U.S. Jobs

A Presentation for MAG EDC

January 5, 2016

Phoenix, Arizona



Agenda

- Overview of the US Commercial Service
- Current #1 Priority Event – Hannover Fair
- AZ DEC Update

U.S. Commercial Service

The U.S. Commercial Service is part of the U.S. Department of Commerce, an agency of the United States government.

Our three priorities:

- To increase the number of U.S. exporters of goods and services
- To help smaller companies expand into new markets
- To help exporters overcome hurdles in foreign markets

Working with AZ Towns & Cities

Partnering with your ED Team to:

- Develop an international strategy focusing on increased exports and FDI
- Connect companies in your communities to global opportunities
- Help you tell your story
 - [Gilbert Businesses Win Big in 2015](#)

HANNOVER FAIR 2016

PARTNER COUNTRY – UNITED STATES



April 25-29, 2016
Hannover, Germany



The world's LARGEST TRADE SHOW FOR INDUSTRIAL GOODS & TECHNOLOGY

The United States will be the Partner Country at the 2016 Hannover Fair!

<http://trade.gov/events/hannovermesse/>

The whole world meets in Hannover

200,000

visitors per year

30%

from abroad

Positive response
among the visitors

68%

are planning to
return

5.5 million business contacts in 5 days

6,500 exhibitors from 70 countries

150 business delegations from across
the globe

2,500 journalists
from 42 countries

16 Halls & Pavilions
(5.3 million sq. ft.)

Strong interest in
specialized topics

95%

trade visitors

Top decision-makers

68%

decision-makers
(determining or advisory role)

EXHIBITION HALLS

16 Total Halls

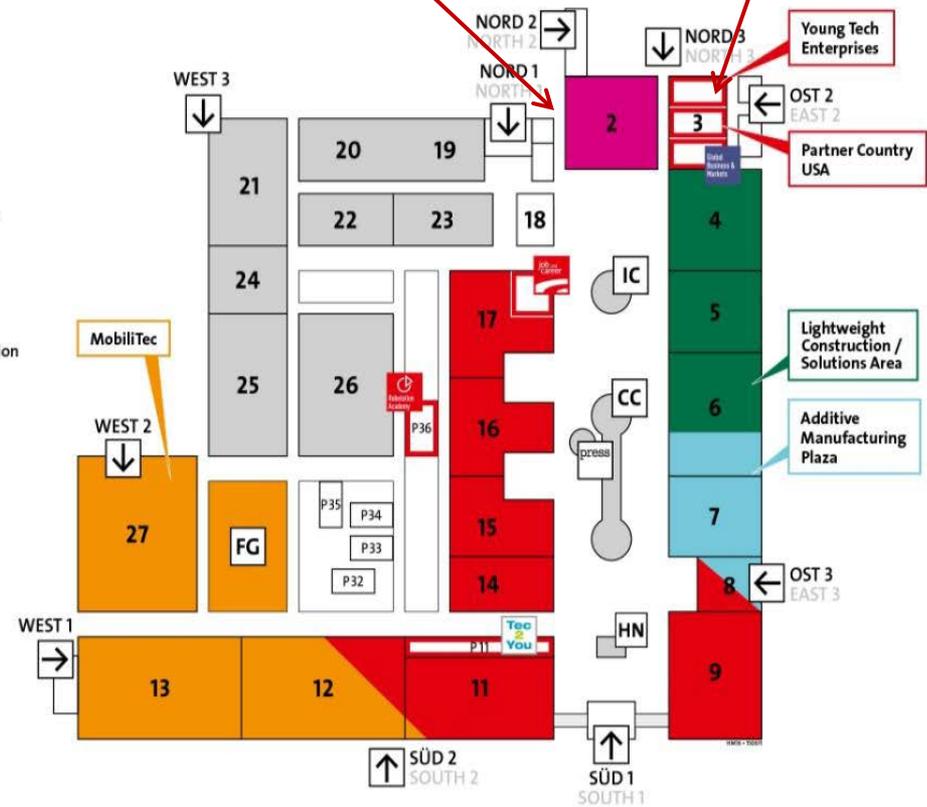
7 U.S. Industry Pavilions and a National Investment Pavilion

SME Exhibitors in the Industry Pavilions. EDOs in the National Investment Pavilion

- **Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT**
Halls 8, 9, 11, 12, 14-17
- **Energy**
Leading Trade Fair for integrated energy systems and mobility
Halls 11-13, 27, FG
- **Digital Factory**
Leading Trade Fair for Integrated Processes and IT Solutions
Halls 6, 7, 8
- **Industrial Supply**
Leading Trade Fair for Industrial Subcontracting and Lightweight Construction
Halls 4-6
- **Research & Technology**
Leading Trade Fair for Research, Development and Technology Transfer
Halls 2, 3

The Research & Technology Hall is for Colleges/Universities, Research Labs, Start-ups, etc.

Partner Country USA is located in Hall 3



U.S. Investment Pavilion & 7 Industry PAVILIONS

U.S. Investment

- 50 U.S. EDOs
- Room for Related Organizations (Chambers, Service Providers)
- **Exhibitor booths start at \$9,510 (4 options)**
- [Learn More](#)

Instrumentation, Sensors and Controls

- Safety and Security Technology
- Smart Factory Components
- Microelectronics and hybrid technology
- **Exhibitor booths (for all 7 Pavilions) start at \$7,560**
- [Learn More](#)

Process and Production Automation

- Assembly/ machine construction
- Automated engineering
- Motor components
- Ventilators and fans for electrical devices
- [Learn More](#)

Industrial Supply

- Steel & non-ferrous materials
- Cable and wire equipment
- Fastener systems
- Lightweight construction products
- [Learn More](#)

Energy

- Smart Grids
- Environmental Tech
- Power Systems
- Pipeline Tech
- [Learn More](#)

Research & Technology

- Start-up Companies
- R&D Labs
- Universities
- Life Science and Nano Tech
- [Learn More](#)

Automation Technology and IT

- 3D Printing
- Industry Software and Engineering
- Open Source data associations
- Software solutions
- [Learn More](#)

MobiliTec

- Alternative Fuel
- Hybrid drive tech
- Technical publications
- [Learn More](#)

A great opportunity for Economic Development Organizations, U.S. Companies, Academia, plus Research & Technology Organizations

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Meet Our Experts



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Manufacturers Welcome President Obama's Decision to Attend Hannover Messe 2016

by [Jennifer Drogus](#) [[email](#)]

December 31, 2015

Washington, D.C., December 31, 2015 – National Association of Manufacturers (NAM) President and CEO Jay Timmons issued the following statement after the announcement that President Obama will attend Hannover Messe, the world's largest industrial trade show, in April 2016:

"Manufacturers applaud President Obama's decision to attend the largest innovation conference on the globe—to lend his voice and presence to the great story we're telling of the innovation revolution of manufacturing in the United States. We are excited about showcasing our innovation leadership to the rest of the world and advancing transatlantic trade at Hannover Messe. Understanding the importance of this annual event, the NAM has bolstered our involvement each of the past two years. The NAM is proud to partner with the U.S. Department of Commerce and the many German manufacturers who have made significant investments in American manufacturing, to take U.S. participation at Hannover Messe to the next level and to promote manufacturers' abilities to transform the world."

Learn more about how Hannover Messe provides manufacturers the opportunity to showcase their latest innovations and quality products by [clicking here](#).

-NAM-

AZ DEC Update

- Scope & Mission
- Change of Leadership
- 10 New Members
- On the Horizon in 2016
- www.exportaz.org



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