

## HANNOVER MESSE 2006

HANNOVER MESSE represents an amalgamation of ten leading international flagship shows and presents the interaction and integration of different industrial technologies "live," at a single venue. It remains one of the world's leading tradeshow for industrial technology and opened its doors to the world from 24<sup>th</sup> to 28<sup>th</sup> April 2006 in Hannover, Germany.

Pakistan after many years' efforts made its first participation last year by taking 35 companies for this prestigious fair but this year participation was huge as 58 companies from Pakistan displayed their technologies and many developed business matchmaking with internationally renowned companies.

### EDB'S ROLE IN ORGANIZING PAKISTAN'S PARTICIPATION IN HANNOVER MESSE06



Engineering Development Board being the key to participation of Pakistan in Hannover Messe 06, made it all possible by having in-depth knowledge and expertise over engineering sub-sectors and their dynamics, sectors having potential of integrating with global supply chain, star performers in each sub-sector, potential customers and marketing needs of engineering industry. Furthermore EDB has developed networking with International Industrial Association, Foreign Machinery

Manufacturers Association and Chamber of Commerce etc

Pakistan's largest ever presence in three different technology halls (4, 11 and 12) under the platform of EDB, marked the emergence of its rapidly growing engineering sector, whereas last year their presence was in one technology hall.

The number of exhibitors in these halls doubled from last year and fielded in three relevant technology categories for maximum exposure

<b>Subcontracting</b>	<b>46 companies</b>
<b>Factory Automation</b>	<b>4 companies</b>
<b>Energy - Power x'mission</b>	<b>8 companies</b>

#### • SUBCONTRACTING (Hall 4):

##### **Scope**

Cast and machined parts, forged and machined parts, sheet metal work

### **Business Areas / Industry to Benefit**

Precision components manufacturing, automotive parts/components, dies and molds, pressure vessels, process equipment, steel structures, CNG dispensers, LPG Bowzers, plastic blow and injection molding parts, CAD/CAM/CAE, ceramic products, refractories, domestic appliances, optical fibre etc



### • **FACTORY AUTOMATION (Hall 11):**

#### **Scope**

Engineering designs, solutions and services

### **Areas of Industry to Benefit**

Industrial buildings automation and integration, designing, system engineering, electronic controls and power networking solutions etc.



### • **ENERGY - POWER TRANSMISSION:**

#### **Scope**

Power transmission equipment, pole-line hardware

#### **Areas of Industry to Benefit**

Insulators, capacitors, energy meters, lightning arrestors, fuse cutouts and switches, small light forging parts for transmission towers like nuts, bolts, washers, connectors, clamps, diesel generating sets, switchgears

### **EXPECTED EXPORT ORDERS FROM PARTICIPATION IN HANNOVER MESSE:**

Preliminary feedback from exhibitors was taken soon after the exhibition ended that revealed; almost all companies received overwhelming trade leads, some companies were contacted at average by over **20 to 25** potential customers, if all the serious trade enquiries materialize during the current year, a jump of **US\$ 250** in engineering goods and services export is envisaged by 2007.

### **MINISTER'S VISIT TO HANNOVER:**

Mr. Jehangir Tareen, Minister of Industries, Production and Special Initiatives made a 2 days visit to the trade fair.

On his first day of visit, he spent a quality time in Pakistan Pavilion -technology hall 4 (subcontracting hall comprising of 46 Pak companies).

➤ **FINDLAY PUBLICATIONS UK**

The Minister had an extensive meeting with Mr. Tom Shelley, Group Technical Editor, Findlay Publications UK. They are running an internationally successful and renowned magazine called **Eureka** that deals in Innovative engineering design and applications. Mr. Shelley explained his intentions of motivating the UK engineering companies to invest in Pakistan. Mr. Imtiaz Rastgar, CEO and vice Chairman EDB also participated in the meeting .It was decided that EDB would utilize the database of Eureka for developing business contacts with companies in the UK (focus on East Midlands where biggest concentration of customers for Pakistan would be found).These companies would also be invited to Trade Fairs being organized by EDB ( both national and international).Ideas were shared on building a strategy to develop a network of 50 Pakistan champion companies with the companies from East Midlands. Furthermore Nottingham would be explored for second hand machinery equipment. Thus promoting Pakistan to be a subcontracting destination.

➤ **GERMAN FEDERATION OF INDUSTRIES (BDI):**

Mr. Jehangir Tareen met with Mr. Jurgen, President German Federation of Industries. Promoting economic relations between the two countries and strategies to focus on the development and growth of the engineering sector was discussed.

It was agreed upon that Investment Protection Treaty between Pakistan and Germany needs to be revised and updated as per international norms and standards to encourage bilateral agreements. Mr. Jurgen showed interest in investing in renewable energy sector (solar, wind) and transfer the technology to Pakistan.



➤ **VMO:**

Another important meeting of Mr. Jehangir Tareen was with Mr. Martin, President VMO. Both parties ensured a mutually supportive economic, commercial and business cooperation.

VMO has already signed a MOU with EDB in which a mutual agreement on supporting and publicizing each other through fairs, delegations, seminars etc was signed. VMO will contribute in identification of the potential areas of joint activities also in third markets and endeavor to identify projects that could be jointly undertaken.

In the meeting they agreed to coordinate with EDB for promotion of companies like SPEL and Thermosole for dies and molds manufacturing. Strongman and Medifur were introduced here to VMO.

The president of VMO built a business matchmaking of five Dutch industrial companies with Pakistani companies, e.g., SIMCON of Pakistan was introduced to HAWO, a Dutch company, R& D Engineers etc.

➤ **IDIADA:**

Development and implementation of regulatory framework for vehicles in Pakistan were one of the major issues discussed in the meeting. It was agreed that EDB would liaise with IDIADA.

➤ **KOBOLD:**

During Hannover Exhibition 2005, IAEL ( a local company) presented its Boiler Optimization Solution (iboiler). As a result of its huge acceptance and appreciation, IAEL has proudly announced their Joint Venture Agreement with KOBOLD Germany, one of the leading international instrumentation and engineering enterprises of Germany. This venture will commence in collaboration with Engineering Development Board of Pakistan.

Under the agreement, KOBOLD Group will be investing half a million Euros to introduce and market this solution in Germany and throughout Europe at large. It is evident that IAEL's products and services have been truly recognized as world class and of higher quality befitting the international standards of automation and engineering.

IAEL and KOBOLD Group jointly present:

**IBOILER**

- Robust and flexible solutions
- Reliable to different operation conditions
- Monitors boiler system efficiency
- Helps improve boiler performance



**Minister Tareen shakes hands with President KOBOLD, a German company which formed JV with Innovative Automation, a Pakistani company which will provide**



**Representatives of M/s Innovative Automation (Pvt) Limited making presentation to Minister Tareen about the software system the company has developed for M/s KOBOLD**

**FEEDBACK:**