



Join Global NY's Trade Mission to the Hannover Messe Trade Show

**APRIL 12-16, 2021
HANNOVER, GERMANY**

Global NY is Recruiting for the Hannover Messe Trade Show

Global NY is recruiting up to 9 NYS small businesses to participate in a trade mission to the April 2021 Hannover Messe Trade Show in Germany. Hannover Messe is the world's largest Trade Fair with more than 200,000 visitors from all over the world. Over 6,500 exhibitors from 70 countries will be showcasing innovative solutions, cutting-edge technology, and more than 500 new product launches. New York companies wishing to exhibit at CeMAT, the world-leading trade fair for intralogistics and supply chain management that will be co-located with Hannover Messe, may also apply for this opportunity. Product categories with U.S. Pavilions are:

- Automation, Motion & Drives
- Digital Ecosystems
- Logistics

Eligible companies can choose to be located in one of the USA pavilions listed above.

Information on the USA Pavilions for Hannover Messe 2021 is available [here](#). Booth packages are also available for exhibit spaces outside of the USA Pavilions. Information on the fair-packages is can be found at hannovermesse.com.

Application Deadlines and Details:

The deadline to apply for the Hannover Messe Trade Show is **Friday, December 18, 2020**. For eligible companies, Global NY's STEP grant can reimburse a significant portion of exhibit, travel and accommodation expenses. The STEP 7 application form is available [here](#). You also will be eligible to apply for Global NY's customized Export Marketing Assistance Service (EMAS) in Europe. The EMAS application form is available [here](#).

Global NY offers one-stop shopping to both local businesses that want to export globally – and to foreign businesses looking to invest in New York. One way we're helping small businesses export their products and services is by connecting them to the **State Trade Expansion Program (STEP)**. STEP funding is offered by the U.S. Small Business Administration (SBA) through Empire State Development (ESD) and supports a variety of export activities, including participation in foreign trade shows like Hannover Messe.

Is Your Business Eligible?

To be eligible for a **STEP grant**, you must meet SBA's business criteria. To find out more, contact Global NY directly to discuss the criteria and any questions you may have.

To find out more about the STEP Program:

global.ny.gov globalny@esd.ny.gov (212) 803-2300

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U.S. Small Business Administration



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