



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

**APRIL 23-27, 2018
HANNOVER, GERMANY**

Global NY is Recruiting for the Hannover Messe Trade Show

Global NY is recruiting up to 10 NYS small businesses to participate in a trade mission to the April 2018 Hannover Messe Trade Show in Germany. Targeted industries are:

- IAMD (Integrated Automation, Motion & Drives)
- Energy (Energy Systems and Mobility)
- Digital Factory (Integrated Processes and IT Solutions)
- Research and Technology (R&D and Technology Transfer)
- Industrial Supply (Innovative Subcontracting Solutions and Lightweight Construction)

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

Information on the USA Pavilions for Hannover Messe 2018 is available [here](#).

Hannover Messe is the world's largest Trade Fair with more than 225,000 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.

Application Deadlines and Details:

The deadline to apply for the Hannover Messe Trade Show is **February 28, 2018**. For eligible companies, Global NY's STEP grant can reimburse a significant portion of exhibit, travel and accommodation expenses. You also will be eligible to apply for Global NY's customized Export Marketing Assistance Service (EMAS) in Europe.

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. Ineligible businesses include law firms, non-profit organizations, retailers and educational institutions. Companies that act as intermediaries for others or are recruiting foreign investment are also ineligible.

To find out more about the STEP Program:

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



**Global
NY**