

12th German-Japanese Economic Forum • Wednesday, 25 April 2018 • Hannover, Germany

Decarbonization of Mobility - Hydrogen and Electric Transport Systems as Solutions?

Your participation options (see page 9 for details):

5 x Basic package	€ 1,900 each	Only packages incl. guided tour available
4 x Premium Partner	€ 4,200 each	Only 2 packages available
1 x Gold Partner	€ 7,000	Not longer be bookable
1 x Platinum Partner	€ 8,500	



Jointly organized by:



Deutsche Industrie- und
Handelskammer in Japan
在日ドイツ商工会議所



Deutsche Messe

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HANNOVER MESSE / CeMAT ■ 23 – 27 April 2018

Key data

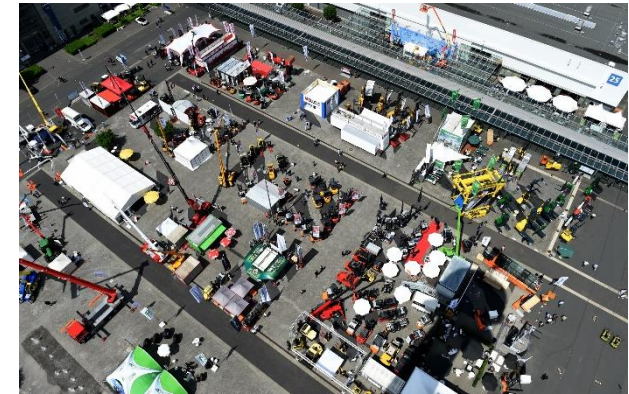


Lead theme HANNOVER MESSE 2018: Integrated Industry Connect & Collaborate

- The world's leading trade fair for industrial technology
- International economic policy platform No. 1 of the industry sector
- 2017: 4,790 exhibitors from 65 countries
2016: 5,068 exhibitors from 74 countries
- 2017: 225,000 visitors (32% international, 1,920 from Japan)
2016: 190,000 visitors (27% international, 980 from Japan)

HANNOVER MESSE Industry Trends 2018

- Industry 4.0
- Integrated Energy
- Predictive Maintenance
- Smart Supply
- Cobots
- Lightweight Construction
- Digital Twins
- Artificial Intelligence
- The Platform Economy



Highlights of Hall 27

- Partner Country Mexico (central pavilion)
- Joint pavilion Hydrogen + Fuel Cells + Batteries (150 exhibitors from 20 countries)
- Joint pavilion Electric Transportation Systems

CeMAT 2018 – Industry meets Logistics 4.0

- World leading trade fair for intralogistics & supply chain management (approx. 1,000 exhibitors from all over the world)

HANNOVER MESSE / CeMAT 2018

Exhibition grounds



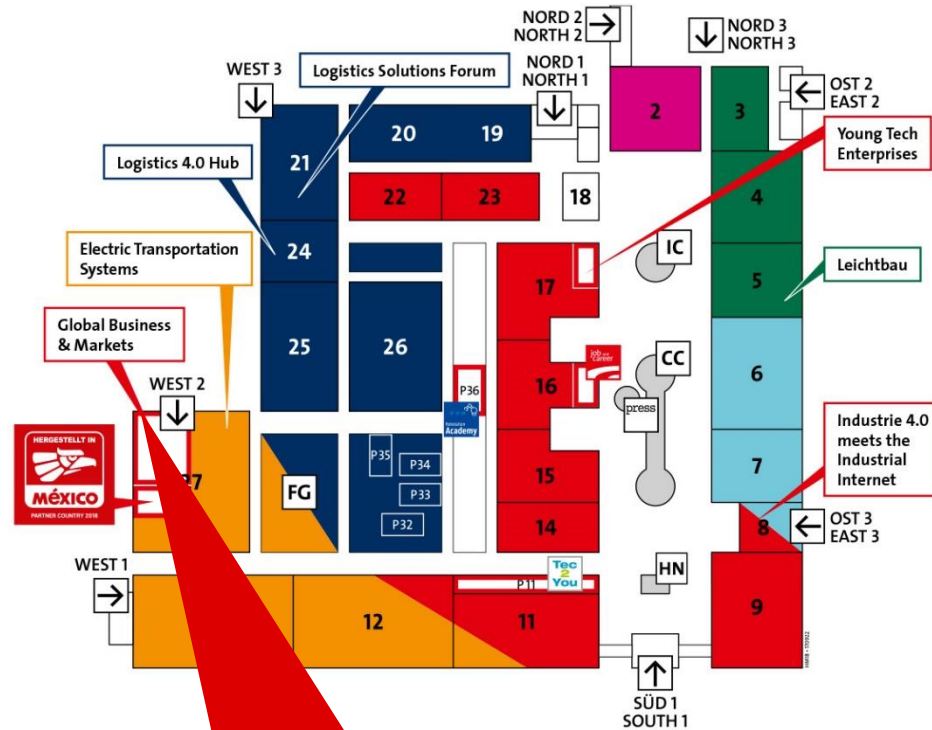
HANNOVER MESSE

- **Integrated Automation, Motion & Drives**
Internationale Leitmesse für integrierte Automation, Industrial IT, Antriebs- und Fluidtechnik
(Hallen 8, 9, 11, 12, 14–17, 22, 23)
- **Digital Factory**
Internationale Leitmesse für integrierte Prozesse und IT-Lösungen
(Hallen 6–8)
- **Energy**
Internationale Leitmesse für integrierte Energiesysteme und Mobilität
(Hallen 11–13, 27, FG)
- **Industrial Supply**
Internationale Leitmesse für innovative Zulieferlösungen und Leichtbau
(Hallen 3–5)
- **Research & Technology**
Internationale Leitmesse für Forschung, Entwicklung und Technologietransfer
(Halle 2)



CeMAT

- **World's leading trade show for intralogistics & supply chain management**
(Hallen 19–21, 24, 25, 26 FG, Pavillons 32–35)



12th German-Japanese Economic Forum
Hall 27, Business Forum 1

10/2017 • Änderungen vorbehalten • 171019



Deutsche Messe



12th German-Japanese Economic Forum

Decarbonization of Mobility - Hydrogen and Electric Transport Systems as solutions?

General information

Long-term decarbonization of the global economy is the stated objective of the Paris Climate Agreement, which has been ratified by both Japan and Germany. Hydrogen is one possible approach to this challenge, particularly in the transport sector, which accounts for about a fifth of both countries' CO₂ emissions. Electrification and digitization, too, have a part to play in helping to make mobility cleaner and more future-proof, especially in megacities. Strategies and technologies in these key areas will be discussed by experts from industry and government at the 12th German-Japanese Economic Forum, one of the main discussion and contact platforms for German and Japanese industry at HANNOVER MESSE.

It will be staged by Deutsche Messe in partnership with ECOS Consult and the German Chamber of Commerce and Industry in Japan.

As a lead-in to the forum, Deutsche Messe will be running special tours of HANNOVER MESSE for attendees. The tours will take in highlights in the key forum theme areas of hydrogen/fuel cells, electric transport systems and digitization of mobility.

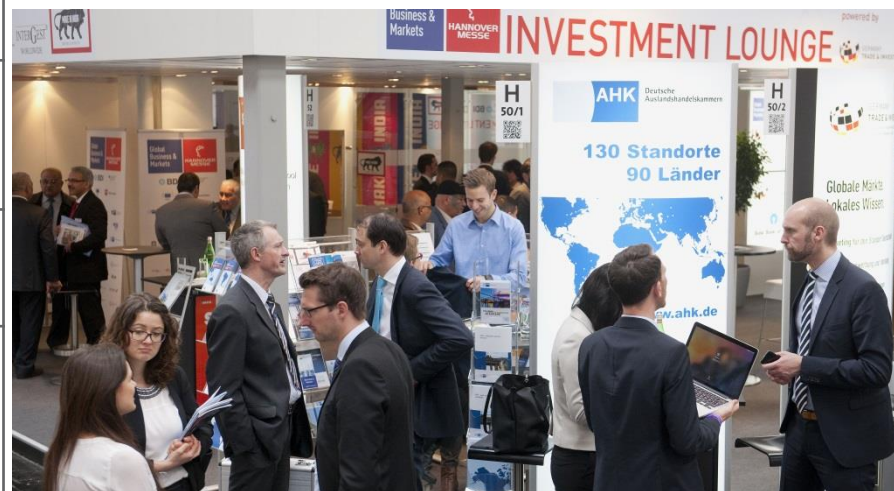
The forum will end with the traditional reception.



12th German-Japanese Economic Forum

Key data

Date	Wednesday, 25 April 2018
10:30 a.m. – 12:45 p.m.	Guided Tours (10:30 a.m.-12:15 p.m. / 11:00 a.m.-12:45 p.m.)
2:00 – 6:00 p.m.	12th German-Japanese Economic Forum
6:00 – 7:00 p.m.	Networking reception
Venue	Hall 27, Business Forum 1 Global Business & Markets
Language	German-Japanese (simultaneous translation)
Attendees	approx. 250 participants from Germany and Japan from manufacturing industry, R&D, industry and trade associations, institutions, government, press (strong focus on energy sector and mobility)
Schirmherrschaft (t.b.c.)	 Federal Ministry for Economic Affairs and Energy 
Organizers	 Deutsche Messe  ECOS  AHK Deutsche Industrie- und Handelskammer in Japan 在日ドイツ商工会議所
Cooperation partners 2018	 BDI  DJW 日独産業協会 Deutsch-Japanischer Wirtschaftskreis  HYDROGEN FUEL CELLS BATTERIES GROUP EXHIBIT  JETRO  Niedersachsen



12th German-Japanese Economic Forum

Draft Program (date of issue: 13 Dec. 2017)

Guided Tours & side event	
08:00	Asa no kai (Business breakfast) (t.b.c.)
10:30	Special Guided Tour (hydrogen/fuel cells, electric transport systems, digitization of mobility) (Group 1) – approx. 2 h
11:00	Special Guided Tour (hydrogen/fuel cells, electric transport systems, digitization of mobility) (Group 2) – approx. 2 h
Opening & words of welcome	
13:45	Opening & Moderation Marcus Schürmann , Delegate of German Chamber of Commerce and Industry in Japan
13:50	Words of welcome S.E. Takeshi Yagi , Ambassador of Japan in Germany (t.b.c.)
Keynotes	
13:55	Keynote I (title t.b.a.) N.N. , Federal Ministry of Economic Affairs and Energy / Federal Ministry of Transport and Digital Infrastructure (t.b.c.)
	Keynote II (title t.b.a.) N.N. , METI (t.b.c.)

12th German-Japanese Economic Forum

Draft Program (date of issue: 13 Dec. 2017)

Session I:

Renewable Mobile – Hydrogen as Enabler?

14:15	<p>Talk: Renewable mobile – Hydrogen as enabler? (t.b.c.) Dr. Klaus Bonhoff, Managing Director, National Organisation for Hydrogen and Fuel Cell Technology, NOW GmbH (t.b.c.) N.N., NEDO/METI (t.b.c.) Moderation: Wilhelm Meemken, Managing Director, ECOS Consult GmbH</p>
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Session I: Company presentations & panel discussion

14:35	<p>Presentation 1: Cost-efficient ways of utilization - hydrogen as an energy source (t.b.c.) Ryosuke Shimizu, Senior Vice President, Chiyoda Corporation (t.b.c.)</p>
14:50	<p>Presentation 2: N.N., TÜV Rheinland Group</p>
15:05	<p>Presentation 3: N.N., thyssenkrupp Japan K.K.</p>
15:20	<p>Presentation 4: Thorsten Herbert, Divisional Head Transport and Infrastructure, National Organisation for Hydrogen and Fuel Cell Technology, NOW GmbH (t.b.c.)</p>
15:35	<p>Panel discussion / Q&A Speakers of Session I Moderation: Wilhelm Meemken, Managing Director, ECOS Consult GmbH</p>
16:00	<p>Coffee break sponsored by</p>

12th German-Japanese Economic Forum

Draft Program (date of issue: 13 Dec. 2017)

Session II:

Electric Transport Systems and Digitization of Transportation in Tomorrow's Megacities

16:20	<p>Talk: Electric Transport Systems and Digitization of Transportation in Tomorrow's Megacities N.N. Lower Saxony's Ministry for Economic Affairs, Labour and Transport (or Mayor of a German Megacity) t.b.d. Fumiko Hayashi, Mayor of Yokohama (t.b.c.) Moderation: Marcus Schürmann, Delegate of German Chamber of Commerce and Industry in Japan</p>
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Session II: Company presentations & panel discussion

16:40	Presentation 1: Japan or Germany
16:55	Presentation 2: Japan or Germany
17:10	Presentation 3: Japan or Germany
17:25	<p>Panel discussion / Q&A Speakers of Session II Moderation: Marcus Schürmann, Delegate of German Chamber of Commerce and Industry in Japan</p>
17:50	Closing remarks / Statement by Platinum Partner

Networking reception *hosted by Platinum Partner*

18:00-19:00	<p>Networking reception with exhibitors from the Hydrogen + Fuel Cells + Batteries pavilion (held at the heart of the exhibition area within the Hydrogen + Fuel Cells + Batteries pavilion)</p>
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12th German-Japanese Economic Forum, 25 April 2018

Participation options

Basic Package	5 packages € 1,900 each	Only packages incl. guided tour available
Premium partner	5 packages € 4,200 each	Only 2 packages available
Gold partner	1 package € 7,500	Not longer be bookable
Platinum partner	1 package € 8,500	

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Your participation option for Basic package

Company presence

- Inclusion of your stand in the Guided Tour (max. 7 exhibitors)
or
- Information stand at the forum and placement of your own display banner (*only on request*)
or (for Premium or Platinum partner only)
- Showcase your hybrid/hydrogen-powered vehicle or transport solution on the MobiliTec test track (max. 2x, first come, first served)¹⁾

1) for full duration of the show (23–27 April). Partner to provide vehicle and a driver/instructor.

Your logo displayed...

- on the on-stage Partners panel
- on the German-Japanese Economic Forum website, with a link to your homepage
- in the official Economic Forum program
- in the event overview of HANNOVER MESSE (3 editions from Jan. end-March 2018) with a link to your homepage
- in the daily program (online pdf) for HANNOVER MESSE for Wed., 25 April



Your participation option for Basic package

Basic package: € 1,900
(5 packages available)

VIP Special

- 2 VIP passes for the Investment Lounge located within Global Business & Markets
- Free participation (2 persons) in the Special Guided Tour

Marketing & Promotion

- Image brochure distributed with the conference documents
- E-mail business newsletter (135,000 contacts worldwide, March 2018)

Press & PR

- Mention as sponsoring partner in a press release on the event
- Distribution of a company press folder



Package reservation possible up till 10 February 2018. Prices subject to VAT.



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mschuermann@dihkj.or.jp



Your participation option as Premium Partner

Premium Partner: € 4,200
(5 packages available)

- **incl. Basic package** (see page 10-11)

Company presence

- Company presentation (15 min. timeslot) in the Economic Forum
- Participation in the panel discussion

Your logo also displayed...

- on the online participant registration page

VIP Special

- Participation for two in the 'Herrenhausen Gala Dinner Event'
(high-caliber VIP reception on the evening of Tue., 24 April 2018, starting at approx. 6:00 p.m.)



Package reservation possible up till 10 February 2018. Prices subject to VAT.



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Your participation option as **Gold Partner** incl. Basic package (see page 10-11)

Gold Partner: € 7,000
(1 package available)

Company presence

- Company presentation (15 min. timeslot) in the Economic Forum (session I or session II)
- Participation in the panel discussion (session I or session II)
- Image trailer prior to the beginning of the event and during the coffee break at the forum

Host of coffee break

- Presentation as host of the coffee break (coffee, soft drink, cookies) for max. 200 guests

Your logo also featured...

- on an individual display within the coffee break area (host of coffee break.....)
- on the online participant registration page (prominent placement)

VIP Special

- Participation for two in the 'Herrenhausen Gala Dinner Event'
(high-caliber VIP reception on the evening of Tue., 24 April 2018, starting at approx. 6:00 p.m.)
- 2 VIP passes to the Chief Executive Club
(business lounge for C-level VIPs from business and government)

Package reservation possible up till 10 February 2018. Prices subject to VAT.



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Your participation option as **Platinum Partner** incl. Basic package (see page 10-11)

Platinum Partner: € 8,500
(1 package available)

Company presence

- Company presentation (15 min. timeslot) in the Economic Forum
Participation in the panel discussion
- Closing remarks / statement at the end of the forum

Host of reception (Get-together)

- Presentation as host of the reception held after the forum (with cold beverages, beer, wine, cold/warm buffet) for 100 guests
- Logo on an individual display within the reception area

VIP Special

- Participation for two in the 'Herrenhausen Gala Dinner Event'
(high-caliber VIP reception on the evening of Tue., 24 April 2018, starting at approx. 6:00 p.m.)
- 3 VIP passes to the Chief Executive Club
(business lounge for C-level VIPs from business and government)

Package reservation possible up till 10 February 2018. Prices subject to VAT.



Add-on: Hydrogen + Fuel Cells + Batteries

Why not also feature as an exhibitor at HANNOVER MESSE 2018?

The 12th German-Japanese Economic Forum will be staged near the Hydrogen + Fuel Cells + Batteries pavilion in Hall 27.

So, if you are at the forum, why not leverage HANNOVER MESSE 2018 even further to profile yourself as part of the hydrogen and fuel cell community? Benefits:

- **150 exhibitors** from over 25 countries
- extensive service package
- more than **5,000m²** of exhibition space
- **Test track** for hydrogen-powered vehicles
- VIPS and government **delegations**



Displays and forums

- Hydrogen generation
- Hydrogen storage and transport
- Fuel cell systems and applications: stationary, automotive, mobile, special markets
- Components and supply technology
- Fuel cell and battery testing
- Stationary batteries

Participation: Participation starts at just € 5,260!



Add-on: Electric Transportation Systems

Why not also feature as an exhibitor at HANNOVER MESSE 2018?

The Electric Transportation Systems pavilion complements the Hydrogen + Fuel Cells + Batteries pavilion with a strong focus on all the latest solutions in battery-powered mobility and transportation

Exhibitors:

- electric vehicle and transport providers
- infrastructure providers (IT + charging)
- service providers

Themes:

- Transportation systems: freight transport, passenger transport, vehicle concepts
- Infrastructure solutions: charging infrastructure, public mobility stations
- Traffic systems: mobility as a service
- New services: ride pooling, ride hailing

Autonomous



Connected

Concepts and solutions for all forms of advanced mobility

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Mobility exhibitors in 2017



Recap of German-Japanese Economic Forum

17

2015 to 2017 – Industry 4.0 as key theme:
350+ participants (each year) from Japan and Germany



2010 / 2011 / 2014 themes incl.:
Climate-friendly electric vehicle / energy storage solutions



2012-2017: Special Guided Tours – more than 15 tours, total of over
500 participants



2010-2017 Selected Economic Forum partners



BECKHOFF



SIEMENS



NTT DATA



TOYOTA

YASKAWA