



Outcomes from Hannover Messe 2025

Community Growth and Economic Development
Committee

September 2, 2025



Government
of Canada

Gouvernement
du Canada

Canada

HANNOVER MESSE

The future's here.



Canada

Partner Country 2025

Partner country 2025



Pays partenaire 2025

Partner country 2025



Pays partenaire 2025



INNOVATIVE FINISHING SOLUTIONS



INNOVATIVE FINISHING SOLUTIONS

VIRTEK

OPTIMIZE AND AUTOMATE YOUR MANUFACTURING PROCESS

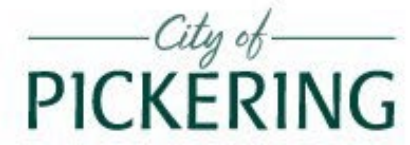
ROBOTWIN
EASY NO-CODE ROBOT TEACHING
PHYSICAL USE CASES



AGILE ROBOTS



Invest Durham Partners at HM25





Invest Durham Delegation at HM25





Staff Delegation Leads at HM25



Elaine Baxter-Trahair
Chief Administrative Officer
Regional Municipality of
Durham



Brian Bridgeman
Commissioner,
Community Growth &
Economic Development
Invest Durham



Simon Gill
Director,
Economic Development &
Tourism
Invest Durham



Paul Pirri
Senior Manager, Economic
Development
Municipality of Clarington



Hailey Wright
Director, Business &
Economic Development
City of Oshawa



Karol Murillo Corrigan
Senior Manager, Economic
Development Strategic
Initiatives
Town of Whitby



Laraib Arshad
Manager, Economic
Development and
Marketing
City of Pickering



Kassandra Brownridge
Manager, Strategic
Initiatives
Town of Ajax



Maylene Broderick
Manager,
Business Development &
Investment Attraction
Invest Durham



Invest Durham

Booth

Hall 2, Stand B42

Kiosk

Hall 12, Stand B80

HANNOVER MESSE

31 MARCH – 4 APRIL 2025



HALLS 4–9, 11 SMART MANUFACTURING

Drive & Fluid Technology
Automation & Sensor Technology
Robotics & Logistics Automation

HALLS 14–17 DIGITAL ECOSYSTEMS

Business Management Software
Digital Platforms, Data & Cloud
Engineering Software
IT/OT Security
Wireless Technology & 5G

HALLS 11, 13 ENERGY FOR INDUSTRY

Power Engineering
Energy 4.0
Hydrogen & Fuel Cells

HALL 12 COMPRESSED AIR & VACUUM

HALL 3 ENGINEERED PARTS & SOLUTIONS

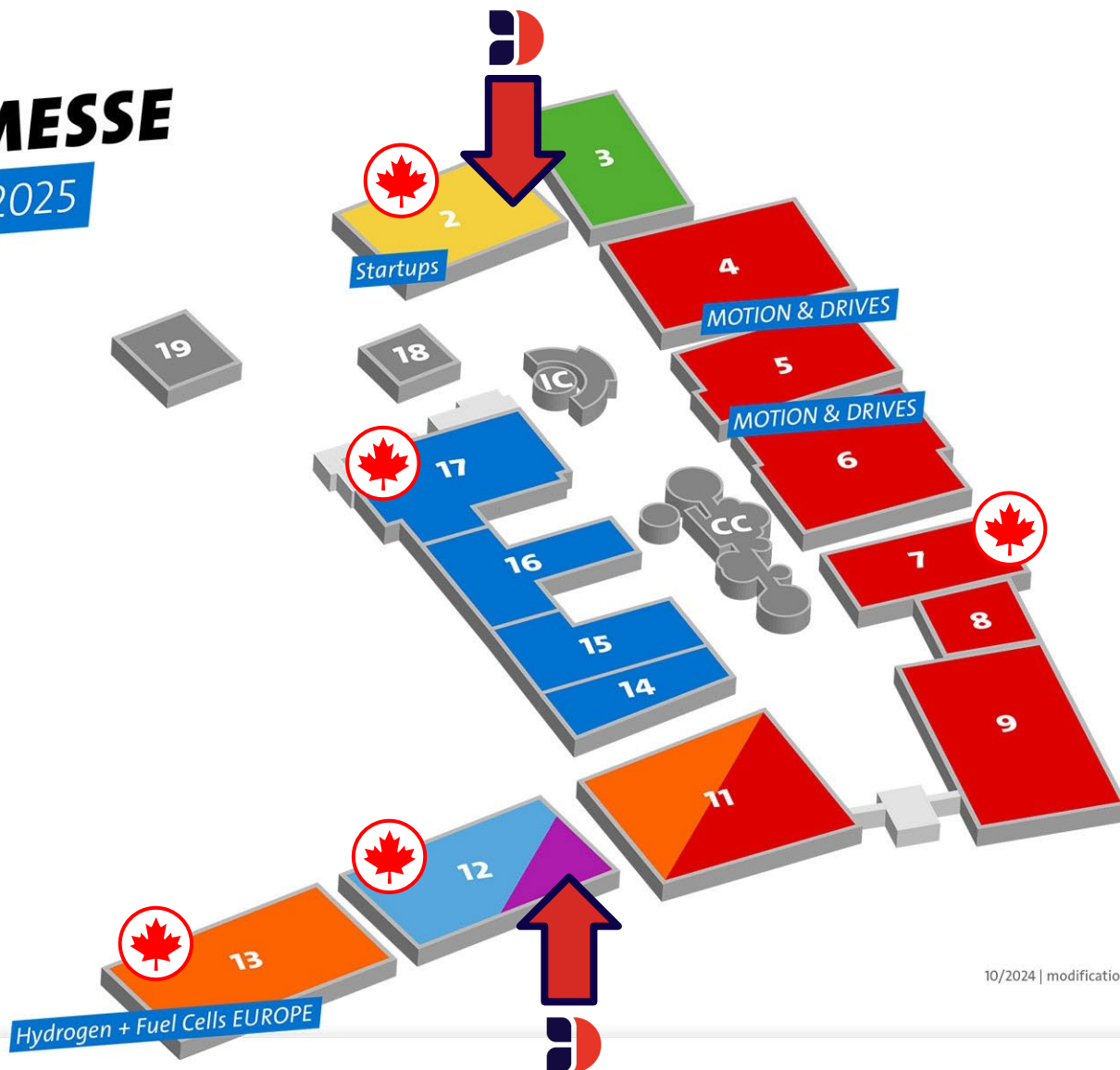
Plastics & Innovative Materials
Lightweight Construction
Metal Parts, Components & Solutions

HALL 12 INTERNATIONAL TRADE & INVESTMENT

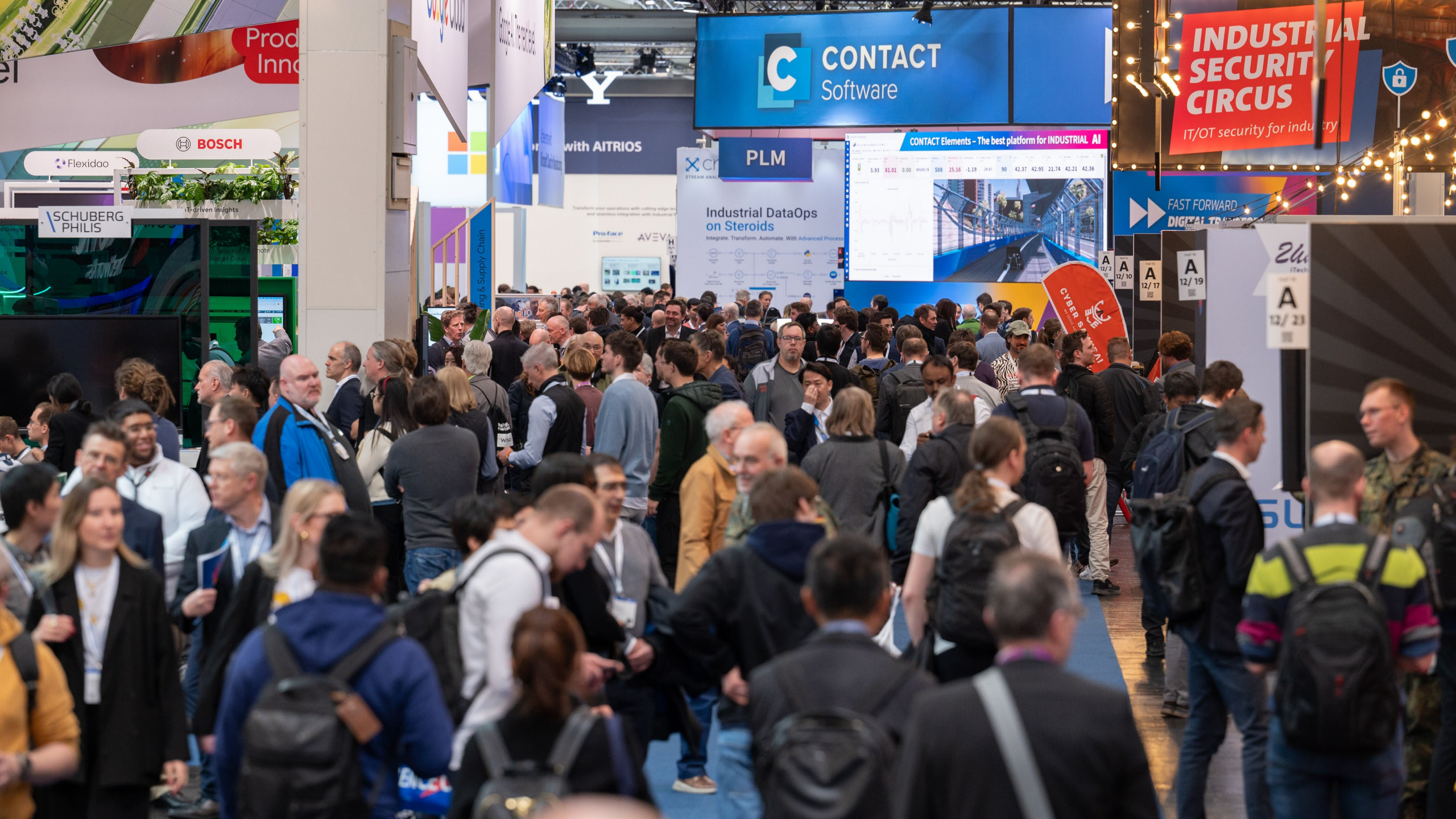
HALL 2 FUTURE HUB

Research & Technology Transfer
Quantum Technologies
Startup Area

HALLS 19, 18, IC, CC CONFERENCES & EVENTS



10/2024 | modifications reserved | 241017



Prod
Inno

BOSCH

Flexidao

SCHUBERG
PHILIS

AI-driven insights

ing & Supply Chain

with AITRIOS

PLM

Industrial DataOps
on Steroids

Integrate. Transform. Automate. With Advanced Process



CONTACT
Software



INDUSTRIAL SECURITY CIRCUS
IT/OT security for industry

FAST FORWARD
DIGITAL TRANSFORMATION

CYBER SECURITY

A 12/2

A 12/10

A 12/17

A 12/19

24h
iTech
A
12/23

Marketing





Project Arrow

Automotive Parts Manufacturers Association (APMA)

- The first, original, full-build, zero-emission concept vehicle.
- An all-Canadian effort.
- Engineered and built at **Ontario Tech University**.
- **Project Arrow 2.0**
Announcement made at Durham Booth.



 **Invest
Durham**
Durham Region,
Greater Toronto Area

 **Invest
Durham**
Durham Region,
Greater Toronto Area

 **Invest
Durham**
Durham Region,
Greater Toronto Area

Engerizing Innovation

STARTUP
AREA

Canada

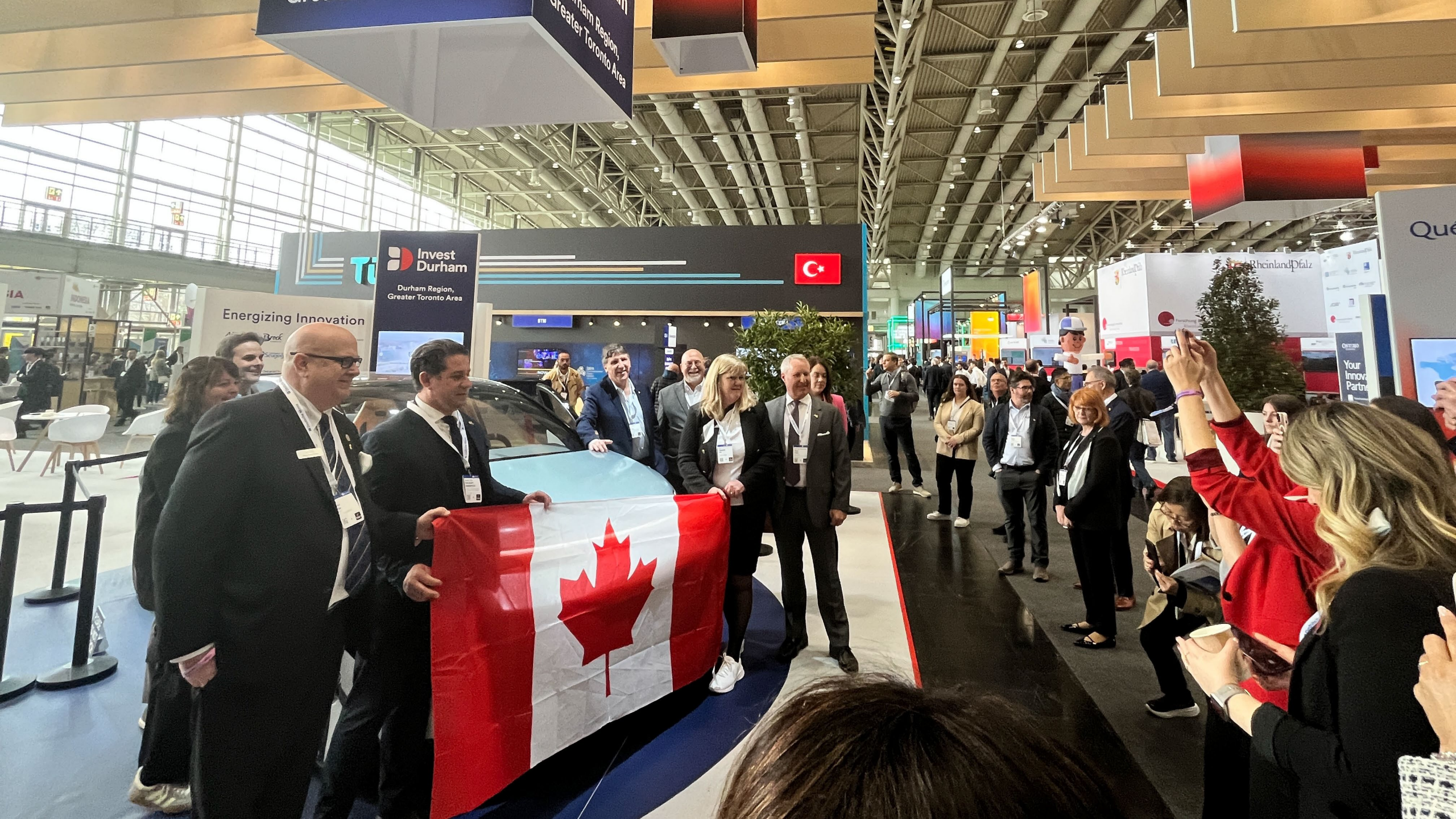
Exhibition booth with a red wall and white panels. A man in a blue suit is talking to a woman in a black blazer. Other people are visible in the background.

Exhibition booth with a white wall and a red carpet. A man in a dark suit is talking to a man in a blue jacket. Other people are visible in the background.

A silver futuristic car on a blue circular platform. A woman in a black blazer is looking at the car. A man in a grey jacket is talking to a man in a dark suit. Other people are visible in the background.

Decorative orange and white cylindrical stools.

PLEASE
DO NOT



Durham Region,
Greater Toronto Area

**Invest
Durham**
Durham Region,
Greater Toronto Area



Energizing Innovation

Rheinland-Pfalz

Your
Innovate
Partner

Qué

 Invest
Durham

Durham Region,
Greater Toronto Area

 Türkiye

 Invest
Durham

Durham Region,
Greater Toronto Area

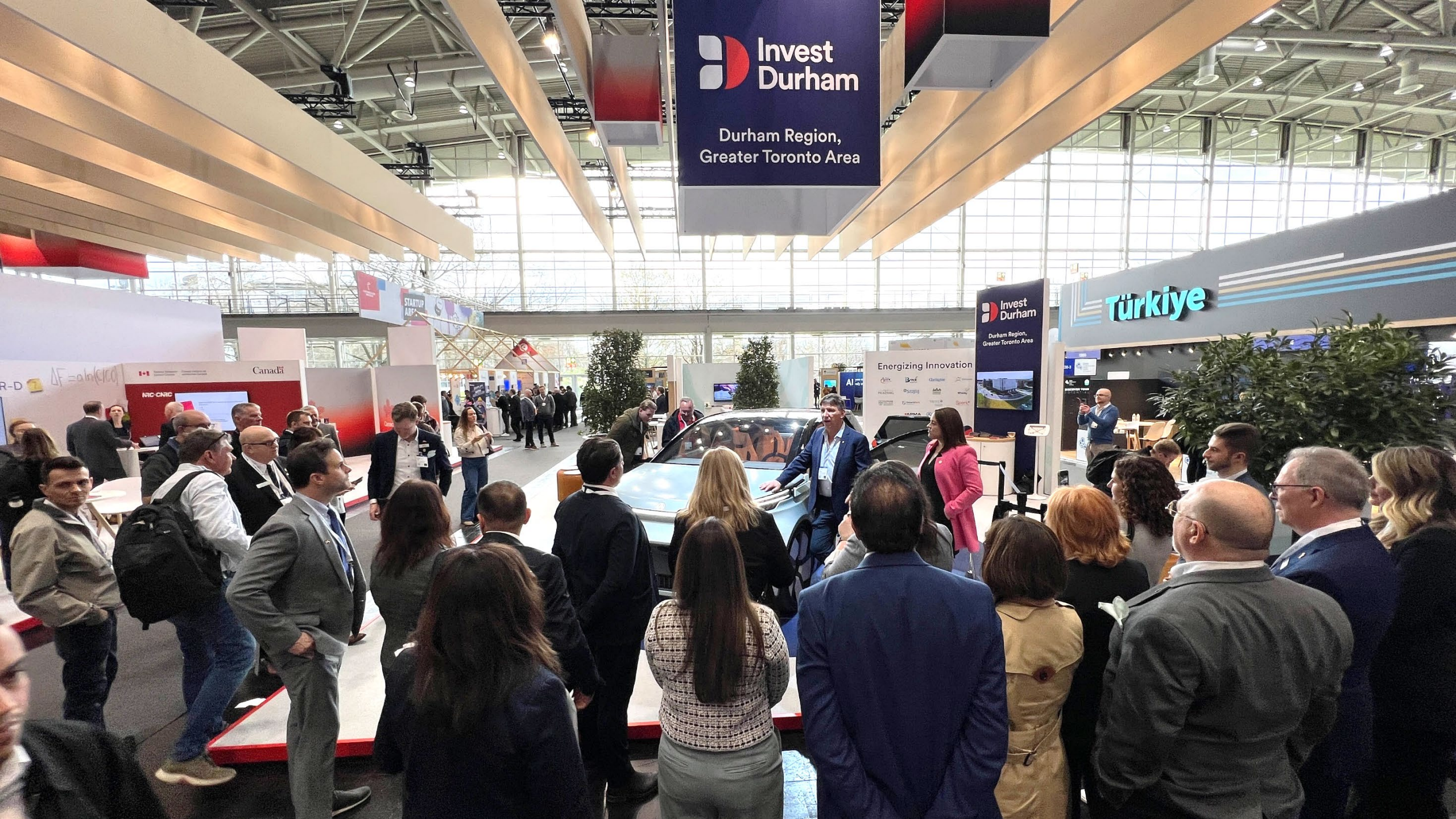
Energizing Innovation

Canada

 NRC-CIRC

STARTUP
AREA

R-D $\Delta F = \rho h (v \frac{dv}{dx})$





Invest Durham

Durham Region, Greater Toronto Area



Invest Durham

Durham Region, Greater Toronto Area

türkiye



Invest Durham

Durham Region, Greater Toronto Area

energizing innovation



WE SCALE RTU'S!



btm

Customer Support Management

With DinamikCRM Easy Fast

Customer Support Management

With DinamikCRM Easy Fast

Customer Support Management

With DinamikCRM Easy Fast

Customer Support Management

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With DinamikCRM Easy Fast

Customer Support Management

With DinamikCRM Easy Fast





Durham Region



LabV
The Virtual Intelligence Platform

SSEGA
Sustainable Software Engineering

AI you can rely on

RUN SYSTEM

Peeriot

Business professional in a light blue shirt looking at a smartphone.

Business professional in a dark suit and blue shirt standing and talking.

Business professional in a grey blazer sitting at the table.

Business professional in a dark suit standing and talking.

Türkiye

DURHAM COLLEGE
SUCCESS MATTERS



TRENT UNIVERSITY
DURHAM COLLEGE OF TORONTO



OntarioTech UNIVERSITY



Invest Durham

Durham Region,
Greater Toronto Area

Invest Durham

Durham Region,
Greater Toronto Area

Canada

Energizing Innovation

Durham Region, Greater Toronto Area, Canada

TOSSO

BTM

DYNAMICISM

CS

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207



Energizing Innovation

- Ajax City of Lakes
- Brock University
- Clarington
- Oshawa
- City of PICKERING
- University of Scugog
- University of Lethbridge
- Whitby
- DURHAM COLLEGE
- OntarioTech UNIVERSITY
- TRENT UNIVERSITY
- Spark
- APMA
- PROJECT ARROW



Invest Durham
Durham Region,
Greater Toronto Area

Invest Durham
Durham Region, Greater Toronto Area, Canada



Montreal.
Ottawa.

Durham Region

Toronto.
Niagara Falls.

Energizing Innovation



A grid of logos for various organizations including Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, Whitby, Durham College, OntarioTech, Trent University, Spark, APMA, and Project Arrow.



Energizing Innovation

Durham Region, Greater Toronto Area, Canada

NOen SCALE AI
Protein Industries Canada
DIGITAL

AIU CÉLÉBRATION RAPIDES

In academia,



International Key Messages

Strategic Messages

Durham Region is in the Greater Toronto Area, Canada.

Durham Region is where clean energy and automotive innovation connect.

Durham Region is home to rare engineering talent.

Durham Region is where Toronto gets green.



Marketing Campaign Highlights



 Invest
Durham

Energizing Innovation

Durham Region,
Greater Toronto Area, Canada

 **Meet us in Hall 2**



Logistical Preparation & Investment Attraction



Home

Invest Durham

Lead Generation

Latest Updates

Dates

Documents

FAQ

Recycle bin

Edit



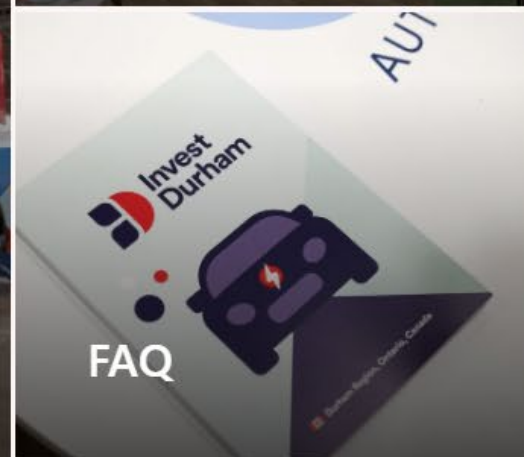
Latest Updates

[Visit Page →](#)

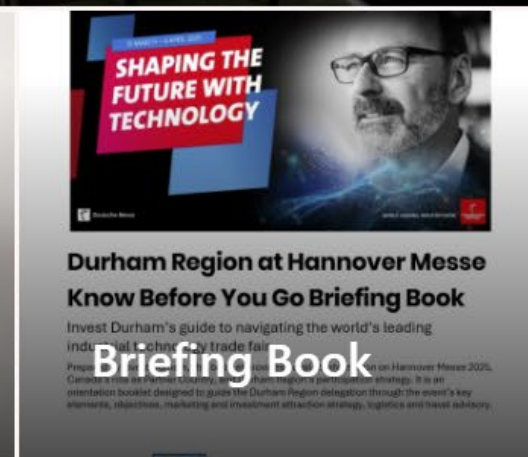


Invest Durham's Participation

[Visit Page →](#)



FAQ



Durham Region at Hannover Messe

Know Before You Go Briefing Book

Invest Durham's guide to navigating the world's leading industrial technology trade fair

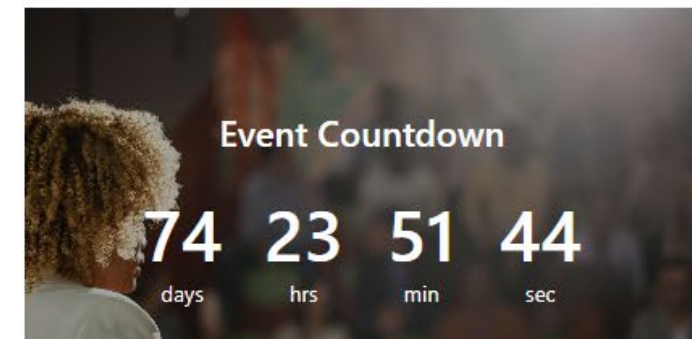
Program and exhibitor information on Hannover Messe 2025, Canada's largest industrial trade show. It is an orientation booklet designed to guide the Durham Region delegation through the event's key elements, showcase, marketing and investment attraction strategy, logistics and travel advisory.

Briefing Book

Hannover Messe 2025

Hannover Messe is an advanced manufacturing tradeshow like no other in the world. It is a showcase for global companies and SMEs leading the way in advanced manufacturing, industrial and clean technologies, establishing resilient global supply chains, and opening into new markets.

Governments, academic institutions and businesses, from startups to large corporations, gather to share their leading edge innovations with a global audience to bring investment and strengthen



Event Countdown

74 23 51 44
days hrs min sec

Pre-Qualified Meetings



Budget & Metrics



Budget & Expenditures (\$000)

Budget Item	%
\$ 590 Approved Budget	100 %
Registration Costs: \$5	
\$ 5 Exhibitor Registrations	
Business Development: \$83	13%
\$ 3 Joint Businesses Networking Event with City of Nuremberg, Germany	
\$ 4 NGen HM25 Roadshow & Business Recruitment Session	
\$ 76 Lead Generation Services	
Travel & Booth Logistics: \$148	23%
\$ 51 Project Arrow Car Freight Forwarding & Booth Handling Logistics	
\$ 129 Travel, Accommodation, Logistics, Other	
Marketing & Booth: \$239	37%
\$ 98 Exhibition Booth Fees & Costs	
\$ 122 International Marketing Campaign	
\$ 19 Promotional Materials, Booklets, Booth Supplies	
-\$ 93 Partner Cost-Sharing (including DEDP)	
\$ 414 Total Project Costs	73%
\$ 176 Under Budget	27%

Metrics Summary

Target Outcome	Target	Outcome
New Connections	500	Approx 1,300
New Leads	50	59
Clients Needing Site Selection Support	5	6
Senior Government Relationships Advanced	20	28
% "the booth was effective and represented Durham Region as a whole."	90% or higher	100%
% "somewhat to very valuable to achieving their organization's goals"	80% or higher	100%
Ministers that visited the booth	5	8
Campaign Digital Impressions	350,000	2,843,566
Clicks / Website Visits	4,000	10,296
Mentions in major media	5	17



#HM25 Outcomes





Outcomes - #HM25





Outcomes - #HM25

- **The primary objectives for Durham Region:**
 - Investment attraction & brand awareness generation for the purpose of investment attraction.
 - Over 90 meetings with businesses, key international, federal & provincial stakeholders
 - 10,000 visitors to the Invest Durham website.
 - 1,300 new connections made.

- **'Smart Solutions for a Common Future'.**
 - We co-hosted a networking event for German & Canadian companies with the **City of Nuremberg**, Economic Affairs and Science Department and **Nuremberg Chamber of Commerce**.
 - Over 100 people registered to attend.



Outcomes - #HM25





Outcomes - #HM25

- **German Chancellor Olaf Schulz** visited our booth & we had coverage from several international & domestic news feeds, including CBC.
- We hosted the announcement that Ontario Tech will be the build partner for **Project Arrow 2.0**.
- **Ekstera, a Durham Region based Canadian start-up**, went on to win the NGen Canadian Start-Up Award at the HM25 pitch competition.
- **Durham's universities and college** also met with many international organizations to explore research and development partnership opportunities.



Outcomes - #HM25





Outcomes - #HM25

- **Six** companies are exploring site selection opportunities, one of which will be in Durham in November 2025.
- Notable meetings included:
 - **Canada:**
 - ✓ Invest in Canada
 - ✓ Invest Ontario
 - ✓ Business Council of Canada
 - ✓ Trade Commissioner Services: GAC
 - **International:**
 - ✓ Berlin Secretary of State Economic Affairs, Energy and Public Enterprises;
 - ✓ Finland's Ambassador to Canada & Business Tampere Executives,
 - ✓ Abu Dhabi Investment Office
 - ✓ State of Thuringia, Lower Saxony, Germany.



Questions