

Messe News

Partner Country France

April 2011

Innovation for Sustainable Growth
FRANCE
PARTNER COUNTRY 2011



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4 - 8 APRIL 2011

THE DYNAMICS OF PARTNERSHIP



Dr. Angela Merkel,
Chancellor of the Federal Republic of Germany

“French and German companies can largely attribute their international competitiveness to their wide range of highly innovative products. Their industrial solutions focus on energy and resource efficiency, factors that are becoming increasingly important. They are thus providing a major stimulus for sustainable growth all over Europe.”



François Fillon,
Prime Minister of the French Republic

“We share a vision of Europe that champions research, innovation and corporate development. This common political ambition combined with successful partnership between companies from our two countries enables us to generate sustainable growth and to find intelligent solutions for the challenges of the 21st century, such as climate change or growing resource scarcity.”

Platform for the Future

France is showcasing “innovation for sustainable growth” at HANNOVER MESSE – and is thereby going down the industrial cooperation route.



PARTNER COUNTRY FRANCE
www.hannovermesse.de/france

This year's Partner Country at HANNOVER MESSE wants to use its participation to demonstrate how it is facing up to global challenges and what solutions its companies can provide to generate sustainable growth. Chancellor Dr. Merkel and the French Prime Minister Fillon will attend HANNOVER MESSE's official opening ceremony in order to highlight the joint contribution that both countries want to make to safeguard our global future. “Germany and France combined account for ten percent of global R&D spend”, Maurice Gourdault-Montagne, the Ambassador of the French Republic in Germany, stressed at HANNOVER MESSE's opening press conference. Trade between Germany and France is still worth more than trade with the four BRIC countries, Brazil, Russia, India and China, combined. German companies in France employ more than 400,000 people.

Cooperation in Research & Development

Ambassador Gourdault-Montagne pointed out that closer integration of both countries' R&D policies is on the Franco-German agenda. Dr. Wolfram v. Fritsch, Chairman of the Deutsche Messe Board of Management, also rated participation by more than 230 companies and research organizations from Germany's neigh-

bor as providing major impetus. HANNOVER MESSE is therefore a common platform where to debate sustainable industrial and energy policies, especially in the immediate aftermath of events in Japan. “In addition to industry's unbroken power to innovate, HANNOVER MESSE will also demonstrate that practicable solutions for a wide range of fundamental social challenges, such as mobility, climate protection or resource efficiency already exist. They only need to be implemented.”



Dialogue on Innovation and Sustainability

If you want to meet entrepreneurs, researchers and markets experts from all over France there is no better place than HANNOVER MESSE 2011

Opening Ceremony HANNOVER MESSE

3 April 2011

Opening Ceremony of HANNOVER MESSE



Participation of chancellor Dr. Angela Merkel und Francois Fillon, Prime minister of the French Republic

4 April 2011 | Hall 13

Opening of the French HANNOVER MESSE participation at Espace Prestige France

Innovation in France

4 April 2011 | 12:30 - 14:00

Espace Prestige | Hall 13

Cocktail: France' assets: a number of decisive advantages to attract foreign R&D facilities

- > Mr David APPIA, Ambassador for International Investment CEO Invest in France Agency
- > Jean-Marc FOULARD, EMEA Partnership Commercial Director REGUS

Invest in France Agency and Nord France eXperts conference

5 April 2011 | 16:00 - 18:00 | Hall 13,

Stand D10, Fench Pavillon

Veranstalter: UBIFRANCE

Innovation in France: Advantages to attract foreign R&D projects in France

16:00

France attractiveness, focus on North France

- > Serge Boscher, General Director, Invest In France Agency

16:20

The Research tax Credit

- > Larry Perlade, Directeur Associé, Cabinet Neva

16:30

France competitive clusters

- > Christian TRAISNEL, Co Manager TEAM 2

16:40

Testimonials

- > Richard LETT, CEO Roll Gom
- > Francis KOPP, Site Manager Lenze Drive Systems (Ruitz, France)

European Innovation Workshops

5 April 2011 | 9:00 - 14:30 | Convention

Center, Rooms 11 & 12

HANNOVER MESSE – Research and Technology

Organized by Ubifrance with MECAFUTURE, the Department for Science and Technology of the French Embassy, CETIM-Carnot and MINES ParisTech

5 April 2011 | 9:00 - 13:00 Uhr | Room 11

Emerging Robotics: Solutions and Markets for Sustainable Manufacturing and Services

Moderator:

- > Mr Djea Djeapragache, International Projects Executive, CETIM-Carnot

Room 12

New Trends in Materials and Manufacturing Processes for Transportation

Moderator:

- > Mr Olivier Bonnet, General Manager, French Competitiveness cluster Matéria

Networking with French Energy Clusters

7 April 2011 | 13:15 - 14:30 | Hall 13, Stand D30, Global Business & Markets, INVESTMENT LOUNGE

Organizer: UBIFRANCE

This year France will be the official Partner Country at HANNOVER MESSE 2011. Reflecting the keynote theme „Innovation for sustainable growth“, the focus will be put on the energy sector. A delegation of French competitiveness clusters specialising in renewable energy will also be present in Hanover, accompanied by several of their innovative member companies to meet German and European partners to discuss their R&D projects and to create a network.

The participants are: ARVENI, CLEAN ENERGY PLANET, McPHY ENERGY, NHEOLIS, NTI GUADELOUPE, SOLARFORCE, SOPRANO INDUSTRY

Industry and Export Forum „Renewable Energies“

5 April 2011 - 8 April 2011 | Hall 27, Stand M70

Organizer: Branchen-/ Exportforum

Experts from France inform on market trends, technological innovations, as well as project finance and development opportunities in the renewable energy sector.

6 April 2011 - 8 April 2011

14:00 - 14:20

Renewable energies in France - latest market trends and legal aspects

- > Stephan Franz, Deutsche Energie-Agentur (dena)

14:20 - 14:40

Wind Energy in France after Grenelle II - Future Developments and Regional Planning Rules

14:40 - 15:00

Legal Impact of Grenelle II - Authorisations and ICPE Procedure, Dismantling Requirements and IFER

15:20 - 15:40

Wind farm development in France: Experience, lessons learned and challenges

Philippe Vignal, wdp SAS, Boulogne-Billancourt

- > Philippe Vignal, wdp SAS, Boulogne-Billancourt

15:40 - 16:00

The future of the legal framework for PV in France - challenges and opportunities

- > Maren Eissing, Internationale Development, Entreprise Rhône-Alpes International (ERAI)

Power Plant Technology User Forum

6 April 2011 | 10:30 - 11:00 Uhr

Hall 27, Stand G75

International Session: France

The energy concept of France

12:00 - 13:00

The future of energy supply and climate protection: the German and the French view

- > Hr. Bergmann, VGB/ZEP
- > Maria João Duarte, EPPSA
- > Hr. Vahrenholt/RWE Innogy; BMU, BMWi

Forum Mobilitec Opening Event

4 April 2011 | 13:00 - 15:30

Opening through the partner country France

- > Jean Dominique Wagret, Vizepräsident MOVEO Automotive Competitiveness Cluster
- > Prof. Henning Kagermann, Vorsitzender Nationale Plattform Elektromobilität, Schirmherr MobiliTec
- > Dr. Michael Paul, Vorsitzender Forschungsvereinigung Antriebstechnik e.V. (FVA) und Vorstandsmitglied ZF Friedrichshafen AG

Suppliers Convention

4 April 2011 | 16:30 - 17:00 | Hall 4,

Stand D42

Surface engineering as a performance driver for medical technologies: The example of medical implants

- > Dr. Philippe Bertrand, Director Research & Development, Competence Center, France

5 April 2011 | 12:00 - 12:30

Autonomous Public Individual Vehicle (VIPA): The flexible city of the future.

Video presentation

- > Arnaud Bocquillon, Competence Center ViaMéca, Frankreich

French R&D: New trends in materials and manufacturing processes

5 April - 7 April 2011

For France as Partner Country of the HANNOVER MESSE 2011, members of the French platform MECAFUTURE-FR will present their innovative R&D projects to an international audience. The delegation is made of competitiveness clusters, research institutes and companies and aims for new partnerships. The 4-day program encloses technical conferences, visits of R&D departments and one-to-one meetings so as to:

- > Give the French research institutes in the fields of mechanics and new materials the opportunity to communicate on their latest projects
- > Establish and strengthen the partnerships with German, Austrian, Swiss and Italian clusters and research institutes in order to cooperate on projects and participate in European call for tenders.

Technical Conference

Robot-assisted Manufacturing Processes
Convention Center, Room 11

5 April 2011 | 9:30 - 13:00
New Materials and Processes for Transport

Convention Center, Room 12

5 April 2011 | 15:00 - 18:30

One-to-One Meetings

6 April 2011 | 9:30 - 12:00

One-to-One Meetings

7 April 2011 | 9:30 - 12:30

One-to-One Meetings

„Innovations for Industry“ Forum

6 April 2011 | 10:00 - 12:00
Hall, Stand K09

Moderation:

› Aurélie Gimbert, Pôle des microtechniques,

6 April 2011 | 10:20-10:40

› Switches' Miniaturisation for Mobile Application, Jean-Christophe Villain, C&K COMPONENTS, Dole (FR)

6 April 2011 | 10:20-10:40

› Micromechanical and Electronic Integration & Software for Medical Instrumentation and Diagnostic In Vitro, Benoit Studlé, STATICE ETUDES, Besancon (FR)

6 April 2011 | 10:40 - 11:00

› The SPA, a new miniature MRI-compatible Stepping Piezo Actuator for Bio Medical Applications, Franck Claeysen, CEDRATTECHNOLOGIES, Meylan (FR)

6 April 2011 | 11:00 - 11:20

› Pole des Microtechniques, Aurélie Gimbert, Pôle des microtechniques, Besancon



Life Needs Power

5 April 2011 | 15:30 - 15:50 | Hall 12
Stand C06

15:30

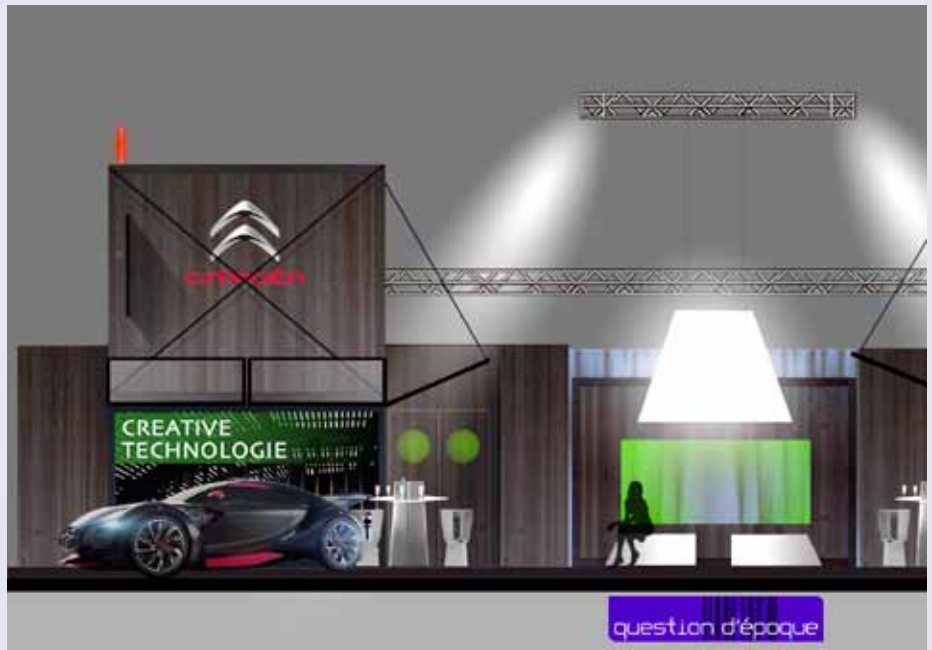
Smart-Upgrade of existing distribution networks with local intelligent instruments

› Dr. Uwe Kaltenborn/Schneider Electric

7 April 2011 | 11:30

Cross country German-French project e-mobility

› Jamal Leghnider/Schneider Electric



Espace Prestige France

Covering an area of more than 400 square metres, the French pavilion in Hall 13 is the most important Partner Country meeting point.

The organizer, UBIFRANCE, has harnessed the support of a range of well-known companies and institutions for "Espace Prestige France". This platform will showcase key

sources of inspiration to enhance the concept of sustainability. During their usual tour of the fair, this is where Chancellor Merkel and the French Prime Minister, Francois Fillon, will officially declare France's Partner Country participation open. Presentations will also be given in the Pavilion. One of the highlights in "Espace Prestige France" is certain to be the unveiling of the Survolt concept car by premium partner Citroën.

240 Exhibitors from France

By having an unusually large number of exhibitors participating, France is providing a comprehensive insight into its industrial and research capabilities at HANNOVER MESSE 2011. Industrial exhibitors, participating in this showcase event organized by UBIFRANCE, are exhibiting their products and services at a total of 8 stands in the French pavilions and Espace

Prestige dotted around the various sector fairs. At the same time research and industrial clusters, organized in the form of national clusters centers, are represented in Hannover in an as yet unmatched concentration. Once again Partner Country participation at HANNOVER MESSE provides comprehensive access to the industrial base of one of the world's largest industrialized nations.



France Pavillons

- Industrial Supply: Hall 3 + Hall 4
- MobilTec: Hall 25
- Motion, Drive & Automation: Hall 20 + Hall 25
- Energy: Espace Prestige France Hall 13
- Research & Technology: Hall 2
- SurfaceTechnology: Hall 6
- Industrial Automation: Hall 17

The Wind of Change from France

France's cutting-edge green technologies are in the spotlight at HANNOVER MESSE 2011



Renewable energies and "clean" technologies are more in demand in Hannover than ever before. France couldn't have chosen a better time to participate as Partner Country. From 4 to 8 April the world's largest industrial trade fair promises to provide the 240 French exhibitors with full order books and order intake worth billions.

International competitors shake hands in the capital of Lower Saxony. And each one of them wants to grow. « L'innovation pour une croissance durable » is the deliberately chosen slogan that France's companies are using to grace their appearance at HANNOVER MESSE. Sustainability has also become a French keynote theme. The state-owned export promotion agency UbiFrance is organizing nine pavilions at 7 out of a total of 13 specialist trade fairs. A large number of "hidden champions" as well as the Alstom Group,

which builds power stations, the software creators Dassault Systèmes and the electrical engineering giant Schneider Electric will be doing the business there. They are showcasing charging stations for electric bicycles, tiny batteries for industrial switches or even generators for wind power plants.

A total of around 6300 exhibitors from 64 countries, plus 2600 journalists from 42 countries have registered. Standing out sufficiently from the crowd at such a mega-fair is a major ask. However France, which boasts 211,000 research scientists and a dense network of "pôles de compétitivité" (growth clusters), has an ace up its sleeve. A range of research institutes and the laboratories of a large number of global corporations are located in Paris. The "Grand Nation" has elected to power forward in the fields of re-

› The first "Positive Energy" school produces more energy than it consumes. – featuring 700m² of solar panels.

newable energies and electro-mobility. France's energy strategy envisages regenerative sources accounting for 23 percent of the total energy mix by 2020 – many companies are going down this precise route. France's most important green energy mainstay is wind power.

Key technologies of tomorrow will be showcased in Hannover, in an area the size of 32 soccer pitches. How do you rationalize and refine complex job processes? How do you generate or save energy? How are new-generation surface finishes produced? French exhibitors can provide answers to such questions. Incidentally almost half of them can be found at "Industrial Supply". That's where France will be a stand-out performer, in high-tech segments such as casting and new-generation materials.

McPhy Energy

McPhy's storage systems enhance the transport of industrial hydrogen, which is used in energy storage. They help to compensate for irregular consumption of energy from renewable sources. McPhy's storage systems are modular in design. The company can also provide specific storage systems with an external heat exchange capability.

→ www.mcphy.com

Nheolis

Nheolis manufactures new-generation wind turbines. In order to obtain flux energy, the inventors have applied the Bernoulli Effect in their patented product. The shape of the rotor blades provides for more efficient motion and drastically reduces noise emissions. The turbines operate at wind speeds of up to 162km/h, instead of up to the usual 90km/h. Nheolis is looking for partners to help develop a hybrid system.

→ www.nheolis.com

NTI Guadeloupe

The IT company has focused for several years on photovoltaic systems for buildings. Five years ago, NTI extended its range of services to include renewable energies consultancy. Its patented tracking system was specifically developed for single family homes. Its researchers are currently co-operating with the University of the Antilles to develop new prototypes. More design projects are planned.

→ www.ntiguadeloupe.com

Solarforce

The team of 14 engineers and technicians from Bourgoin Jallieu (Rhône-Alpes) has developed a new method of producing crystalline silicon wafers. For this purpose they use carbon discs to produce ultra-thin, flexible wafers [50-120 microns]. Solar Force is planning to expand locally. In Hannover the company is looking for partners for or investors in the industrial application of its technology.

→ www.solarforce.fr

Clean Energy Planet

Clean Energy Planet designs, manufactures and distributes patented electric charging stations for electric bicycle parking facilities. The company has installed several electric bike parks and has a broad range of public transportation experience, providing mobility plans for companies or regions. The company is looking for partners from the solar cell industry. Germany's Süwag and Deutsche Bahn AG have already expressed interest in the concept.

→ www.cleanenergyplanet.com

Arveni

Arveni is a young, innovative manufacturer of micro-generators for wireless control units and sensor networks. The company has developed a patented technology, based on the „piezoelectric effect“, which enhances remote controls and light switches. This technology converts mechanical energy [pressure, vibration] to electricity. Arveni wants to become a prime mover in the micro-generators for industrial and building systems segment.

→ www.arveni.fr

Soprano

Soprano develops air-conditioners, electronic control stands, converters and inverters for the railway and aviation sectors, for the military and the navy. The company also provides combined thermal and power systems. It has developed a method to cool or heat water using biogas. Currently, a hybrid system featuring fuel cells is being developed. Soprano is looking to partner with manufacturers of biomass-CHPs.

Forum for Partnerships

The Mécafuture network is providing French clusters with a broad-based platform, consisting of demonstrations, round-table and matchmaking events for R&D projects, to showcase their capabilities at HANNOVER MESSE

Mécafuture is planning a wide range of activities during HANNOVER MESSE - two round-table events addressing the issues of "Robotized processes" and "New transportation materials and processes", a press conference, product and corporate presentations, networking events and one-to-one meetings. The latter are intended to initiate cross-border R&D partnerships, with the objective of joint participation in international and EU tenders.

France is the official Partner Country at HANNOVER MESSE 2011 and the motto of its participation is "Innovation for sustainable growth". In this context France is focusing particularly on research and development in order to highlight what a key role its industry plays in international R&D projects. According to the Invest in France Agency almost 7000 companies are members of a cluster in France. This includes more than 500 foreign companies. According to a recently published Ernst & Young survey, France was ranked the second most important host country for for-

eign R&D centers in Europe last year. The confidence that international investors have shown in R&D capabilities west of the Rhine is the result of a great deal of hard work. Since 2005 the French state has invested a great deal of money across a range of sectors to support 71 technology clusters.

Trade visitors can expect to find out more about the technological developments related to "Robotized processes" and "New transportation materials and processes" at two parallel invitation-only round table discussions, on 5 April, 9 am to 1pm, in Rooms 11 and 12 at the Convention Center. These will be followed by a scheduled press conference. Companies that wish to participate in the round-table events or the one-to-one meetings are requested to contact Lotte Andréani, Cluster consultant at the Business & Trade Department/Ubifrance in Germany, by e-mail at:

→ lotte.andreani@ubifrance.fr



Think tank for Business



33 institutes, 13,000 research professionals, more than 7,000 postgraduate students: the concentrated Instituts Carnot network has set itself the objective of developing partnership research projects in close cooperation with companies:

This network aims to deliver answers to important questions affecting society and business. It focuses in particular on six fields of research.

- ITC, micro- and nanotechnologies
- Materials, mechanics and technical processes
- Environment and energy, propulsion and chemistry
- Building, civil engineering and land use planning
- Geosciences
- Life sciences and health technologies

The network's mission is a proactive, targeted policy of developing partnership research projects with companies or local municipal authorities –tailored to the latter's requirements. These projects enable know-how to be transferred from the scientific community to companies.



› Electro-mobility has a requirement for simulators too: Instituts Carnot are involved in the pilot projects.

Close ties with the Fraunhofer Institutes
Instituts Carnot have been in very close contact with the Fraunhofer Organization for a long time. This particular relationship led three years ago to the signing of a partnership agreement. It lays the foundations for a research program, supported by the French and German research ministries, focusing on ITC, renewable energies, civil defense, transportation, health and the environment. Some twenty projects are currently being funded to the tune of 20 million €.

→ www.programme.inter.carnot.fraunhofer.org

Instituts Carnot at HANNOVER MESSE

Six Instituts Carnot are expected to participate at this year's HANNOVER MESSE, in Hall 2: ARTS, Cetim, CEA LIST, CEA LETI, FEMTO-Innovation and M.I.N.E.S. Research segments include robotics (robot-assisted arms), simulation (vehicle simulators), ITC (locating people on building sites) as well as micro- and nanotechnologies.

On 5 April two half-day meetings of French and German experts will be organized on site by Instituts Carnot, the French Embassy in Germany and by Ubifrance. Institut Carnot Cetim will address the subject of robotics and Institut Carnot M.I.N.E.S. will deal with new transportation materials.

→ www.institut-carnot.eu

France's Green Center

The Limousin region: unspoiled countryside, a truly wonderful part of the world - with a competitive ceramics industry.



That is the Limousin region: a swathe of land full of history – and craftsmen's traditions. World-famous products, such as ceramics and china, come from this region. And don't forget the leather or the tapestries from Aubusson. In short an idyllic picture-postcard setting that wows every France fan. But this is also another aspect of the Limousin region – in the last few years the north-west part of the Massif Central has seen major developments in particularly innovative sectors. These include ceramics of course, as

well as the food sector, microwave technology or photonics.

Elophys

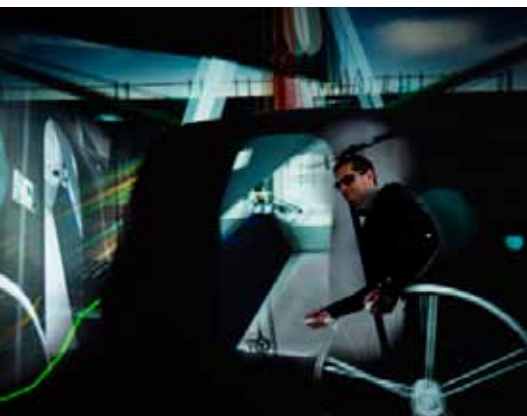
This is a skills network, whose members are involved in the following segments: microwave technology, photonics, secure data networks, images and digital interfaces. Businesspeople from 60 companies, research scientists and students utilize the synergies generated by a network dedicated to research, education and the development of industrial applications for the health, defense, multimedia, telecommunications, transport, embedded systems or measurement and control technology sectors.

Ceramics skills network

This network has an excellent pan-European reputation and includes 60 partner companies from the Limousin and Midi-Pyrénées regions. It combines all ceramics-related professions.

Aggregated Progress

International industrial skills are concentrated in France's regional high-tech clusters, such as in the Île-de-France or Rhône-Alpes regions



France's economy is characterized by a double divide – the headquarters of almost all the major corporations and banks, associations and institutions are located in and around Paris. More than 4000 out of 8500 foreign companies have located here. One third of total GDP is generated in the "Île-de-France".

As far as state-of-the-art high-tech is concerned the French capital is still the dominant player, whilst in traditional industries its star is on the wane. These days the region around Paris focuses on printing, vehicle manufacturing, ICT and aerospace.

But the Rhône-Alpes region, including the cities of Lyon, Grenoble and St. Etienne, has managed to stand out as a technology-focused engine of growth. A great deal of importance is attached to the bio- and nanotechnology industries in this region. The key industry is the metalworking sector. Major French mechanical engineering companies and textile businesses are based in and around Lyon. These are being joined by more and more electronic component manufacturers.

France is using its skills clusters (pôles de compétitivité) to drive the eagerly awaited turnaround of its industrial base forward. There are currently 70 clusters, which incorporate all forms of high-tech. Innovative start-ups and state organizations are valuable partners for



Salut NAO!

58 centimeters tall and weighing just 5 kilograms - NAO is a humanoid robot, developed by Aldebaran Robotics, a Paris-based company with branches in Shanghai, Boston and Osaka. He has 1000 brothers, who assist research scientists at more than 300 univer-



sities and laboratories. Aldebaran sells this tool in more than 30 countries, including to well-known institutions such as Harvard and Brown University in the USA, the University of Wales, Freiburg University in Germany as well as Zhejiang and Tongji Universities in China.

NAO is versatile and adaptable. He can easily master both simple visual programs or embedded modules and more complex issues. Researchers around the world utilize NAO in research into robotics, artificial intelligence and IT as well as in other fields, ranging from sociology to medical care. Aldebaran is unveiling NAO in Hannover at a joint press conference with Bielefeld University.

foreign companies as well. Between 2009 and 2011 the French state approved 1.5 billion Euros worth of financial assistance and tax breaks for regionally concentrated R&D. These pôles de compétitivité are some of the largest generators of employment in France. They account for 70 percent of employees in the aerospace industry, 37 percent of all human resources in the electronics, IT and optics sectors and 29 percent of employees in vehicle manufacturing. Xerox and Sony selected the Cap Digital skills cluster, whilst Siemens (medical equipment, transport and power engineering) has indeed joined eight separate clusters.

Mobility in the Greater Paris Region

The electro-mobility infrastructure is being developed rapidly



environment. Mov'eo has therefore been involved in collaborative project development for its 209 members since 2006. The cluster of course focuses on R&D. 215 R&D projects have been launched since it was established. 112 of these projects have received state financial assistance to the tune of 190 million € in total.

Major corporations and a large number of SMEs combined with public-sector research institutions provide the Île-de-France region with a well-developed automotive infrastructure. Representatives from this business environment have therefore joined forces to form the international skills cluster, Mov'eo. More than 70 percent of research in the French automotive sector is performed here. What is its objective? To ensure more safety on the roads— for private and short-distance public transportation, for people and the

Projects for a mobile future

Hybrid or solely electric-powered vehicles are the focus of pilot projects. Autolib' is a European Carsharing Initiative project. This project provides 3000 electric vehicles in Paris and the neighboring suburbs. More than 1000 charging stations have been set up, of which 700 are located in Paris. SAVE is a large-scale, long-term electric vehicle survey. Renault-Nissan and EDF will be analyzing the everyday usage test results in a couple of months.



Open to Innovation

The Invest in France Agency is the official partner of "Espace Prestige France"

France has a well-established culture of innovation and a number of key arguments in its favour. Firstly it has highly skilled human resources. France can draw on the skills of its 274,000 researchers. The country has a higher proportion of science professionals (8.4 per 1000 of the working population) than its European neighbors.

Another advantage that France can offer investors is its first-class private and public sector R&D networks. In 2009 no fewer than 530 foreign companies were represented among the country's 71 innovation clusters, which act as facilitators for innovative projects.

The public-sector CNRS (National Centre for Scientific Research), which employs 11,600 researchers, ranks number 1 in Europe (Source: Webometrics 2008) and is one of the country's flagship research organizations, together with the CEA (Atomic Energy Agency), the Institut Pasteur, Inserm (Institute for Health and Medi-

cal Research) and INRA (Institute for Agricultural Research). France's universities (Paris VI, ranked 39th in the Shanghai 2010 academic rankings) and its prestigious grandes écoles (elite training colleges), such as the "École Polytechnique" and the "École des Mines", help to promote this flourishing R&D environment.

France has rationalized its innovation-related administrative and tax systems, resulting in the reform of the R&D Tax Credit (CIR) in 2008. This is now the most generous incentive available in Europe, and many companies are taking advantage of it. 3.2 billion Euros' worth of tax credits were granted in 2009 (compared to 1.5 billion Euros' worth in 2006).

France now provides a full range of financial assistance to attract companies that regard innovation as their top priority.

Seminars on Innovation in France

The Invest in France Agency (IFA) will be organising a series of seminars on the theme of innovation at HANNOVER MESSE on Monday 4, Tuesday 5 and Wednesday 6 April 2011 at "Espace Prestige France".

Places are limited. If you would like to register or to receive further information, please contact:

→ gwenaelle.hennequin@investinfrance.org

Invest in France Agency IFA



The Invest in France Agency (IFA) is the agency responsible for promoting, attracting and facilitating international investment in France. IFA is the first point of contact for companies and provides them with a full range of information and know-how plus support at all stages of their expansion projects. The IFA network operates worldwide and works closely with France's regional economic development agencies to provide a personalized service for investors throughout France. For further information, please visit:

→ www.investinfrance.org

France, the Research Paradise

- ranked No. 1 in Europe for job creation in the R&D sector by foreign investors in 2009 (Ernst & Young, 2010);
- ranked No. 2 in Europe and No. 6 in the world for filing international patent applications in 2009 and 2010 (WIPO, 2011);
- ranked No. 3 amongst European countries in terms of the number of Nobel Prizes awarded in scientific disciplines since 1950; No. 2 in the world for Fields Medals, behind the United States;

France as a business location: the benefits

- Competitive cost levels
- A concentration of highly qualified researchers
- Innovative companies
- Hohe Investitionen in F&E
- Major levels of investment in R&D
- Centers of excellence in research and higher education
- Substantial government aid for private-sector R&D: the best R&D tax credit available
- 71 innovation clusters
- The "Future Investments" [Investissements d'avenir] program
- Massive investment in higher education and research

Partnerships provide Opportunities

French companies as potential partners for joint projects.
Global matching at HANNOVER MESSE



Matchmaking is a particularly highly rated component of France's Partner Country 2011 participation. There are a range of opportunities to identify partners from France and to take soundings on joint projects.

UBIFRANCE, the French trade promotion organization is promoting this HANNOVER MESSE platform in advance of the show around the world. Presentations given in France's most important target markets provide an introduction to its Partner Country role in April. UBIFRANCE proactively and professionally markets the presence of its many exhibitors – even going as far as offering to broker direct meetings with exhibitors.

At HANNOVER MESSE the *b2fair* Matchmaking Event also matches companies that want to develop new international business opportunities together and that are looking for qualified busi-

ness leads in new markets.

A total of more than 3,000 meetings in 2010 testifies to the remarkable success of the *b2fair* concept, which provides support to SMEs in Europe and worldwide during all phases of their trade fair involvement.

For a small investment in time and money, *b2fair* attracts the attention of and provides detailed information about potential business partners in advance of the fair. During the fair *b2fair* drafts an individual schedule of meetings for each participant and ensures the schedule is regularly updated. After the matchmaking event, *b2fair* provides coaching and training modules to enable participants to successfully establish international business relationships.

Meetings with Exhibitors from France



Be well-prepared for your visit to HANNOVER MESSE – to be certain of getting to know your future partners!

Do you represent a company from Germany, Austria, Switzerland, Italy, Sweden, Poland, Romania, Turkey, Brazil, India, Russia or the USA? Do you want to meet with French exhibitors?

Why not contact the team at Industrie Ubifrance: industries@ubifrance.fr, specifying the profiles you require. We will put you in touch with your future partners at HANNOVER MESSE!

Or use our online form to request information or meetings with French exhibitors:

→ www.hannover-messe-ubifrance.com/cms/en/french-pavilions
(englische Version)
www.hannover-messe-ubifrance.com/cms/de/french-pavilions

UBIFRANCE - Partner for the Industry

AND THE FRENCH TRADE COMMISSIONS

France's Secretary of State for Foreign Trade commissioned the state-owned export promotion organization, UBIFRANCE, to coordinate France's appearance as Partner Country at HANNOVER MESSE 2011. The UBIFRANCE network comprises 66 offices worldwide and a total of more than 1,200 employees, who provide practical advice and support to French companies pursuing a strategy of international growth. Irrespective of which country you are exhibiting in – your local UBIFRANCE office can provide you with access to innovative, competitive partners from France.

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UBIFRANCE Germany

41 experts, split into industry sectors, are pleased to answer your questions or team you up with French industrial, trade and manufacturing partners.

The Ubifrance office in Germany is located in Düsseldorf and Bertrand Le Tallec is in charge.

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