

# GLOBAL TRADE MISSION: GERMANY

HANNOVER  
MARCH 29–APRIL 4, 2025



## LEARN MORE

If you have questions about this program, please contact:

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## A HIGHLY DEVELOPED ECONOMY THAT EXCELS IN ADVANCED MANUFACTURING

The Wisconsin Economic Development Corporation is organizing a global trade mission to Germany to help Wisconsin companies connect with export partners. This trade mission is intentionally scheduled to coincide with Hannover Messe, the world's largest industrial technology trade show, which is held annually in the German city of Hannover. Because the trade show draws more than 200,000 attendees from nearly every country in the world, this trade mission represents an important opportunity to forge export connections not just in the German market but across Europe and beyond.

This program is suitable for companies that are new to exporting. In addition to having your appointments arranged for you and potential business partners identified, each trade mission participant will also receive a market assessment for Germany specific to your company, detailing considerations to keep in mind when introducing your product or service into the market. WEDC has eyes and ears on the ground in Europe in the form of Wisconsin's authorized trade representative—thus making it easier for Wisconsin companies to find partners they can trust and taking some of the guesswork out of launching in a new market. With all your appointments arranged for you, you can focus on business rather than logistics and scheduling.

**Cost:** \$2,500 for a Wisconsin exporter of goods or services (\$2,200 for each additional participant from the same company)

This subsidized cost includes the following personalized services for trade mission participants:

- Market research and customized one-on-one appointments with potential customers, agents, distributors and other market intermediaries in each city
- Access to Hannover Messe
- Hotel accommodations for the duration of the program
- All scheduled ground transportation
- Interpreter fees as needed
- Some group meals

The registration deadline for this program is **Jan 31, 2025**.

For more details and registration information, visit [wedc.org/germany25](https://wedc.org/germany25)

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