

# HANNOVER MESSE MISSION

## **ADVANCED MANUFACTURING AND INDUSTRIAL TECHNOLOGY BOOTCAMP 25TH MARCH - 5TH APRIL**

Hosted in partnership with the Australian Landing Pad Berlin and Flinders University New Venture Institute

### **OVERVIEW**

The Australian Trade and Investment Commission (Austrade) in partnership with the Flinders University New Venture Institute, are offering Startups, Scale Ups with innovative manufacturing technologies an opportunity to partake in an intensive 5-day boot camp at the Australian Landing Pad in Berlin with some of the world's best global manufacturers.

### **BOOTCAMP**

The bootcamp will offer you an opportunity to develop new potential to boost top line growth by drawing upon industry expertise to transform and scale your business in an Industry 4.0 world. The program will ensure you develop a hands-on, interactive and tailored approach to increasing your business' innovation capability.

**The 5-day intensive bootcamp in Berlin will be followed by attendance at the Hannover Messe 2019 Trade Fair. Hannover Messe is the world's leading trade fair for industrial technology.**

### **HANNOVER MESSE**

Held only once a year, Hannover Messe offers you a unique opportunity to explore the how new technologies and business models can impact your company and its products. Here, you will have the opportunity to explore six trade shows from integrated automation, to software and supplier solutions.

With 6,000 exhibitors, 1,400 events, and over 220,000 expected visitors, there are 6.5 million available business contacts for you to connect and build your business network upon.

## WHY SHOULD YOU JOIN US?

The mission will include:

- Pre and post program workshops in Australia
- Five days of a program tailored to include meetings and networking opportunities in Berlin, with businesses, entrepreneurs, accelerators, incubators and venture capital firms
- Assistance with your business development and advice from in-country experts, with strategic introductions to major corporations with advanced manufacturing/disruptive technology needs
- Entry to Hannover Messe industrial technology tradeshow, free!
- A desk space as an operational base in the Berlin Landing Pad at co-working space **betahaus** following Hannover Messe, to pursue opportunities (subject to approval and availability from the Landing Pad)
- Access to Hub Conference (10th and 11th of April), hosted by BitKom, Germany's digital association at no cost, post Hannover Messe

## MISSION SCHEDULE

**23rd of March:** Depart Australia

**25th - 29th of March:** Berlin Landing Pad/Individual program options

**1st - 5th of April:** Hannover Messe/Individual program options

**6th of April:** Depart Berlin or continue at the Berlin Landing Pad

**10th - 11th April:** Hub Conference, Berlin (optional)

## COST: BOOTCAMP

Austrade, through its Landing Pad will cover all costs associated with the delivery of the program in its Berlin Landing Pad. This will include:

- The 5 day intensive Bootcamp program
- Pre-departure workshop to prepare participants for the market, and a post-mission follow up workshop (transport to workshops at participant's expense)
- Site visits
- Welcome drinks and dinner
- Austrade organised networking events throughout Berlin
- Ticket to Hannover Messe Trade Fair 2019
- All transport between mission program site visits and meetings

## **COST: FOR PARTICIPANTS**

Mission participants will need to cover their flights, all accommodation, meals (where not included in the official program), transport from Berlin to Hannover, return and any other costs that are not part of the mission program.

**To secure your place in the program, you'll be asked to pay a deposit of \$500. This will be refunded on completion of the mission.**

## **ELIGIBILITY CRITERIA**

- Be a registered Australian business with active ABN
- Conduct activities that deliver a net economic benefit to Australia, including ownership of IP or innovation that they seek to represent during their participation in the mission
- Are an ethical business that will not bring the reputation of Australia, Austrade or the Australian Landing Pad program into disrepute

## **APPLICATION CONSIDERATIONS**

**Austrade and Flinders University New Venture Institute will support up to twelve Australian businesses that meet the above eligibility criteria on this mission.**

Upon meeting the eligibility criteria for services, applicants will be assessed on five points:

- **Vision:** What are your startup's objectives and how are you going to achieve them?
- **Scalability:** Can you deliver your product or service to 100 or 1 million customers?
- **Traction:** Do you have a proof-of-concept, existing sales and customers, funding, investors and partners?
- **Differentiation:** How does your offering disrupt its marketplace, and what is your value proposition and vision for growth?
- **Market relevance:** How would attendance at the Berlin Landing Pad make a difference to your startup?

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## **READY TO APPLY?**

For further information about Austrade's Landing Pad programme, please consult the website: [www.australiaunlimited.com/Landing-Pads](http://www.australiaunlimited.com/Landing-Pads).

To register your interest for this program, please contact the Program Facilitator and the New Venture Institute's Head of Strategic Program's Laki Kondylas here:

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