

April 20 - 24, 2026

Hannover, Germany



CANADA AT HANNOVER MESSE 2026

SHOWCASING THE FUTURE OF ADVANCED MANUFACTURING

Canada *Returns* to Hannover Messe in 2026

Three Canadian Pavilions:

Hall 14: Digital Technologies

Hall 25: Automation

Hall 26: Robotics & Manufacturing
for Defence

- **Target = 100 exhibitors**
- **Approx. 2,000 sq. metres of exhibition space**

Key Themes for 2026

AI in Manufacturing

Automation Systems & Components

Defense & Security Technologies

IIoT, Wireless & Cloud

Industrial Software

IT/OT Security

Production Logistics

Robotics & Assembly Automation

** Approx. 40 exhibitors in Digital, 20 in Automation and 40 in Robotics & Defence*

OVERVIEW OF CANADA'S PRESENCE

We'll be at the *Centre* of the Action

AUTOMATION & DIGITALIZATION

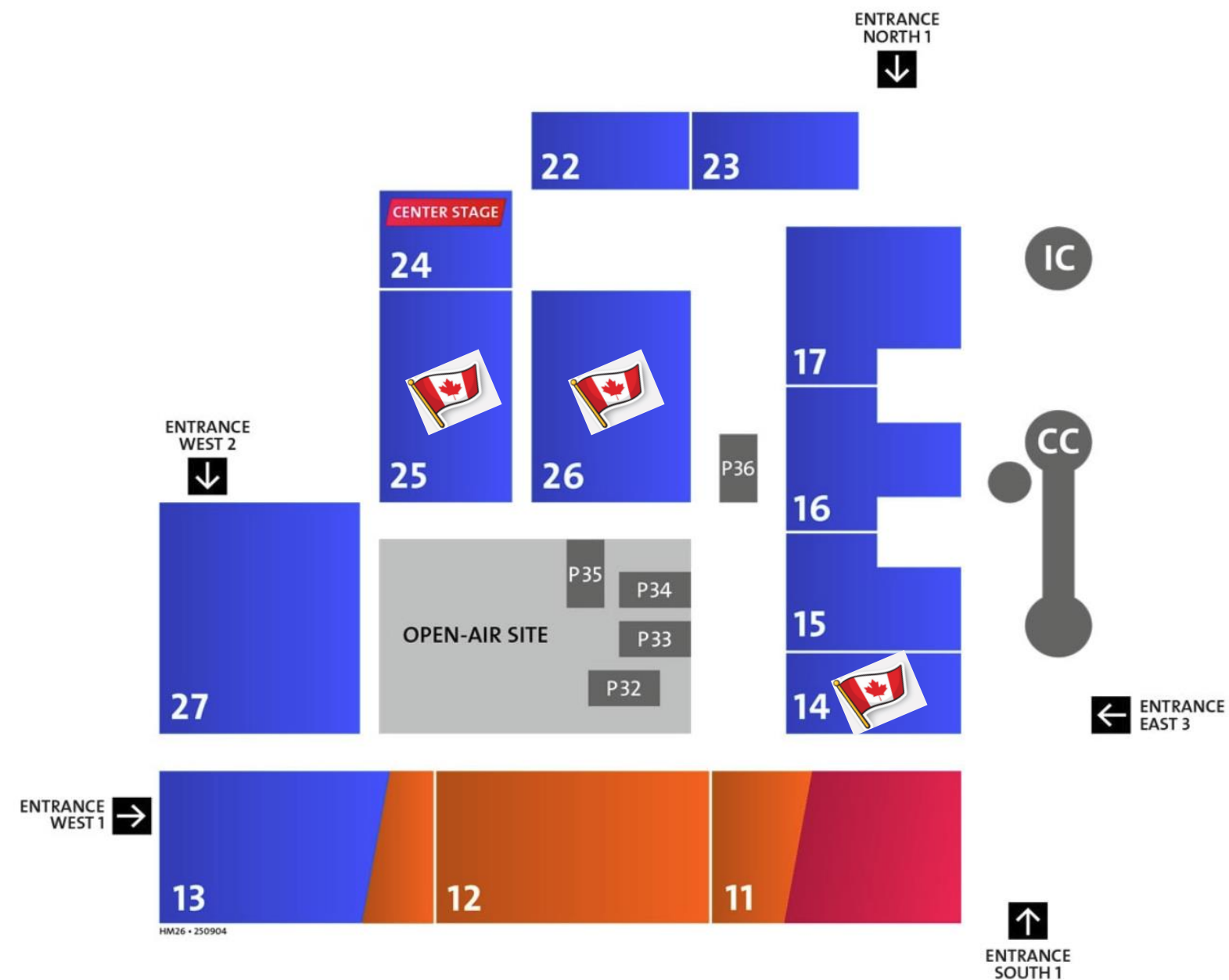
- AI in Manufacturing [Hall 27](#)
- Automation Systems & Components [Halls 13, 22–25, 27](#)
- Defense & Security Technologies [Hall 26](#)
- IIoT, Wireless & Cloud [Halls 14–16, 26](#)
- Industrial Software [Halls 14–16](#)
- Industrial Supply & Engineering Solutions [Hall 17](#)
- IT/OT Security [Hall 26](#)
- Production Technology for Defense [Hall 26](#)
- Robotics & Assembly Automation [Hall 26](#)

ENERGY & INDUSTRIAL INFRASTRUCTURE

- Energy Infrastructure & Storage Technologies [Hall 12](#)
- Hydrogen Technologies [Hall 11](#)
- Power Engineering & Energy Automation [Halls 12 + 13](#)

RESEARCH & TECHNOLOGY TRANSFER

- Research & Innovation Transfer [Hall 11](#)
- Startups [Hall 11](#)



PAVILION HIGHLIGHTS

Where *Industrial Innovation* Meets Opportunity

Pavilion design focused on conversation, content, and connections

- Inviting exhibition space
- Podcast-style stages in Hall 14 & Hall 26 instead of traditional theatres
 - Casual seating encourages organic engagement and storytelling
 - Designed to capture high-quality content and interviews for global promotion
- Lots of space for discussions and B2B meetings over coffee

Partner with Team Canada at HM26

- Exhibitor fee = \$5,000 for standard 2.5 x 2.5 square metre space
 - Customized branding
 - Plug-in and go
- Fee for additional space = \$1,000 per square metre
- Startup Zone: \$2,000 (dedicated area in Hall 14; possible expansion to Hall 26)
- Cluster Discount: \$2,000 flat rate for NGen Cluster members
- Reimbursement Program: 50% reimbursement of logistics and marketing costs up to \$10,000/company
- Co-Exhibitor Option: For Provinces, EDOs, & regional partners landing zones
- Separate fee and program for visitors (fee TBD)

Additional Benefits

- Unlimited free passes to the fair for exhibitors and guests
- Exhibitor listing in Hannover Messe Directory – central database for B2B contacts
- HM26 Prep sessions – what you need to know to get the best out of the fair
- Support for International Business Development
 - Forum for International Trade Training
 - B2B matchmaking support from Canadian Trade Commissioner Service
 - B2B facilitation from NGen qualified experts on the ground in Europe
- Invitation to attend Opening Ceremony
- Canada Reception – meet other Canadian delegates and HM26 exhibitors

Lead the Way: Gold Tier Access

Exclusive access for dual exhibitors at N³ 2026 and Hannover Messe 2026

This premium program amplifies your brand visibility, strengthens your network, and gives your company unparalleled exposure across Canada’s most influential manufacturing stages.

MARKETING & BRANDING SUPPORT

Custom marketing package with ready-to-use social posts and copy

Social media tagging and newsletter feature by NGen

VIP EXHIBITOR EXPERIENCE

Priority move-in and check-in support

Personalized exhibitor checklist and reminders from NGen

EXCLUSIVE VISIBILITY

Professional video spotlight recorded and shared by NGen

Branded copy provided for your own channels



Limited availability — secure your Gold Tier Access today.
Contact Alyssa Kertesz at alyssa.kertesz@ngen.ca



Join Team Canada at #HM26

The NGen team is available to answer any questions you may have about Hannover Messe 2026

Please reach out directly to **alyssa.kertesz@ngen.ca** or visit **www.ngen.ca/hannover-messe** for more information.



EXPRESS YOUR INTEREST TODAY