

## Press Release

February 2010

HANNOVER MESSE 2010 (19-23 April):

### **European research initiative EUREKA presented at Research & Technology for the first time**

- Germany holds the Chairmanship of EUREKA until summer 2010
- German Ministry for Education and Research (BMBF) supports EUREKA
- EUREKA founded in November 1985 in Hanover

**Hanover.** For the first time the European research initiative EUREKA will be represented with its own stand at Research & Technology, which forms part of HANNOVER MESSE 2010 (19-23 April). This presentation underlines the strategic importance of the Innovations Market for Research and Development in Hall 2.

“We want to emphasize the contribution that EUREKA makes as a central European platform with respect to the international networking of industrial research, technological progress and innovation. HANNOVER MESSE affords an ideal setting due to its huge high-tech diversity and international scope, not least the exhibitors and visitors from numerous countries. No other single event offers us such a convincing combination of important factors – Hanover is uniquely suited as a showcase for our initiative”, says Luuk Borg, Director of the EUREKA Secretariat.

EUREKA is an intergovernmental organisation. The governments of all its member nations and the European Commission will be represented in Hanover. The policy guidelines of the EUREKA initiative and the support of the various European projects within it are determined through the decentralised network of its members. The Chairmanship alternates between the individual member countries and is responsible for coordinating political and strategic development. The nation that holds the Chairmanship is represented in each of the constituent bodies that make up EUREKA's organisational structure.

### **Germany holds the chair of the EUREKA initiative until summer 2010**

Germany will chair EUREKA from 1 July 2009 until June 2010. The role of the Chairmanship is to sustain the momentum of the work and pursue the strategic development of EUREKA by actively encouraging the network's efforts to develop a European research and innovation area. One key goal is to support and promote the participation of SMEs in international collaborative projects.

Located within the international mix of high-tech and business afforded by HANNOVER MESSE, the trade fair Research & Technology, in tandem with the EUREKA initiative, offers ideal conditions for technology and research-led companies to find business leads in the international arena. The event is a platform for knowledge transfer and matchmaking at the highest level.

A further highlight linked to EUREKA's appearance at HANNOVER MESSE will be the presence of the three EUREKA Innovation Award finalists. The finalists will complete the line-up of top-flight speakers from the different EUREKA Clusters addressing the visitors, who come from across the globe to what is undeniably the world's most important technology event.

## **Germany Ministry for Education and Research an important sponsor of EUREKA**

The main partner and co-founder of the European research initiative EUREKA in Germany is the Federal Ministry for Education and Research (BMBF). The aim of the initiative is to encourage trans-national projects and collaboration between companies, scientific institutes and governments in R&D activities in Europe. As a platform for market-oriented, cross-border networking of partners from the research sector, the scientific community, business and politics, EUREKA aims to ensure the sustainable, long-term competitiveness of European companies through the coordination and optimisation of existing knowledge and financial resources in Europe. With its market-driven, flexible approach to the promotion of themes and projects which are realised by the respective industries, EUREKA makes an important contribution and complements the EU Research Framework Programme (FP7).

EUREKA was formed in 1985 following the adoption of the "Hanover Declaration", which was accepted at a conference of 18 ministers held in Hanover from 5-6 November 1985. Some twenty-five years later the European research initiative to support the technological development of European industry is returning to Hanover at the trade fair Research & Technology. Currently, EUREKA comprises 38 countries and the European Commission, which are all represented as full members.

### **About HANNOVER MESSE (the Hanover Fair)**

The world's leading showcase for industrial technology is staged annually in Hanover, Germany. The next HANNOVER MESSE will be held from 19 to 23 April 2010, with Italy to be featured as its official Partner Country. The following nine flagship fairs are taking place under the umbrella of HANNOVER MESSE 2010: Industrial

RT-006-10

Automation • Energy • Power Plant Technology, • MobillTec •  
Digital Factory • Industrial Supply • CoilTechnica • MicroNanoTec  
• Research & Technology.

In 2010, the spotlight will be on industrial automation, energy,  
technology, industrial subcontracting and cutting-edge  
technologies.

Number of characters, including spaces: 4,993

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