

## Press Release

Berlin | Stockholm, September 2018

### tableeleven at me Convention in Stockholm | September 4-6, 2018 tableeleven holds your front row ticket to the future

Under the headline "front row ticket to the future", tableeleven\* attends with its own biz pop-up the current edition of Mercedes Benz' *me Convention* in Stockholm in order to present itself and its capabilities to the various attendees. The initial spark of tableeleven's engagement is set to reach out to Sweden's tech and start-up community to promote the upcoming **Partner Country Sweden for Hannover Messe 2019** and to position itself as the ideal conception and implementation partner for potential exhibitors.

At this year's Hannover Messe, tableeleven hosted the State of Nuevo León in a spectacular pavilion in the context of Partner Country Mexico on the world's largest industrial fair. In addition, the ten largest companies in the State of Nuevo León were presented to the astonished visitors at the fair including world market leaders such as CEMEX, the world's third-largest cement producer, Siemens Mexico with more than 7,300 employees and the bottling giant FEMSA, which operates the Latin American business for Coca-Cola.

Due to the integral support of tableeleven, the State of Nuevo León and its accompanying companies and political delegations were able to close MOUs worth a total of 3.3 billion Euros at the fair. Important political discussions were also held with top EU leaders, including Special Commissioner Michel Barnier, Economic Affairs Commissioner Elżbieta Bieńkowska and Reinhard Bütikofer, Vice-Chairman of the EU's Industry, Research and Energy Committee.

"Thanks to its outstanding concept and excellent implementation tableeleven has put us on the European map," said the Minister of Economics Fernando Turner in his concluding statement. "We are very grateful to Helmut and his outstanding team for all of that great support and dedication. With regard to the preparation of the exhibition, in the accompanying events and the perfect day-to-day support at the fair, Mr. Knorr and his team of absolute experts have contributed significantly to the outstanding success of our business mission."

Of course, the successful exhibition concepts of tableeleven are also available to Partner Country Sweden at any time. Where would you find a better conversation place than at the *me Convention* in Stockholm?

Pavilion details:

Size of the Nuevo León Pavilion: 1.000 sqm

Total value of MOUs signed: € 3,3 billion

Content hours of conference and event program: 90

Pavilion staff: 138

Number of characters (incl. spaces): 3.837

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Nuevo León Pavillon at Hannover Messe 2018



Brand back-drop of the participating companies



Michel Barnier European Chief Negotiator for the BREXIT with Fernando Turner at the Nuevo León Pavillon



Elżbieta Bieńkowska, European Commissioner for the Internal Market, Industry, Entrepreneurship and SMEs with Fernando Turner and his son



\* About tableeleven

tableeleven is a private-owned full-service agency working with international clients of all sizes. We realize classic agency solutions such as branding, CRM, direct marketing and social media campaigns, sales promotion and trade fair appearances. Our main focus is the creation of industry 4.0 events, and the digitization of the related processes and campaigns. tableeleven develops and executes go-to-market strategies to increase sales through omni-channel execution. We pursue collaborative relationships with our clients and partners in an effort to unlock the hidden potential of people, brands and businesses.