

STATE OF CALIFORNIA

EDMUND G. BROWN JR.  
Governor

Department of Alcoholic Beverage Control  
Department of Corporations  
Department of Financial Institutions  
California Highway Patrol  
California Housing Finance Agency  
Department of Housing & Community Development  
Department of Managed Health Care  
Department of Motor Vehicles  
Board of Pilot Commissioners



TRACI STEVENS  
Acting Undersecretary

Department of Real Estate  
Department of Transportation  
Office of the Patient Advocate  
Office of Real Estate Appraisers  
Office of Traffic Safety  
California Film Commission  
California Office of Tourism  
Infrastructure and Economic Development Bank  
Public Infrastructure Advisory Commission

**BUSINESS, TRANSPORTATION AND HOUSING AGENCY**

January 26, 2011

Dear California Companies and Economic Development Organizations:

The Business, Transportation and Housing Agency through its International Trade and Investment Promotion function encourages you to participate in the 2011 Hannover Messe from April 4-8 as part of your global marketing promotion plans. The 2011 Hannover Messe is in its 60<sup>th</sup> year as a leading platform to showcase industrial automation, power plant technology, energy, and other manufacturing technologies, which attracts decision makers, media and the world's leading market makers. Hundreds of thousands of business leaders attend this event each year. The global economic recovery and rapid pace of technological advances is driving attendance and exhibitions toward participation record for the 2011 Hannover Messe.

California has a distinct cache in the technology sector, which presents an opportunity to leverage this branding to promote your company on the world's largest trade show platform. California's strength in the renewable energy and environmental technologies sectors is certain to meet with the interest of over 200,000 international attendees.

The State of California, in cooperation with its partner the Centers for International Trade Development will offer the following value-added marketing opportunities:

- Opportunity to participate in branded California promotions.
- Opportunity to participate in pre-event and on site business-to-business matchmaking opportunities for California companies.

For more information about Hannover Messe 2011 and how your company organization can participate in this export opportunity, visit <http://www.hfusa.com/hannovermesse> or contact Benjamin Sarem, Business, Transportation and Housing Agency, at (916) 323-5382 or Jeffrey Williamson, Center for International Trade Development, at (909) 556 6639.

Thank you, in advance, for your consideration.

Sincerely,

TRACI STEVENS  
Acting Undersecretary