

Pittsburgh Regional Alliance Will Be Part of Larger, Pennsylvania Presence at 2016 Hannover Messe, the World-Class Industrial Tech Trade Fair

Pennsylvania team will add to largest-ever U.S. business delegation presence at the Fair

Advancing a new global Industrial Revolution, “Pittsburgh 4.0” will be a key marketing message for the region

[PITTSBURGH, APRIL 13, 2016] — The [Pittsburgh Regional Alliance](#) (PRA) today announced it is part of the largest-ever U.S. delegation to [Hannover Messe](#), the world’s foremost trade fair for industrial technology, taking place April 25-29, in Hannover, Germany. For the first time in the Fair’s history, the United States will be the Partner Country, a status that provides the more than 390 businesses and organizations in the U.S. delegation an unprecedented opportunity to be prominently featured throughout the event. U.S. President Barack Obama will also participate in this year’s event, themed "Integrated Industry – Discover Solutions."

The PRA, the 10-county Pittsburgh region’s economic development marketing organization and an affiliate of the Allegheny Conference on Community Development, will exhibit in Hall 3, Floor 6, Booth 22 at the show. The PRA will be joined by the Pennsylvania Department of Community and Economic Development, along with CorePA and Select Greater Philadelphia, two other Pennsylvania economic development agencies.

“The U.S. business community and the Department of Commerce have a clear message for the world: the United States is open for business. We will demonstrate and deliver on that message at the 2016 Hannover Messe,” said U.S. Secretary of Commerce Penny Pritzker.

The Pittsburgh region, situated in southwestern Pennsylvania, has been a center for manufacturing since the mid-1800s. Much of the modern world was built with Pittsburgh-made steel and specialty metals. While grounded in this rich history, the region’s sector of [advanced manufacturing](#), as it is known today, is focused on the future, even as it continues to [remain one of the most active of key sectors in the region for attracting investment](#).

“In the Pittsburgh region, we are melding dramatic advances in robotics, artificial intelligence and 3D printing with our long-standing pride and capacity for making things,” said PRA Vice President of Global Marketing Suzi Pegg, who will be one of the regional representatives at the Hannover Messe Fair. “The hybrid that results from the deliberate convergence of manufacturing, [technology](#) and innovation is allowing the Pittsburgh region to revolutionize better, faster and less expensive ways to fabricate materials, parts and components for some of the most critical industries worldwide.

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“All of this, along with leading-edge developments in cyber security, is at the heart of a new industrial revolution – commonly known abroad as Industry 4.0 – and the region is right in step with it. We’re bringing to bear contributions tied to manufacturing prowess, energy, innovation and technology which I bundle as ‘Pittsburgh 4.0’ and which will be a key part of my pitch in Hannover,” said Pegg.

“The PRA is excited to be a part of the first-ever USA Partner Country presence at Hannover Messe. I look forward to making the most of this opportunity and to introducing the Pittsburgh region to as many potential international business partners and investors as I can.”

Follow Suzi Pegg @SuziPeggPRA while she on the ground in Hannover, representing the Pittsburgh region. Hannover Messe typically hosts more than 200,000 attendees from more than 70 countries, including global investors, buyers, distributors, resellers and government officials.

The [Pittsburgh Regional Alliance](#) markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding with a focus on advanced manufacturing, energy, financial and business services, healthcare and life sciences, and information technology – the major sectors of the [Pittsburgh regional economy](#).

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