



HANNOVER FAIRS USA TAPS INTO GROWING SPACE MARKET IN INDIA WITH THE LAUNCH OF ISCe INDIA SATCOM FORUM @ INFOCOM 2007

(Long Beach, CA) -- Hannover Fairs USA, Inc., organizer of the successful ISCe and ISIS conferences and U.S. subsidiary of CeBIT, the world's number one marketplace for digital business, announced today the formation of the ISCe India SatCom Forum @ INFOCOM 2007. This exciting new event, in partnership with INFOCOM, will take place on November 30, 2007, and will focus on the expanding satellite communications market in India.

"India is one of the world's largest growing economies with a strong developing space market. As their electronic economy continues to expand, satellites will play an increasingly prominent role," said Art Paredes, President and CEO, Hannover Fairs USA. "Satellites are the ideal solution for bridging the gap between areas with strong communication networks and the vast rural areas in India having minimal or no coverage."

India is witnessing an unprecedented expansion of its economy and is the world's fastest growing free market with an 8.5 percent GDP growth in 2005–2006. With a population of well over one billion spread over three million square kilometers, India represents the second largest consumer base in the world. IT spending is expected to double over the next five years, with the internet subscriber base growing up to 50 percent in 2007 alone. INFOCOM 2007 and the ISCe India SatCom Forum will be held at the HITEX Convention Centre in Hyderabad, centrally located in India and a preferred location for Fortune 500 companies.

"As the largest information and communication technology conference in India, INFOCOM is an established and highly regarded presence in that country," continued Paredes. "The INFOCOM organizers were eager to bring satellite solutions into the mix and we are pleased to become an exclusive partner in enabling this expansion. ISCe India will provide a one-day conference of dynamic sessions as well as a satellite exhibition group within the International CeBIT Pavilion. Hannover Fairs USA is proud to be launching another ISCe event as part of our strategy of building on and expanding the brand that has become synonymous in the United States with a quality satellite conference that delivers on its value promise."

The inaugural ISCe India SatCom Forum will focus on "Inclusion in e-Connectivity via Satellite," bringing together top executives from the satellite industry to discuss four general session topics:

- * Direct-to-home Broadcast: its Growing Expansion in India and the East
- * E-Connectivity and Broadband via Satellites
- * Growing Capabilities of Regional Satellite Operators
- * Achievements of National Space Industries in the East

"We are fortunate to have Mr. D.K. Sachdev, president, SpaceTel Consultancy, LLC, and a pioneer in the satellite industry, as the Program Chairman of this exciting new event, as well as Chairman of the ISCe India SatCom Forum advisory committee," added Paredes. "D.K. has built an impressive reputation in the space industry and is the ideal person to lead the ISCe India conference to success. With his broad knowledge of the satellite industry and connections throughout India, we are assured of an outstanding program and speakers."

"This is an exciting time in India as the economy grows and expands," said Sachdev, "Bringing the benefits of the e-world to the large rural population in India is vital for the continued growth and prosperity of the country. ISCe India is the perfect opportunity to reinforce the importance of satellites in delivering the same array of compelling applications available to consumers in other major markets throughout the world."

Visit www.isce-india.com to learn more about ISCe India SatCom Forum @ INFOCOM, including registration, exhibit and sponsorship details.

About Hannover Fairs USA, Inc.

Hannover Fairs USA, Inc., the U.S. subsidiary of Hannover, Germany-based tradeshow organizer Deutsche Messe AG, organizes tradeshow, group exhibits and marketing programs at events throughout the world, including the annual ISCe 2008 Conference & Exhibition, which will occur June 10–12, 2008, at the Marriott Hotel & Marina in San Diego. Hannover Fairs USA also organizes the annual one-day ISIS NYC '07 satellite investment symposium in New York, October 9, 2007. Visit www.hf-usa.com, www.isce.com and www.isis-nyc.com to learn more.

About INFOCOM

INFOCOM, organized by ABP Pvt. Ltd, is India's largest ICT conference and exhibition. Working closely with all stakeholders, INFOCOM aims to create a powerful platform that synergizes and aids this process of change and transformation in India and abroad. INFOCOM brings together some of the best global minds in hardware, software and telecom, together with the experts on the business side and policy makers to brainstorm, showcase, network, brand-build and prepare for the best that is to come. Visit www.indiainfocom.com for more information.

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