

Munich, 05-Dec-2011

**Press release**

## **Messe München International continues growth**

- **Increases of up to nine percent in 2011 in exhibitor/visitor numbers and exhibition space**
- **Two new halls planned at the exhibition center from 2016**
- **Premiere of bauma Africa in 2013**

In 2011 Messe München International once again significantly exceeded its targets for sales and earnings, and further expanded its position as one of the most profitable trade fair companies in Germany. On the domestic market, Messe München GmbH achieved an EBITDA of approximately €39 million, which is €17 million above the original plan. Sales came in at €181 million, overshooting the target by around €11 million. "To turn in such a pleasing result in a year when the program was less strong, due to the differing cycles of the individual events, shows the full impact of the efficiency and growth program, SPEED, which we started in January 2010," said Klaus Dittrich, Chairman & CEO of Messe München International.

In the twelve events owned and run by Messe München, the number of participants rose again in comparison to the last time those events took place: there were five percent more exhibitors and nine percent more visitors. The amount of net rented space also increased again, by six percent. The leading international trade shows in particular, with clear double-digit percentage increases in participant numbers, made a strong contribution to the balance sheet this year.

In total over 270 events were held in 2011 at the New Munich Trade Fair Center, the ICM - International Congress Center Munich and in the M,O,C, Event Center Munich. They attracted over 31,000 exhibitors and more than 1.7 million visitors.

### **Expansion of exhibition center from 2016**

In order to enable growth to continue in the future, the exhibition center will be expanded by two new halls from 2016 onwards. "For years now four of our leading international trade shows – bauma, BAU, ISPO and IFAT ENTSORGA – have been taking up all the available hall space, and so, too, has the third-party event Intersolar. Only through expansion can we meet the ever increasing demand for exhibition space. We are pleased about the decision of our shareholders, who have sent a clear signal for new growth at the Munich location. We will start immediately on planning the new building work and its financing," said CEO Dittrich.

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



### **ICM, M,O,C and guest events**

105 events and 110,000 participants were the final figures for the ICM - International Congress Center Munich for 2011. Once again Messe München's congress venue proved its status as a top location for medical congresses. In the coming year, the European Society of Cardiology (ESC) will again – for the third time – be holding its annual congress in the ICM. Well over 30,000 attendees are expected. In the current year, the M,O,C, Event Center hosted 120 events, with 330,000 visitors. In the M,O,C, Order Center space rental rose to 98 percent. In the guest events segment, strong increases were recorded in corporate events business, e.g. AGMs, management meetings and sales conferences.

### **Successful premieres abroad**

In its business operations abroad, Messe München International also experienced exceptionally positive development in 2011. A total of 48 events were held outside Germany. The building construction machinery fair bC India celebrated a successful premiere in Mumbai, and Messe München International was for the first time a co-organizer of the logistics trade fair logitrans in Istanbul. The international network of trade shows for the construction machinery sector is being expanded to include a new event in South Africa. The first bauma Africa takes place in September 2013 in Johannesburg. This represents one more professional international platform for the construction machinery industry, alongside bauma China and bC India.

### **Strong trade show program in 2012**

2012 is set to be one of the stronger years in terms of the events program. In Munich alone seven leading international trade shows are scheduled. And some events are already fully booked. In addition Messe München is putting on a new energy trade fair, focusing on batteries, energy storage and innovative manufacturing processes. It will take place in parallel with the world's leading trade show, electronica.

In addition to continued implementation of the efficiency and growth program, SPEED, the focus for Messe München in the new year will also be on implementing a new corporate strategy. "Targeted growth on the domestic market through strategic acquisitions and the expansion of market positions abroad are the core goals on which we will concentrate in the coming years. We want to increase the proportion of our international business by 50 percent by 2016," said Dittrich.

In particular in view of the expansion in business abroad, the shareholders of Messe München GmbH have decided to extend Mr. Eugen Egetenmeir's contract as Managing Director through to the end of 2013.

### **About Messe München International**

Messe München International is one of the world's leading trade-fair companies. In Munich alone it organizes around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year more than 30,000 exhibitors and over two million visitors take

part in the events held at Messe München, the ICM – Internationales Congress Center München, and the MOC Veranstaltungszentrum. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.