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## More space for more Berlin: Messe Berlin opens hub27, its new trade fair and congress hall

·More space for congresses and trade fairs in Berlin

·Bookings have already been received

At a festive ceremony today, Messe Berlin opened hub27 Berlin, its twenty-seventh event venue on the exhibition grounds. Those invited included representatives of Berlin and customers of the company who were able to admire the dimensions of the pillar-free hall, which measures almost 100 times 100 metres.

In his opening speech, **Governing Mayor of Berlin Michael Müller praised the concept of hub27 as a multi-purpose event venue:** "Berlin has a worldwide reputation as an attractive city and established venue for trade fairs and is making a big effort to keep that role in the future. hub27 stands for the visions of Berlin's master plan: more space and maximum flexibility for every conceivable type of event – and that really is something special. In that sense hub27 offers a little more Berlin – to us and our visitors from around the world."

**Ramona Pop, Berlin Senator for Economics, Energy and Public Enterprises:**

"Berlin is well equipped to meet the challenges of the competitive international trade fair and congress market. hub27 will play an important part in attracting substantial investment in Berlin's future. hub27 will provide an impetus not only for Messe Berlin's future growth, but in particular for the local economy. More events mean more visitors to trade fairs and congresses, who eat, shop and stay overnight, which benefits us all."

**Wolf-Dieter Wolf, Chairman of the Supervisory Board of Messe Berlin,** said: "As a multi-purpose venue for congresses and trade fairs of all sizes, hub27 meets the challenges of our times. Together with the construction company Goldbeck, Messe Berlin was able to complete hub27 on time and within the agreed budget. All the while, events were taking place on the exhibition grounds which were practically booked up. That is an achievement of which Messe Berlin has good reason to be proud."

**Dr. Christian Göke, Chief Executive Officer of Messe Berlin:** "hub27 is key to the future of Messe Berlin. It provides the space urgently required in Berlin for large-scale congresses and other events that attract many thousands of participants. At the same time it gives us alternative space for the upcoming modernisation of existing parts of the grounds." He also mentioned that bookings had already been made: "hub27 has been well received by the market. There are only a few slots left in 2020."

Construction work on hub27 Berlin began in November 2017 and continued for 18 months. The cost of construction was 75 million euros, most of which was borne by Messe Berlin. The Land of Berlin contributed 7 million euros. Measuring 10,000 square metres, hub27 is the largest hall on the exhibition grounds. The use of mobile partitions makes it possible to create up to 10 rooms of different sizes. Added to this is an area measuring 5,000 square metres in the three-storey front section, which includes a separate foyer and 20 conference rooms. The big highlight is the 200 square-metre rooftop patio. The new building is located on the southern section of the exhibition grounds on Jafféstrasse, adjacent to the CityCube Berlin. Two covered passageways connecting Halls 1 and 25 complete the circuit of the grounds. The building can be reached on foot from the S-Bahn station Messe Süd.

For additional information and a press kit containing a fact sheet, images and videos please visit the hub27 website: [www.hub27-berlin.de](http://www.hub27-berlin.de)

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## About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies. Each year it develops, markets and hosts hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, all leading global trade fairs, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at the Brandenburg Gate. Messe Berlin has around 90 foreign representatives who market events in over 170 countries. Each year some 30,000 members of the media from all parts of the world obtain accreditation for events on the exhibition grounds in Berlin where the company has its headquarters. Thus, Messe Berlin acts as a driving force of the metropolis that is Berlin. Its aim is to be an outstanding host for visitors to every event at Messe Berlin, to give individuals an optimum boost for their business and to ensure fair conditions for everyone. This approach is reflected in the company slogan: 'Messe Berlin – Hosting the World'.

[www.messe-berlin.com](http://www.messe-berlin.com)