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Messe Berlin: Best year's trading in the company's history

Messe BerlinGroup turnover of approx. 200 million euros - 70 per cent of exhibitors from abroad - Major successes on Asian market - Influx of purchasing power to capital and surrounding region of 1.2 billion euros Berlin, 17 December 2008 - With output totalling around 200 million euros the Messe Berlin group can report its most successful years trading since the company was first set up. Sales by Messe Berlin have increased by 68 per cent since 2003 (119 mi. euros) and by more than 38 per cent compared with the previous year (144 mi. euros). In 2008 sales by the companys convention business doubled compared with 2005, the previous record year, to 20 million euros. Expenditure by out-of-town attendees at Messe Berlin's trade shows and conventions amounted to some 1.2 billion euros. Visitors to conventions at the ICC Berlin, and to the Palais am Funkturm and the Exhibition Grounds, contributed over 200 million euros to this influx of purchasing power in the capital and surrounding region. According to Raimund Hosch, Chief Executive Officer of Messe Berlin GmbH: "As a venue for trade shows and conventions, in recent years Berlin has continued to experience very encouraging growth with increases in trade show business that have been well above average, expanded services by subsidiaries in order to meet the needs of the market, and concentrated efforts to attract more international conventions. The effective introduction of new and highly topical trade shows, the success of our activities abroad, in South East Asia, and a thriving convention business all mean that, with its extensive portfolio, the company is in a stable position. Although some of our regular events such as InnoTrans and the IFA do not take place every year, and despite the difficulties confronting the world economy, even without them we are confident about the prospects for 2009. Among the trade shows taking place in the new year the highlights will again include the International Green Week Berlin, FRUIT LOGISTICA, the ITB Berlin and the IFA, which will be held shortly after the summer break and will include a section devoted to home appliances, as well as Asia Fruit Logistica in Hong Kong and the ITB Asia in Singapore. In 2008 the level of foreign participation in events in Berlin was extremely high. Two thirds of the 23,591 exhibitors at the 23 events organised by Messe Berlin itself came to Berlin from abroad. Trade visitors accounted for 43 per cent of the total, and this figure rose to as much as 49 per cent in the case of nationwide trade shows. Out-standing results were also achieved in the guest events sector, with 3,504 exhibitors. Messe Berlin also achieved a new attendance record in 2008, with a total of 2.19 million visitors at the Berlin trade fair groups own events and at the guest events that it hosted. Four new specialist trade shows were added to the programme: FRESHCONEX, International Trade Fair for Fresh-Cut Convenience, conhIT, Connecting Healthcare IT, Top Energy Berlin, Trade Fair for Power, Gas and Renewables, and Laser Optics Berlin, International Trade Show for Optical Technology and Laser Systems. Looking at the events individually, the International Green Week Berlin, with an attendance of 425,000, including 110,000 trade visitors, was the best attended event by far. FRUIT LOGISTICA has undergone significant expansion: 2,110 exhibitors from all continents occupied a hall area of 81,000 square metres in order to display every aspect of the entire value-added chain for the international fruit trade. The largest-ever trade fair for this sector attracted some 50,000 trade visitors from 125 countries. In terms of its international representation the ITB Berlin remains unrivalled. With 11,147 companies from 186 countries the leading trade show for the global travel industry recorded more exhibitors than ever before. This years International Aerospace Exhibition proved to be a major attraction for the public, with a total attendance of around 241,000 (120,000 trade visitors), which was almost equal to the record set at the IFA2006. IFA includes "white goods" for the first time This years IFA was

more international than ever, and for the first time it also included extensive participation by the electrical home appliance industry. The 1,245 exhibitors from 63 countries - over ten per cent more than in 2007 - presented the complete range of so-called "brown" and "white" goods. The total rented area of 122,000 square metres made this the largest IFA ever and it attracted 220,000 visitors. Another event that enjoyed continued success was InnoTrans. This year's meeting place for the transport technology industry surpassed three previous records: 30 per cent more trade visitors (85,000), 50 per cent more display space and 20 per cent more exhibitors (1,904). As a result this leading trade fair for the international railway technology sector can now be ranked among the world's major technology trade shows. Boot und Fun / Boats and Fun Berlin also set new records. Some 65,000 visitors came in search of information about the latest trends in water sport from the 658 exhibitors. This is now one of the most important trade fairs anywhere in Germany for inland waterways and the coast. **Also achieving success abroad** Parallel with its core business at its location in Berlin, Messe Berlin is also busy developing new markets in other countries. Right from the start the ITB Asia in Singapore and ASIA FRUIT LOGISTICA in Bangkok and Hong Kong have proved to be highly successful exports. "The presence of our global brands in other countries is an increasingly important factor for us in developing a new exhibitor potential for Berlin and for consolidating the capital's position as a trade fair venue", according to the company's chief executive Raimund Hosch. Following its debut in 2007, this year ASIA FRUIT LOGISTICA has become established as a leading event for this market in Asia, with 215 exhibitors from 33 countries. ITB Asia reported an equally successful start, with 651 exhibitors from 58 countries. Messe Berlin is also deploying its specialist skills on behalf of the trade fairs Water Sofia and AQUA UKRAINE.