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Messe Berlin: highest turnover in company history

2012 was an outstanding year for trade fair business – successful launch of ExpoCenterAirport – foundation laying ceremony for CityCube Berlin – Raimund Hosch: "Messe Berlin is well positioned in the market."

Berlin, 19 December 2012 – "In 2012, Messe Berlin recorded a turnover of 247 million euros, the highest figure in the company's history. Our top five trade fairs, the International Green Week, Fruit Logistica, ITB Berlin, IFA and InnoTrans have strengthened their position as market leaders," is how **Raimund Hosch, CEO, Messe Berlin**, summed up trade fair business in 2012. Compared with 2010, a similarly event-packed year, turnover rose by around 14 per cent, 17 million euros higher than the targeted figure.

High percentage of trade visitors from Germany and abroad

In 2012 more than 1.8 million visitors attended the in-house trade fairs organised by Messe Berlin and its guest events. As in previous years, the percentage of foreign trade visitors remained high. Around two-thirds of the 650,000 trade visitors came from abroad.

Messe Berlin's involvement in business abroad was also a success. Both ITB Asia in Singapore (17 per cent increase in display areas compared with 2011) and the Asia Fruit Logistica in Hong Kong (10 per cent growth in display areas) were able to strengthen their position as leaders in Asia, a growth market.

Launch of ExpoCenter Airport – ILA the inaugural event

In September, the launch of ExpoCenter Airport next door to BER, the capital's future airport, was very well received. The International Air Show ILA 2012 was the inaugural event. This multi-purpose venue for trade fairs and events complements ExpoCenter City, situated next to the Berlin Radio Tower. Comprising three permanent display halls covering 21,000 square metres and temporary halls on an area of 55,000 square metres, it offers space for additional trade fairs and product presentations. Improvements are currently being made to the infrastructure of the grounds, with construction of passageways connecting halls as well as transport links under way. Besides ILA and PANORAMA, the fashion show, new events have also booked this venue.

CityCube Berlin 2014 almost completely booked up

On 5 July three hammer strikes signalled the start of construction of the CityCube Berlin. Work on the shell of the German capital's new venue for trade fairs, conferences and events is now well under way. While work continues apace at the building site of the CityCube Berlin, the calendar of events at the new trade fair and conference venue is gradually filling up. The opening of the CityCube Berlin is scheduled for early in 2014 and already it there is substantial demand. **Raimund Hosch**: "We can already predict that the CityCube Berlin will be fully booked in 2014 and the years to follow. We have already received numerous requests from major organisers, both from Germany and abroad.

High demand for guest events

More than 200,000 visitors attended the 38 guest events that took place on the Berlin Exhibition Grounds in 2012. The events organised by this division are extremely diverse and include highly specialised trade fairs such as CWIEME Berlin, the largest coil winding exhibition in the world, Cosmetics, Einstieg Berlin, an event for career starters, and MINERALIS, an international exchange for minerals, fossils and jewellery. Every year the programme features new events with an increasingly international appeal. Among the events which debuted in 2012 were the European

Attraction Show and the ASIA APPAREL Expo – BERLIN, which provided European companies with an opportunity to get to know Asian clothing and fashion manufacturers.

Congress division reported good business

Overall attendance at the 511 conferences and shows numbered 225,000. The conferences were attended by 147,000 delegates, of whom 70 per cent came from abroad. Events took place at established venues such as the International Congress Center Berlin (ICC Berlin), the Palais am Funkturm, the Marshall Haus and in the multi-purpose halls on the southern section of the grounds. Conference events held here included eular, Europe's largest rheumatology congress, and the annual congress of the European Association for the Study of Diabetes (EASD).

The International Congress Center Berlin (ICC Berlin) will close early in 2014. With the support of an investor, Germany's coalition government and the Berlin Senate plan to retain the multi-purpose character of the ICC Berlin, including conference facilities. In 2014 all of Messe Berlin's conference events will take place in the CityCube Berlin and on the southern section of the grounds.

A sound basis for 2013

In 2013 there will be fewer trade fairs and conferences taking place. Nevertheless, 2012 has provided a sound basis for further successful developments at Messe Berlin. Additional opportunities for growth will emerge with the opening of the capital's major airport, BER.

From 15 to 17 January 2013 PANORAMA Berlin, the new fashion show forming part of the Berlin Fashion Week, will debut at ExpoCenter Airport, to be followed by a second event in the summer.

Next year, for the first time, ExpoCenter City will host the Servicedesk & IT Support Show (SITS), which for the past 19 years has been a special interest exhibition for the DP industry attended by around 4,500 trade visitors in search of information. Other events here include SolarEnergy, an international trade fair for renewable energies and energy efficiency, and Bio Ost, a large-scale event for traders of organic foods. EcoPrint, an event for sustainable printing technology organised by Mack Brooks Exhibitions Ltd, will be opening its doors on the exhibition grounds parallel with the World Publishing Expo, an annual exhibition of the World Association of Newspapers and News Publishers.

Preparations for large-scale international trade fairs such as the International Green Week Berlin, Fruit Logistica, ITB Berlin and IFA are now well under way. Raimund Hosch: "The outstanding results of 2012 are good reason for us to be optimistic about the new year. I consider this a sound basis on which the new CEO of Messe Berlin, Christian Göke, can build. Messe Berlin is well-positioned to continue in its role as a successful competitor in the international market."

This press release as well as photos of the management and the exhibition grounds can also be found on the internet at: www.messe-berlin.de/press