

Bayerisches Staatsministerium für Wirtschaft, Landesentwicklung und Energie

Topics

Economy & Location Marketing

Trade fairs of international relevance

TRADE FAIRS OF INTERNATIONAL RELEVANCE

Bavaria is the ideal location for trade fairs and events of any kind. The three large Bavarian trade fair grounds open up access to international markets for Bavarian companies, thereby making a key contribution to export promotion—an important factor for Bavaria as an export-oriented business region.

Messe München International

Messe München International (MMI) is among the top ten leading trade fair companies in the world, and is Bavaria's largest trade fair venue. MMI is facility operator of the Munich exhibition grounds, the ICM - Internationales Congress Center and the MOC Veranstaltungszentrum München. It also has a global network of investment companies in Europe, Asia, Africa and South America.

Some 44,000 exhibitors and an average of more than two million visitors participate in Munich and worldwide in MMI's 50 own trade fairs and exhibitions and overall 220 events.

The Munich exhibition grounds provide 18 halls with 200,000 m² of exhibition space, and Germany's largest outdoor grounds, covering an area of 425,000 m². The grounds in München-Riem were inaugurated in 1998 to relieve the trade fair halls at Munich's Theresienhöhe. The State of Bavaria, which holds a stake in Messe München International representing 49.9% of the shares, contributed approximately 325 million Euros toward construction costs, which totalled around 1.3 billion Euros.

NürnbergMesse

NürnbergMesse is the second largest international trade fair venue in Bavaria. Today, Nuremberg has one of the 15 largest fairgrounds in the world, ranges among the top ten in Europe and occupies 7th place in the German trade show rankings

Bavarian trade fairs



following Frankfurt, Düsseldorf, Munich, Hanover, Berlin and Cologne. The NürnbergConvention Center (NCC) is connected with the grounds and offers multi-functional spaces for conventions, marketing or company events for more than 12.800 visitors.

The portfolio includes around 120 national and international trade fairs and congresses, as well as approximately 40 sponsored communal stands in Nuremberg and worldwide. Each year, some 30,000 exhibitors (internationality about 40%) and up to 1.4 million visitors (internationality among professionals in attendance about 25%) attend the NürnbergMesse Group's own, partner and guest events. NürnbergMesse has subsidiaries in China, North America, Brazil and Italy. Moreover, the NürnbergMesse Group can draw from a network of some 50 representative offices active in more than 115 countries.

Since 1997, the State of Bavaria, which holds 49.9% of the shares in NürnbergMesse, has participated in the numerous expansion and modernisation projects, contributing more than 50 million euros toward new halls and the NürnbergConvention Center East.

Messe Augsburg

Messe Augsburg, Bavaria's third-largest trade fair venue, has 12 halls and 48,000 m² of exhibition space, 10.000 m² of outdoor grounds as well as a service and convention centre. The Augsburg trade show grounds' event programme has specialised in servicing the economic regions of Augsburg/Bavarian Swabia as well as organising trade and consumer shows in market niches.

Messe Augsburg's principal shareholder is the City of Augsburg. It is operated by Augsburger Schwabenhallen Messe- und Veranstaltungsgesellschaft mbH (ASMV), which is successively developing into a trade fair organiser. The State of Bavaria has contributed nearly 40 million to numerous modernisation works at Messe Augsburg.



Schliessen