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Messe München International: 2009 balance sheet – high share of leading international fairs secures business success

Munich, 9 July 2010. Due to the numerous leading international fairs in its events portfolio, Messe München International was significantly less exposed to the economic fluctuations in 2009 than the average exposure other trade fair centres were subject to. Notably BAU, LASER WORLD OF PHOTONICS and transport logistic demonstrated great stability in the first half of the 2009 trade fair year and even managed to report significant increases in both exhibitor and visitor numbers.

In all, 18 events organised by Messe München, seven by the Gesellschaft für Handwerksmessen and in excess of 270 guest events held in the halls of the New Munich Trade Fair Centre, in the International Congress Centre Munich (ICM) and in the Munich Events and Order Centre (M,O,C,) were on the programme in 2009. With a total of 32,906 exhibitors, 1,804,113 visitors and 2,195,356 m² stand space, the events held at Munich's trade fair venues were again characterised by a high level of service quality. Revenue amounted to 193.2 million euros. EBITDA came to 42.9 million euros and was, as such, more than 4 million euros up on budget.

Messe München Group (MMI) finished the 2009 financial year with revenue amounting to 215,2 million euros. Included in this amount were the sales generated by its subsidiaries and holding companies. Sales worth in excess of 19 million euros were generated abroad. This equates to a share in total revenue of nine percent.

“Thanks to our efficient cost management system and high-quality events, Messe München numbers among the most profitable trade fair companies in Germany. Even in the crisis year 2009, we were able to not only generate very solid trade fair earnings but also again offer our shareholders full planning certainty”, commented Klaus Dittrich, chairman & CEO of the management board of Messe München International.

“This result enabled Messe München to achieve an outstanding sales/EBITDA ratio of well over 20 percent in the 2009 financial year”, added finance director Dr. Reinhard Pfeiffer.

Strategic expansion of foreign activities

The tapping of new markets and the expansion of market coverage via strategic joint ventures were the focus of the international endeavours. The agreement concluded with the American Association of Equipment Manufacturers (AEM) envisages combining the AEM fair CONEXPO Asia with the bauma China event. Moreover, a joint venture was set up together with the AEM with the aim of launching an international trade fair for construction machines, building materials machines and mining machinery under the name of “BC INDIA – A BAUMA CONEXPO SHOW” in India in February 2011. The strategic foreign joint venture activities also encompassed the IFAT CHINA event that was held for the first time in May 2010 together with the EPTEE + CWS, a Chinese trade fair for water, air, waste, energy and recycling. As such, this is the largest trade fair for environmental solutions in China.

2009 saw Messe München International organising a total of 37 trade fairs and trade fair participations including eleven events held by Messe München GmbH and 26 trade fairs and trade fair participations by its subsidiary IMAG. Record visitor numbers and increased stand space were reported by a number of events including ispo China. LASER World of PHOTONICS CHINA also reported a significant rise in exhibitor and visitor numbers.

Messe München’s leading trade fairs to perform solidly in 2010 too

Due to the composition of the trade fair programme determined by the event cycle, 2010 is set to be a strong financial year for Messe München with revenue anticipated to total around 241 million euros. The events held in the first six months of 2010 marked a thoroughly successful start to the year. On the occasion of its 40th anniversary, the international trade fair for sports equipment and fashion, ispo, reported a significant increase in exhibitors and record visitor numbers. With an increase in stand space and record visitor numbers, the international watch and clock fair inhorgenta also reported significant growth. The trade fair highlight of the year 2010 proved itself to be resistant to crisis too - the leading international trade fair bauma again broke its stand space and exhibitor number records. Despite the temporary flight ban due to the Icelandic ash cloud, the world’s largest trade fair marked a turnaround in the building industry with more than 415,000 visitors from in excess of 200 different countries.

The leading international fairs held abroad also enjoyed positive development in the first half of 2010. Messe München’s activities in the boom country China broke all records. ispo China was able to virtually double its number of exhibitors and increase visitor numbers by more than 50 percent. electronica & Productronica China and LASER World of PHOTONICS CHINA also recorded high

growth among visitors and exhibitors as well as in terms of stand space. The bauma China event, scheduled to take place in November of this year, confirmed its status as Asia's leading trade fair and was already more than fully booked as of the closing date for applications in February.

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Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. Via its six subsidiaries – in Europe and in Asia – and 64 foreign representatives actively serving over 90 countries, MMI has a worldwide business network. Environmental protection and sustainability are key priorities in all MMI's operations, at home and abroad.

www.messe-muenchen.de