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**MAINTAIN to switch to a two-year cycle**

The MAINTAIN, International Trade Fair for Industrial Maintenance, will in future be taking place every other year. In a joint decision coordinated with exhibitors, leading associations, cooperation partners and major multipliers, it was resolved that following this year's show in October 2010, the MAINTAIN will be switching from an annual to a biennial cycle and will next be held in October 2012.

In a statement, Norbert Bargmann, Deputy Chairman of the Board of Messe München GmbH, comments: "We strive to remain the most successful, solution-oriented trade show for maintenance and thus continue to be attractive both for our exhibitors and our visitor target groups. With this new event cycle, we are meeting the industry community's requirements."

Since its inception in 2005, the MAINTAIN has established itself as the most important market place for experts of industrial maintenance and is considered Europe's leading B2B trade fair for innovative maintenance & repair solutions. This pioneering role shall be further expanded and strengthened also in coming years.

**For more information, refer to [www.maintain-europe.com](http://www.maintain-europe.com).**

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## **About MAINTAIN 2010**

When it celebrated its premiere in 2005, MAINTAIN, the international trade fair for industrial maintenance at the M,O,C, Event Centre (October 12 – 14, 2010) was an immediate success. It is a marketplace for momentum, strategies and service concepts in industrial maintenance and informs experts and decision-makers in the manufacturing and processing sectors about modern solutions for the inspection, repair and maintenance of industrial plants and machinery. The fair focuses on industrial maintenance as a factor of business success and is rounded out by forums and an up-to-date Internet platform.

## **About the M,O,C, Event Center**

The M,O,C, is Munich International Trade Fairs' successful event center. It features showrooms, exhibition halls and conference rooms on a total of 30,000 square meters of space. The competent and professional M,O,C, team satisfies any special exhibition requests that exhibitors may have. Approximately 200 events, from conferences and conventions to specialty events for select groups of trade representatives and large-scale exhibitions for the general public are held at the M,O,C, every year.

## **About Messe München International (MMI)**

Messe München International (MMI, Munich Fairs International Group) 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 around 180 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, the Middle East and in South America. With five subsidiaries abroad and 75 foreign representatives, looking after 97 countries, MMI has a truly global network.

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