

Press

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Messe Frankfurt generates EUR 450 million in sales for the first time in 2010 – Frankfurt events boast largest share of international exhibitors and visitors

Foreign sales continue to grow – continued high profitability – best congress and conference business in company history

Messe Frankfurt resumed its growth in 2010, achieving its highest sales ever. As Wolfgang Marzin, Chairman of the Board of Management of Messe Frankfurt GmbH, emphasised when presenting the preliminary figures for 2010: “We will end the financial year with record sales of some 450 million euros, resuming where we left off in 2008, which was a very good year for us.” Sales outside Germany increased once again, reaching a new record with 114 million euros. Messe Frankfurt generated over a quarter of Group sales outside Germany.

Consolidated profit before tax continues to be stable, and is projected to be well over 30 million euros.

The internationality of the Group continues to be evident at its home location as well, with 72 percent of exhibitors and 47 percent of visitors coming from abroad. “Messe Frankfurt consistently has the highest share of foreign exhibitors and visitors of any German exhibition venue,” stated Marzin.

With 93 congresses and conferences attracting some 110,000 participants, it has been Messe Frankfurt’s best year in this sector to date. Marzin: “There continues to be additional growth potential.”

At 88 trade fairs and exhibitions all over the world, the company played host to more than 64,800 exhibitors and approx. 2.5 million

visitors. Some 1.81 million square metres of net exhibition space were booked.

In the current financial year, a total of 31 trade fairs and exhibitions were held in Frankfurt, featuring some 36,700 exhibitors and around 1.47 million visitors. Approximately 1.16 million square metres of net exhibition space were booked.

Messe Frankfurt's 14 own events comprised approx. 957,000 square metres of net exhibition space and were attended by over 22,400 exhibitors and approximately 914,000 visitors.

The Group's events outside Germany also performed well. Some 25,700 exhibitors – more than ever before – took part in 52 trade fairs around the globe in 2010, attracting 937,000 visitors. Marzin is certain that Messe Frankfurt's strategy of developing its strong trade fair brands internationally from its Frankfurt headquarters has also strengthened the company's home base: "Frankfurt is home to the world's leading trade fairs for a number of industries. And outside Germany, our brands are increasingly found occupying the Number 2 or Number 3 spot in the worldwide rankings."

Global growth in clearly defined fields and markets

Group management has set clear strategic goals for the coming years, as Marzin explained: "We intend not only to maintain our leading role in the international exhibition industry, but to expand upon it as well." In order to do so, the Group plans to boost its portfolio of events, implement new areas of expertise – such as logistics – and move into additional strategic themes. For Marzin, the principle is clear: "Frankfurt is our top priority, and it will also benefit from global growth in clearly defined fields and markets."

As a pioneer in innovative event and communication platforms, the company will have to be even faster and more flexible in reacting to market changes in future. The strategic reorganisation this summer in which Messe Frankfurt extended its Board of Management in the Exhibition subgroup to include three Senior Vice Presidents was the first logical step to meet this challenge, he added.

2011 to see four new trade fairs in Frankfurt

Assuming that the economic upturn continues, Marzin expects 2011 to be a good exhibition year – with four events debuting in Frankfurt.

“M-Days, The home of Mobile”, “Creativeworld”, “Texprocess” and the consumer fair “Maintier” will all be launched in Frankfurt, while brand management abroad is being further strengthened by the rollout of successful brands. In March, for example, Dubai will be playing host to Paperworld Middle East and Playworld Middle East for the first time. Messe Frankfurt will also be investing in its Light+Building brand in the coming year, holding "Interlight Moscow powered by Light+Building" in cooperation with trade fair company OWP Ost-West-Partner.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's largest trade fair organiser, with 450 million* euros in sales and more than 1,700 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 88 trade fairs, of which more than half took place outside Germany.

Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures (2010)