

# Doing Business in the European Union

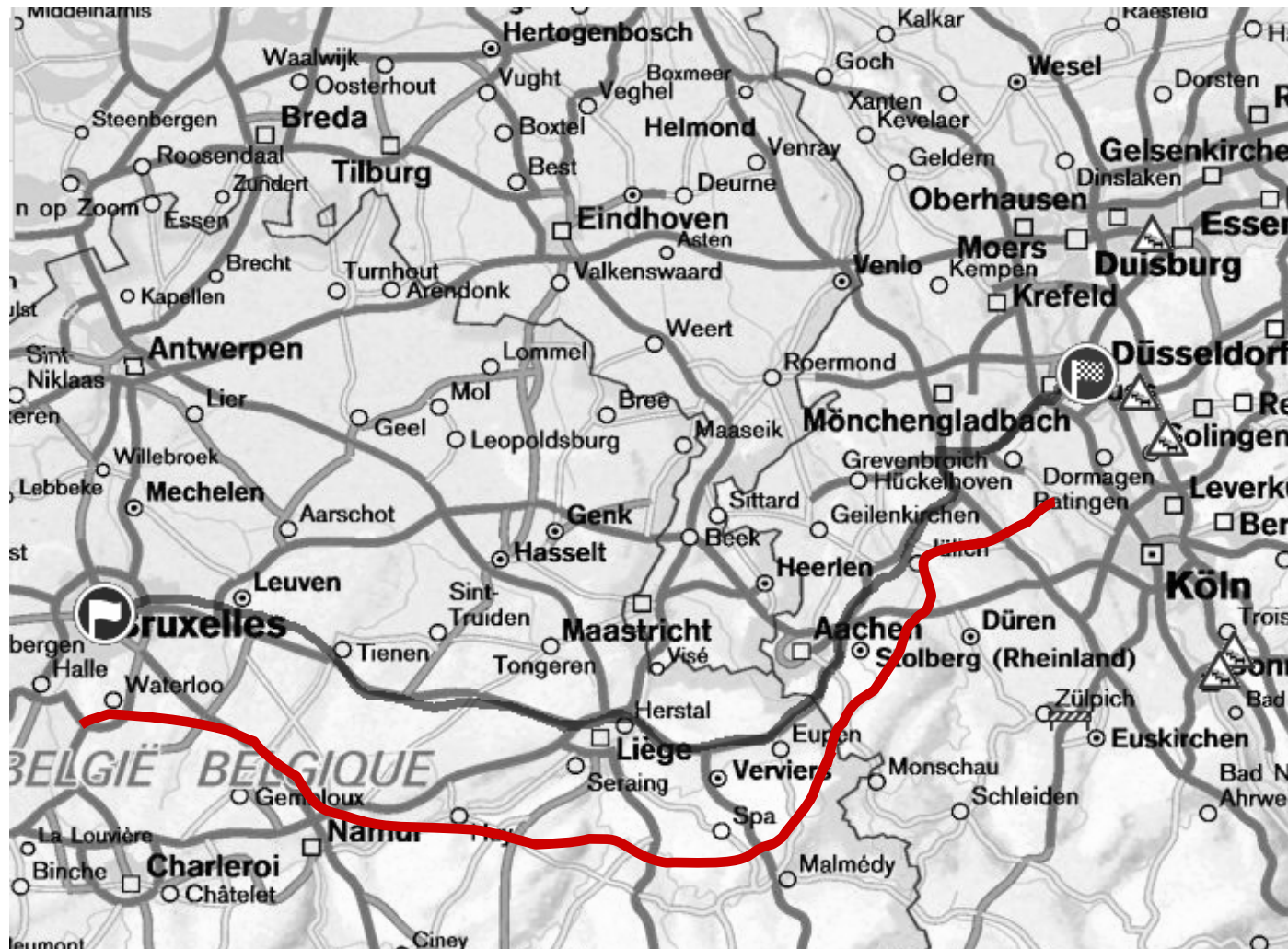
## The German Trade Show Model



Tradeshow Week & IAEE Conference

Düsseldorf, October 4, 2007

# Doing Business in Germany



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Business

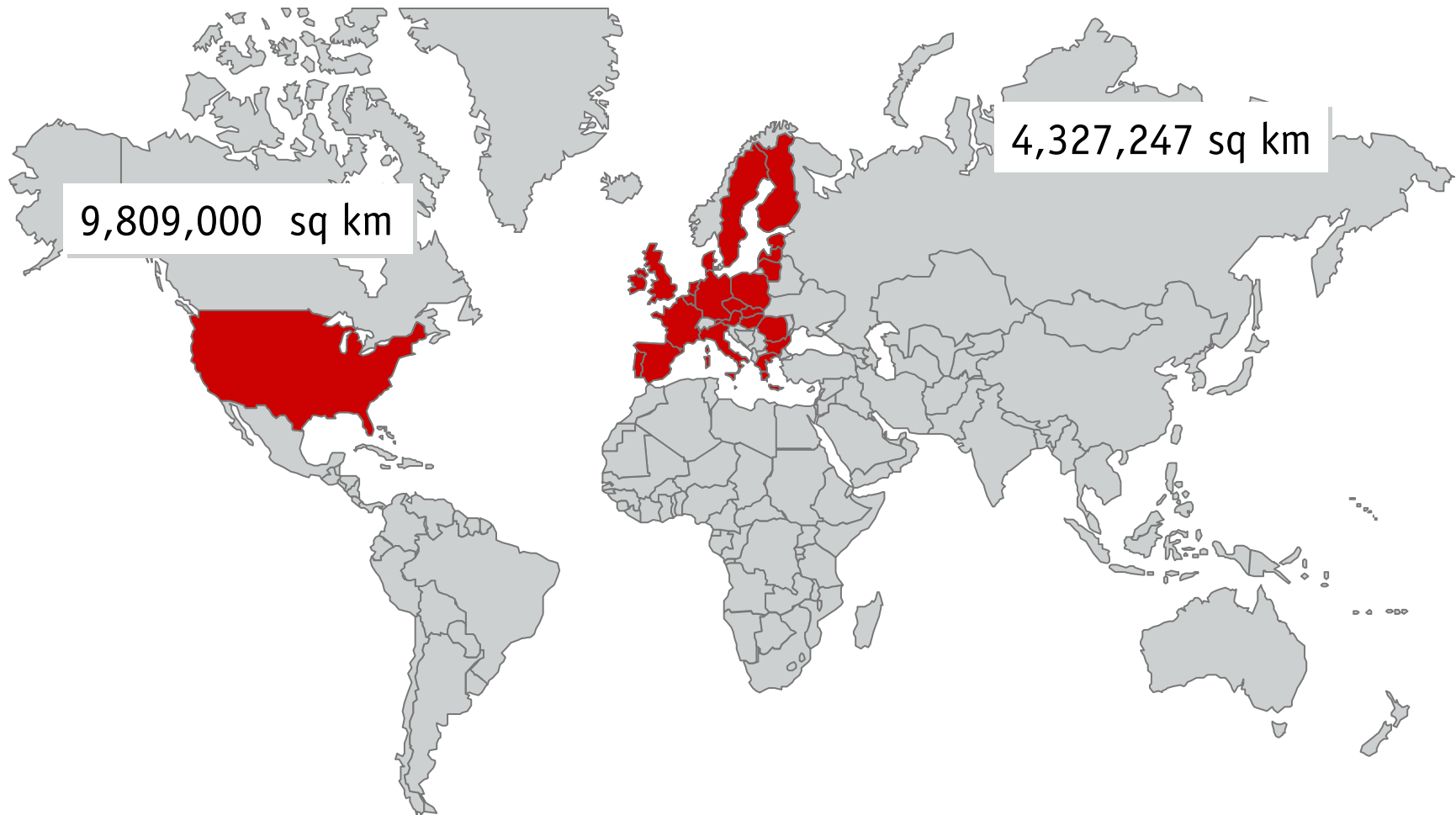
**M**  
Messe  
Düsseldorf

# Doing Business in Germany

- **General Information on Germany**
- **Trade Shows in Germany**
  - General Information
  - Macro-economic significance
  - Quality Characteristics of Trade Shows in Germany
  - Capacities of the German Trade Show Centers
  - Organizers of Trade Shows and Exhibitions
- **Trade Shows by US and GB Organizers in Germany**
- **Messe Düsseldorf – The Group of Companies**
- **Messe Düsseldorf – Facts & Figures**
- **Messe Düsseldorf – The Venue**
- **Düsseldorf – The City**

# Germany

## Comparison Western Europe\* - USA



Source: Fischer Weltatlas 2006

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Düsseldorf



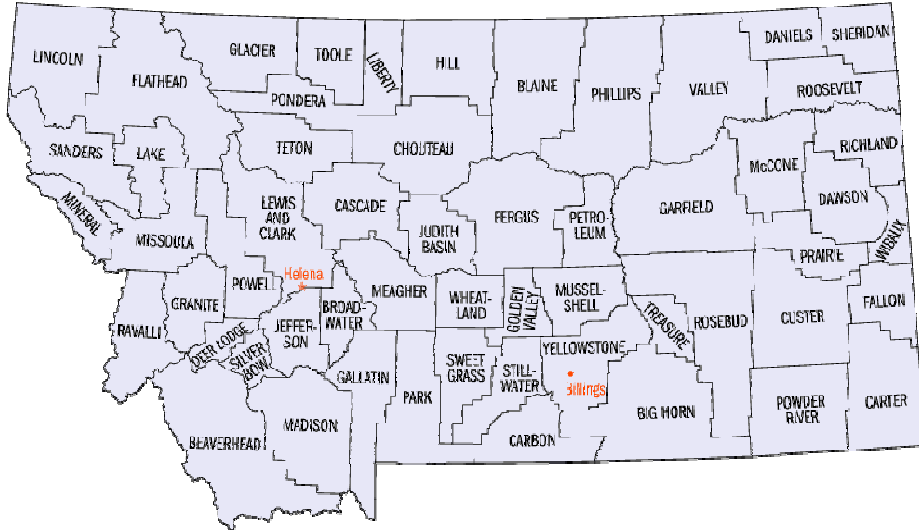
# Germany

## Comparison Germany – USA:

Germany has nearly the same size as Montana

# Montana

380,848 sq km



# Germany

357,027 sq km



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# Germany

## General Information

- Located in the center of Europe.
- ‚World champion in exports‘.
- Highly developed infrastructure (more than 7,500 miles of highways).
- An attractive place for investment in Europe.

# Germany

## Facts & Figures

- Area: 357,027 sq km
- Population: 82.3 million inhabitants (as of 2006)
- Density: 231 inhabitants per sq km
- Capital: Berlin
- GDP: 2,897,8 billion US\$ (as of 2006)
- GDP per capita: 35,183 US\$ (as of 2006)
- Main Industries: iron steel, coal, cement, chemicals, machinery, vehicles, machine tools, electronics, food & beverage, shipbuilding

## Germany

Napoleon arrives in Düsseldorf and visits 'the Trade Show'



# Trade Shows in Germany

## General Information

- Germany is the unrivaled No. 1 worldwide in organizing international trade shows.
- Two thirds of the world's leading trade shows take place in Germany.
- In the international competition, German trade shows are regarded as particularly efficient, innovative and most wide-ranging.
- In Germany, about 150 international trade shows and exhibitions with up to 170,000 exhibitors and between 9 and 10 million visitors take place every year.
- In addition to the international trade shows there is a dense network of regional trade and consumer shows with about 50,000 exhibitors and 7 million visitors per year.
- Furthermore, the German trade show venues annually see about 10,000 B-2-B conferences and congresses with another 2.5 million attendees. An increasing linking of trade shows and conference activities is evident.

# Trade Shows in Germany

## Macro-economic Significance

- Trade shows and exhibitions – together with supporting conferences and congresses - are one of the pillars of the German economy.
- Five of the world's ten top trade show companies in terms of turnover have their headquarters in Germany.
- The German trade show organizers have an annual turnover of around 2.5 billion Euros.
- The macro-economic production effects reach 23 billion Euros.
- The German trade show business itself guarantees around 100,000 full-time jobs; the organization of trade shows and exhibitions indirectly affects around 250,000 jobs.

# Trade Shows in Germany

## Macro-economic Significance

- The German trade show industry is one of the leading service industries.
- Trade shows and exhibitions are one of the most important marketing tools as well as the key impulse generators for Germany's international trade in goods and services.
- The German trade show companies are increasingly developing into comprehensive marketing partners for industry.



# Trade Shows in Germany

## Quality Characteristics of Trade Shows in Germany

- Internationality
- Global exhibitor and visitor marketing
- Excellent price / benefit ratio
- Leading quality of exhibition centers and infrastructure
- Long-term cooperation of market partners
- Location at the heart of Europe
- Leading standard in trade show service
- High level of professionalism
- Intensive competitive situation → efficient trade show business

# Trade Shows in Germany

## Quality Characteristics of Trade Shows in Germany

### Internationality:

- More than 50 % of the exhibitors come from abroad – two thirds of which come from countries outside Europe.
- In 2006 altogether 6 % more foreign exhibitors took part in German trade shows than in 2005.
- High number of participants from South-, East- and Central Asia: in comparison to 2005, in 2006 22 % more exhibitors from these regions took part in German trade shows.

# Trade Shows in Germany

## Quality Characteristics of Trade Shows in Germany

- 21% of the visitors come from companies with over 1,000 employees.
- The share of managing directors, board members or self-employed business people among trade visitors is 30%, among the foreign visitors it is even as high as 48%.
- 61% of the visitors – and even 75% of the foreign visitors - are decision-makers.
- Out of the 2.26 million German decision-makers 85.6% visit trade shows.

# Trade Shows in Germany

## Capacities of the German Exhibition Centers

- In Germany there are 24 exhibition centers.
- Ten of the German exhibition centers have more than 1.1 million sq. ft. of hall capacity, six others have more than 550,000 sq. ft. of hall space.
- Together they offer a total of around 30 million sq. ft. of hall space.
- In 2006, the total capacity increased by 0.8% in comparison to 2005. According to current planning, it will continue to increase at 0.8% annually for the next years. By the end of 2009, the total of hall space is expected to add up to 31 million sq. ft. .

# Trade Shows in Germany

## Capacities of the German Exhibition Centers (Halls)

<b>Hannover</b>	<b>495,265 sqm</b>
<b>Frankfurt (Main)</b>	<b>321,750 sqm</b>
<b>Cologne</b>	<b>284,000 sqm</b>
<b>Düsseldorf</b>	<b>251,274 sqm</b>
<b>Munich</b>	<b>180,000 sqm</b>
<b>Berlin</b>	<b>160,000 sqm</b>
<b>Nuremberg</b>	<b>160,000 sqm</b>
<b>Essen</b>	<b>110,000 sqm</b>
<b>Neue Messe Stuttgart</b>	<b>105,200 sqm</b>
<b>Leipzig</b>	<b>101,200 sqm</b>
<b>Bad Salzuflen</b>	<b>70,000 sqm</b>
<b>Friedrichshafen</b>	<b>69,700 sqm</b>

<b>Hamburg</b>	<b>59,682 sqm</b>
<b>Dortmund</b>	<b>59,235 sqm</b>
<b>Augsburg</b>	<b>57,000 sqm</b>
<b>Karlsruhe (Neue Messe)</b>	<b>52,000 sqm</b>
<b>Sinsheim</b>	<b>40,160 sqm</b>
<b>Bremen</b>	<b>39,050 sqm</b>
<b>Pirmasens</b>	<b>38,400 sqm</b>
<b>Munich (M,O,C)</b>	<b>30,000 sqm</b>
<b>Saarbrücken</b>	<b>24,519 sqm</b>
<b>Freiburg</b>	<b>21,500 sqm</b>
<b>Offenburg</b>	<b>19,725 sqm</b>
<b>Offenbach</b>	<b>18,000 sqm</b>

Source: Auma

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Business



# Trade Shows in Germany

## Capacities of Exhibition Centers (Halls) worldwide

<b>Hannover</b>	<b>495,265 sqm</b>
<b>Fiera Milano</b>	<b>345,000 sqm</b>
<b>Frankfurt (Main)</b>	<b>321,754 sqm</b>
<b>Cologne</b>	<b>284,000 sqm</b>
<b>Düsseldorf</b>	<b>251,274 sqm</b>
<b>McCormick Place Chicago</b>	<b>250,830 sqm</b>
<b>Paris Expo</b>	<b>227,380 sqm</b>
<b>Paris-Nord</b>	<b>206,000 sqm</b>
<b>NEC Birmingham</b>	<b>200,000 sqm</b>
<b>Orange County Orlando</b>	<b>190,875 sqm</b>
<b>Las Vegas CC</b>	<b>186,000 sqm</b>
<b>Munich</b>	<b>180,000 sqm</b>

<b>Bologna Fiere</b>	<b>180,000 sqm</b>
<b>Berlin</b>	<b>160,000 sqm</b>
<b>Nuremberg</b>	<b>160,000 sqm</b>
<b>IFEMA Madrid</b>	<b>150,000 sqm</b>
<b>Fira Barcelona</b>	<b>148,309 sqm</b>
<b>IMPACT Bangkok</b>	<b>140,000 sqm</b>
<b>Messezentrum Basel</b>	<b>131,100 sqm</b>
<b>Georgia WCC Atlanta</b>	<b>130,112 sqm</b>
<b>Reliant Center Houston</b>	<b>130,060 sqm</b>
<b>China Complex Guangzhou</b>	<b>125,950 sqm</b>
<b>Veronafiere</b>	<b>122,000 sqm</b>
<b>Fiera del Levante Bari</b>	<b>120,000 sqm</b>

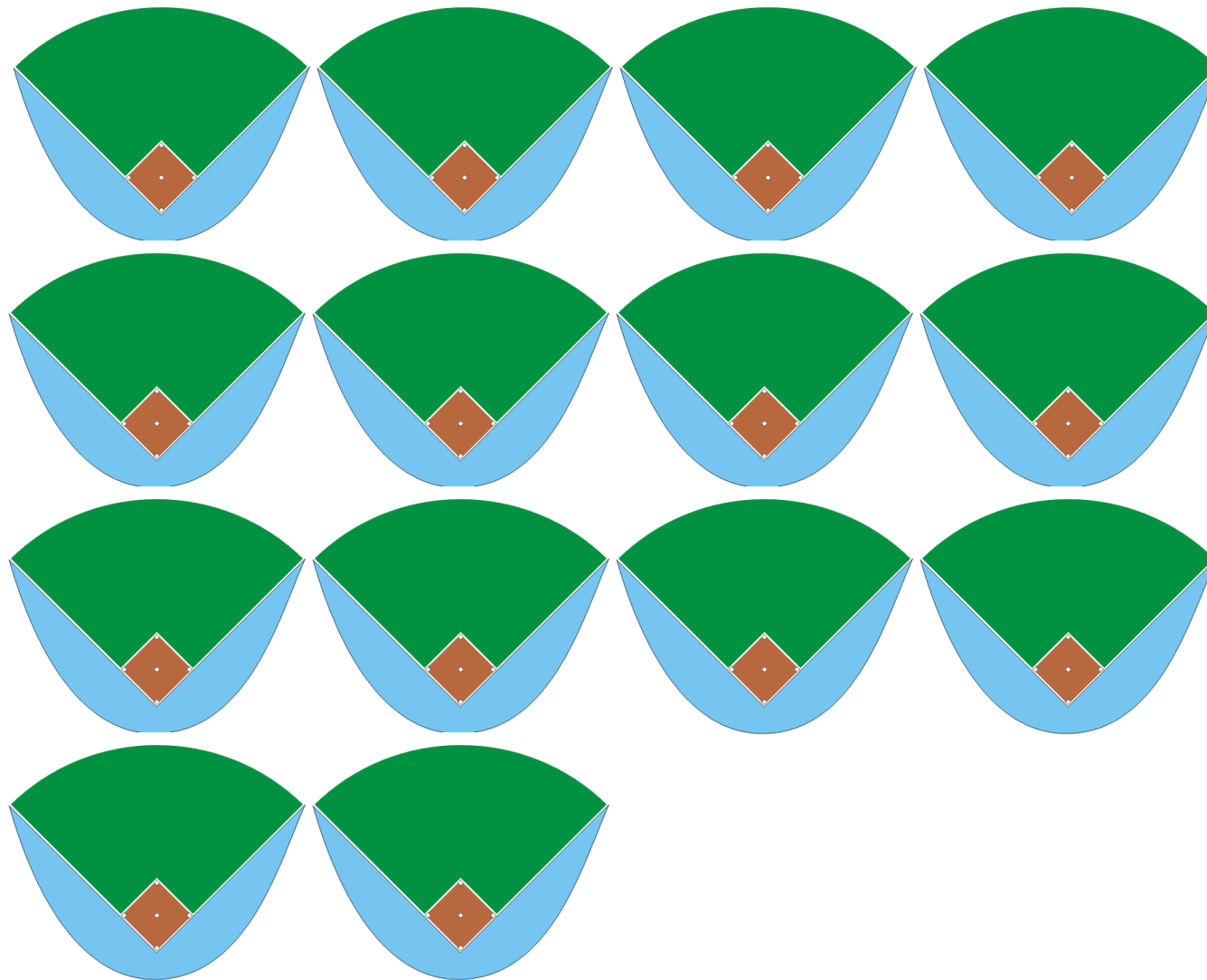
Source: Auma

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# Trade Shows in Germany

Capacities – 251,274 sqm gross > 14 Baseball Fields





# Trade Shows in Germany

## Organizers of Trade Shows and Exhibitions

- Most German trade show companies are quasi public organizations.
- The 24 German trade show companies with exhibition centers of their own all are
  - operators of their respective venue
  - organizers of trade shows and exhibitions and
  - suppliers of all kinds of trade show related services.
- In order to coordinate common interests, in 2002, the trade show companies Messe Berlin, Messe Düsseldorf, Messe Frankfurt, Deutsche Messe Hannover, Köln Messe, Messe München and Messe Nürnberg set up a joint venture, the 'GDG'.
- All together, around 100 trade show and exhibition organizers operate in Germany.
- International trade shows are staged by around 40 organizers.

## Trade Shows by US and GB Organizers in Germany

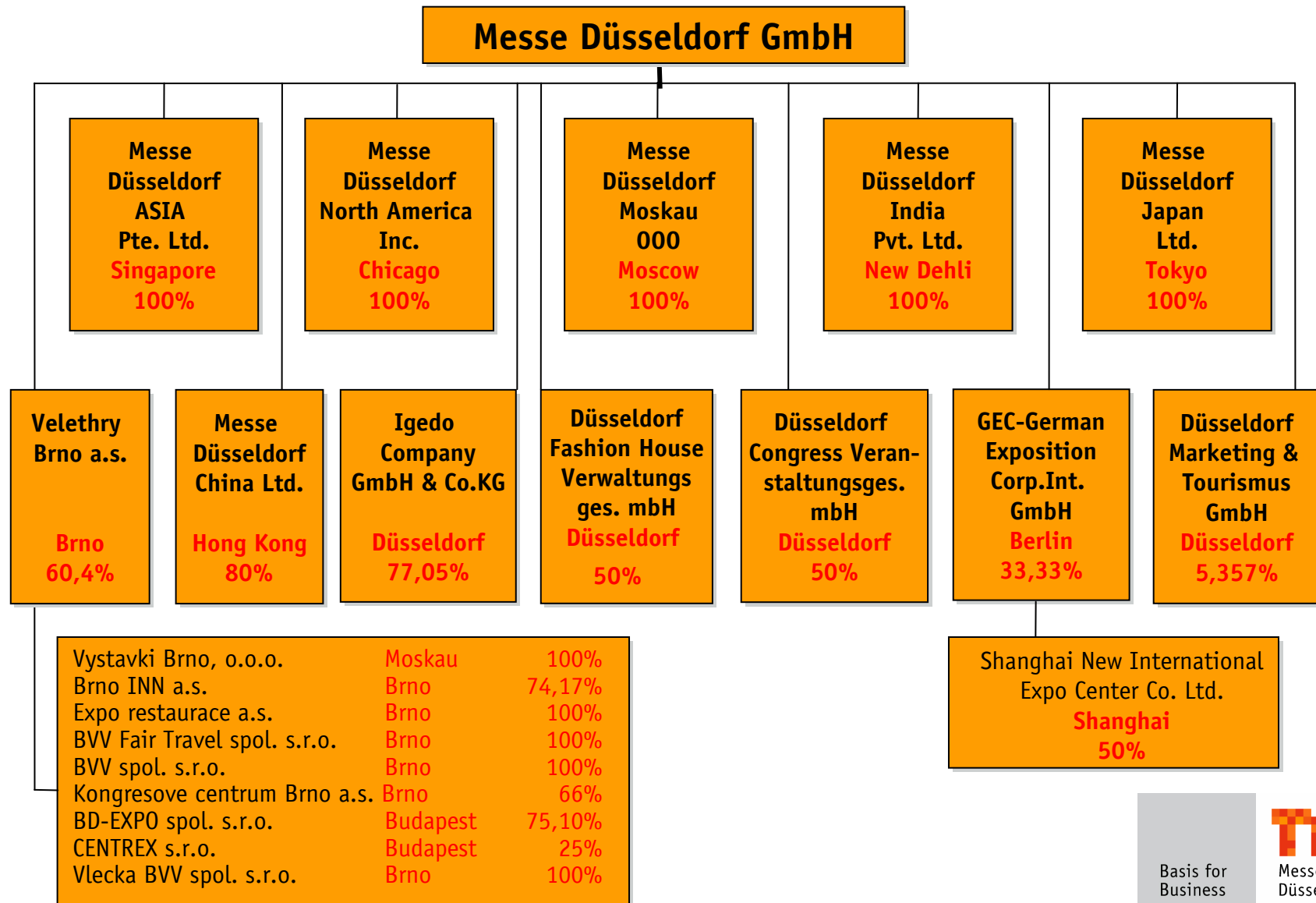
■ The following US and GB based companies are operating in or from Germany:

• Centaur Exhibitions • CMP Information Ltd. • CWIEME Coil Windings International Inc. • DMG World Media • easyFairs Ltd. • EDA Exhibitions Ltd. • E.J.Krause & Associates Inc. Germany • Expomedia Events GmbH • Horizon House Publications Inc. • IDG Communications Media AG • IMP Events Ltd. • Life Plus Europe Ltd. • Mack Brooks Exhibitions Ltd. • OSGi Alliance • PennWell Corporation • Penton Media GmbH • Recycler Publishing & Events Ltd. • Reed Exhibitions Deutschland GmbH • Skybridge Events Ltd. • Tarsus Ltd. • UKIP Media & Events • VNU Exhibitions Europe ...

# Messe Düsseldorf Group

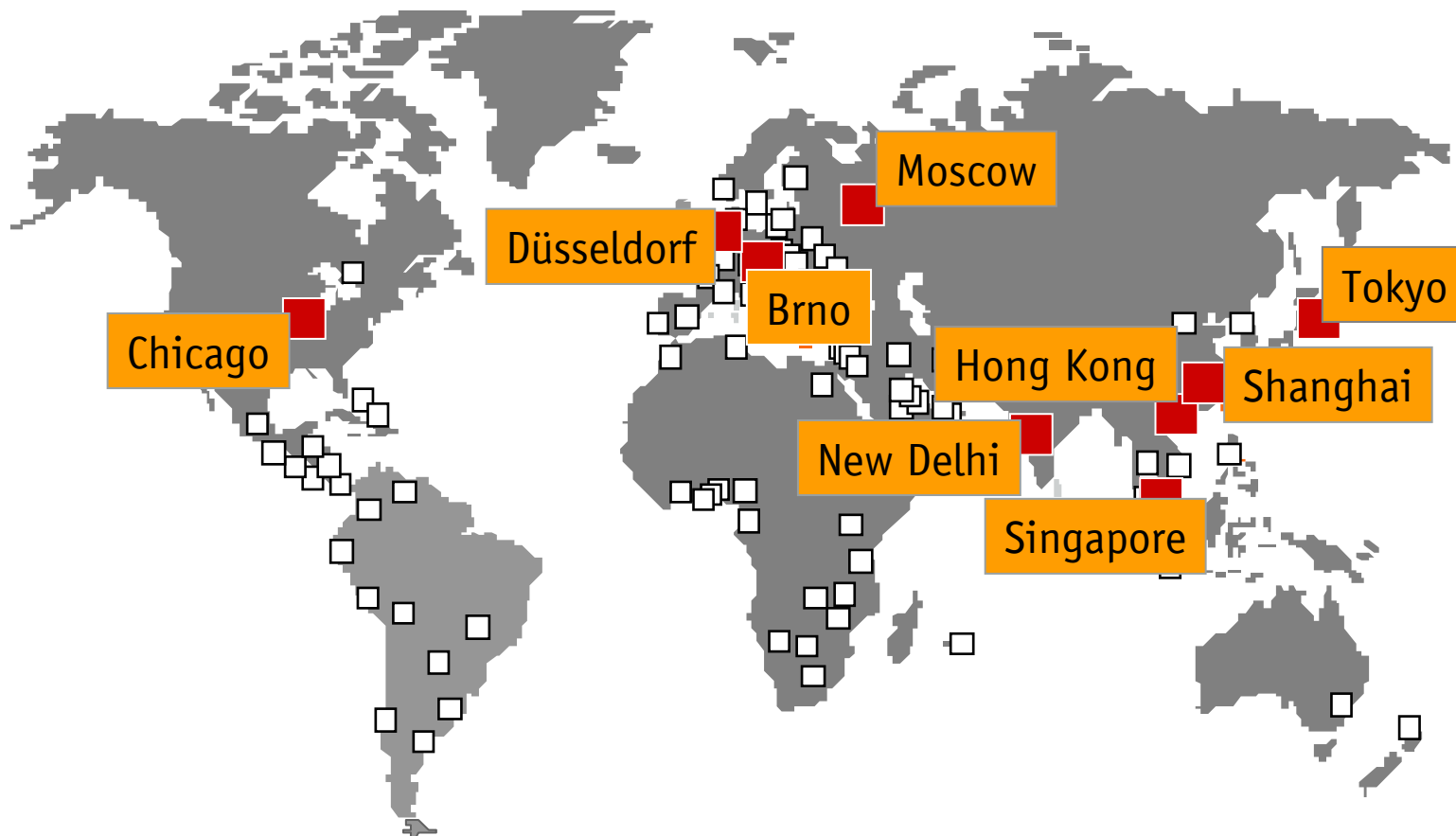
- Founded: in 1947
- One of the most international trade show locations in the world.
- Over 40 trade shows in the events portfolio at the Düsseldorf venue, including 23 world No. 1 fairs (drupa, K, interpack, Medica, wire/Tube ....)
- In addition, around 80 trade shows staged outside Germany every year
- 40 years' + international trade shows experience worldwide
- 3,303,160 sq. ft. total exhibition space (halls + outdoor) at the Düsseldorf venue
- International network
  - 13 subsidiaries and joint ventures
  - 68 agencies abroad covering 108 countries
- 1,459 employees worldwide

# Messe Düsseldorf Group



# Messe Düsseldorf Group

## Right in the Heart of Growth-Markets worldwide



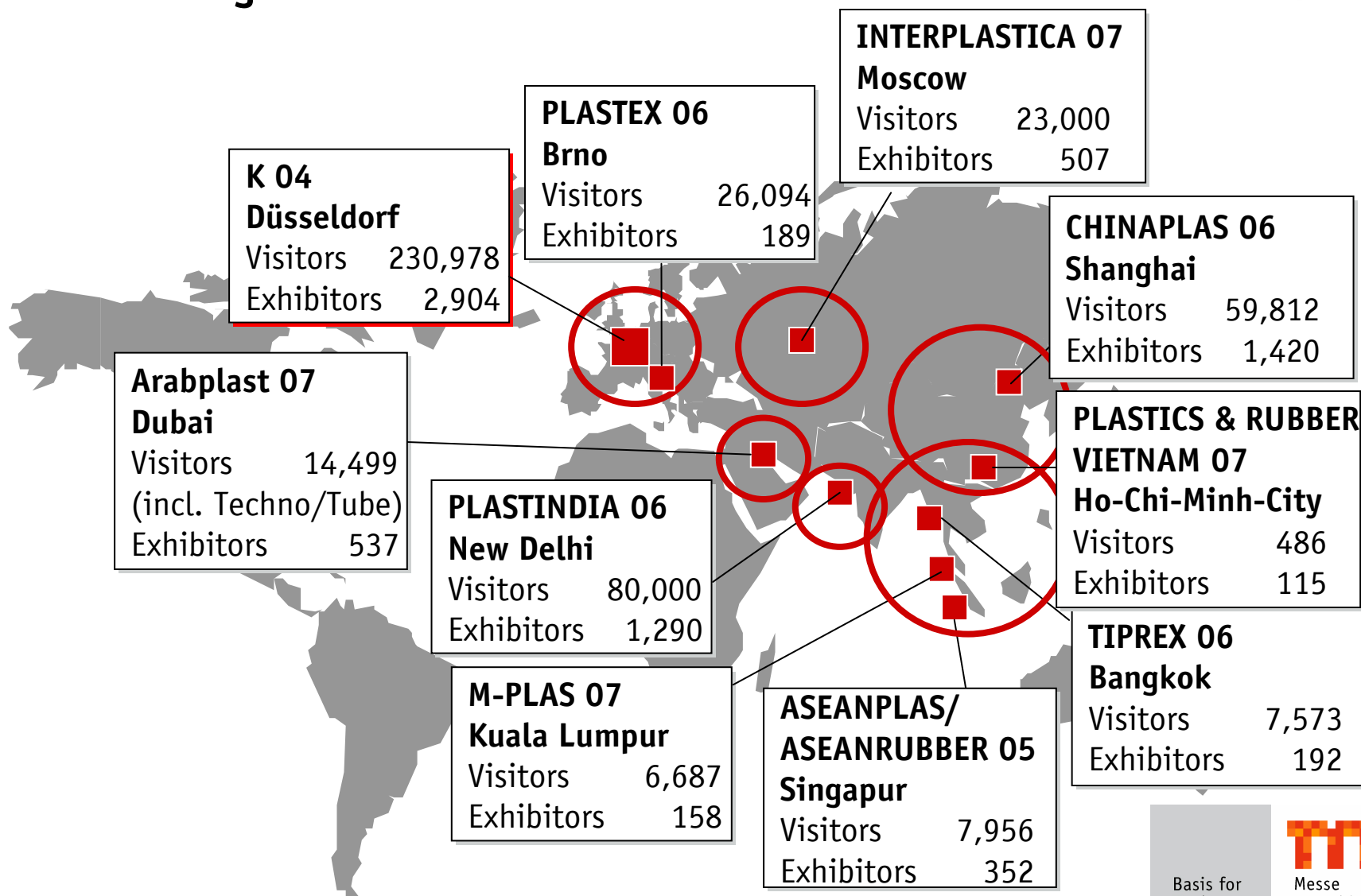
# Messe Düsseldorf Group

## A two-way Strategy



# Messe Düsseldorf

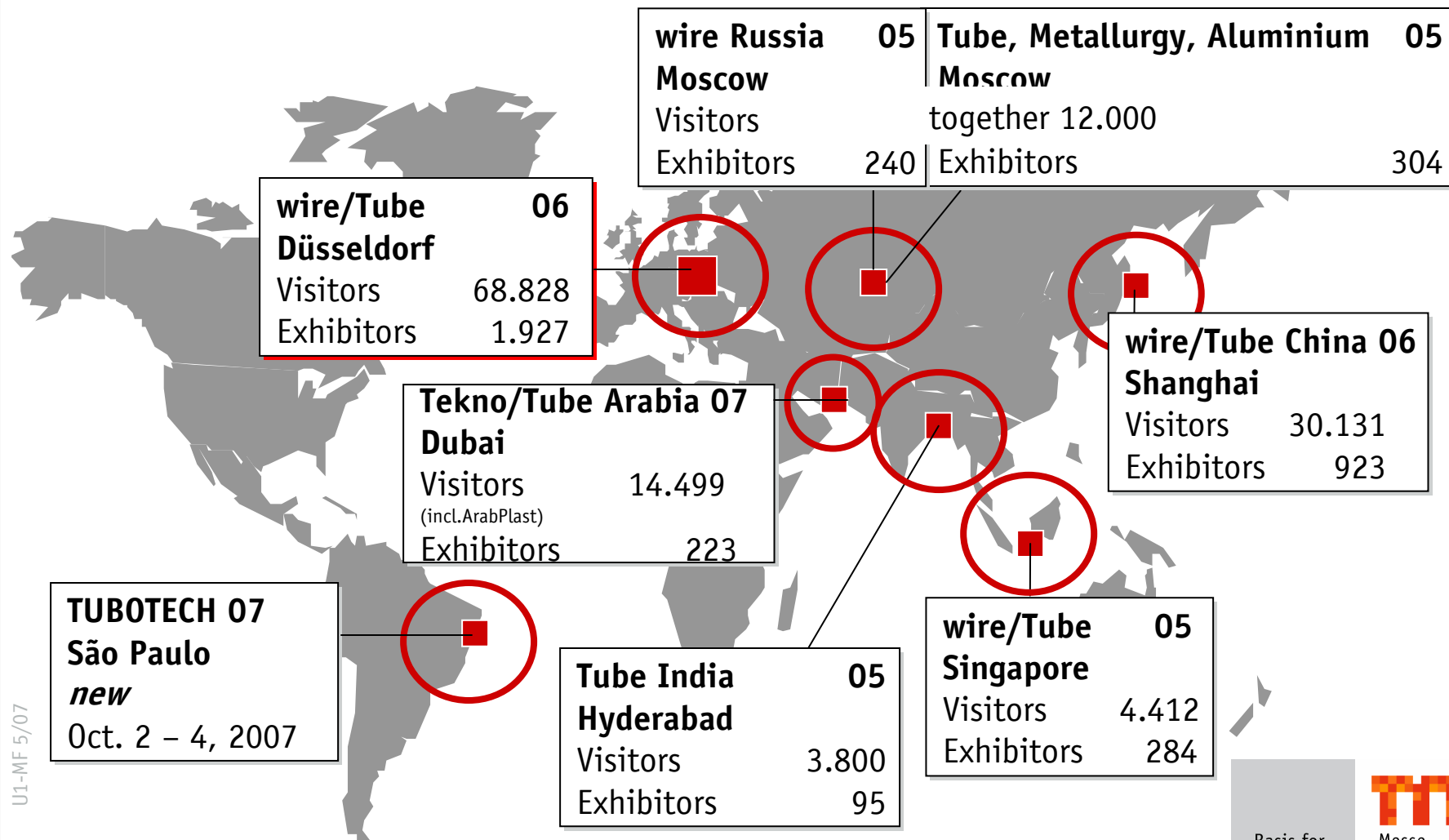
## Cross-Selling No 1. Trade Show K





# Messe Düsseldorf

## Cross-Selling No. 1 Trade Shows wire/Tube



U1-MF 5/07

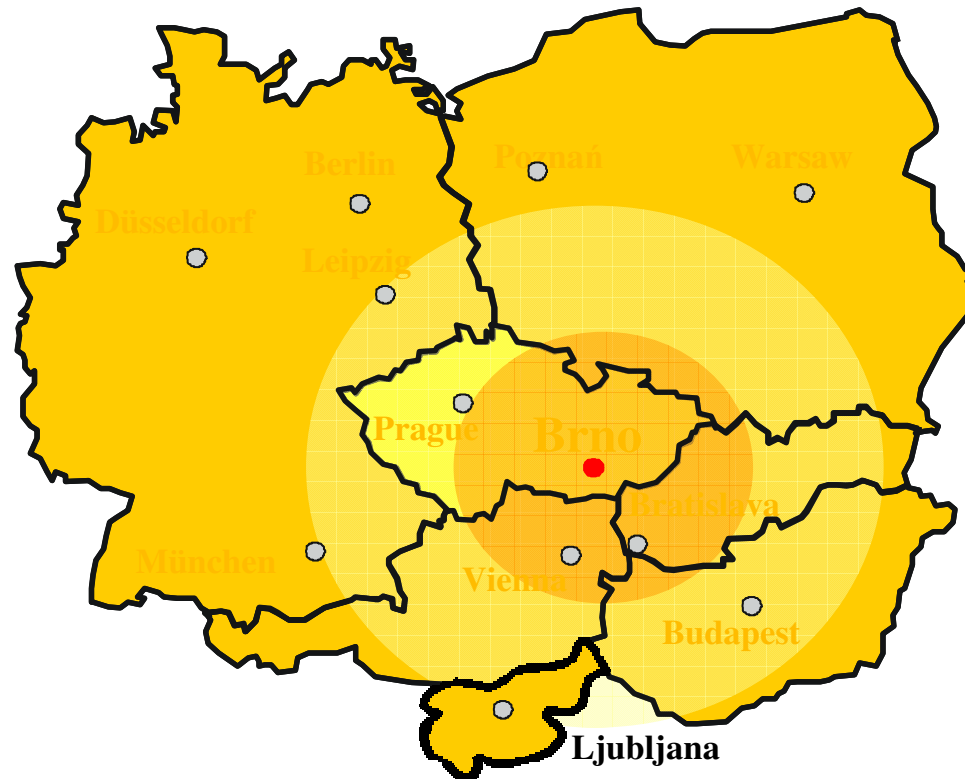
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Business



# Messe Düsseldorf Group

## Trade Shows in Brno

- Thanks to Schengen, all borders will disappear.



# Messe Düsseldorf Group

## Trade Shows in Brno - Facts & Figures

- Gross exhibition space  
192,000 sqm
- Capacity: up to 50,000  
visitors per day
- 7,000 parking spaces
- Professional logistics



# Messe Düsseldorf Group

## Trade Shows in Brno - Facts & Figures

- Owners:
  - 60.4% Messe Düsseldorf,
  - 33.8% City of Brno
- 530 employees
- Annual turnover: 60 million Euros (2006)
- Organization of trade shows in co-operation with professional associations.
- Exhibition services including stand construction.
- Many years of experience with trade shows abroad (Moscow, Düsseldorf....).

# Messe Düsseldorf Group

## Trade Shows in Brno - Facts & Figures

- 50 international events
  - 24 leading trade shows in Central Europe
  - 43 leading trade shows in the Czech Republic
- Annually:
  - 1.0 million visitors
  - 12,500 exhibitors
  - 500,000 sqm of net exhibition space

# Messe Düsseldorf Group

## Trade Shows in Brno - Facts & Figures

### Profile of the expert visitors

- 5.8 % directors and company management
- 19.2 % middle management and business directors
- 34.2 % engineers, designers, IT specialists
- 48.7 % “decision makers” with purchasing potential
- 7.1 % foreign visitors

### Profile of exhibitors

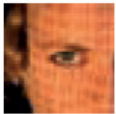
- 4.0 % global corporations
- 7.9 % big domestic companies
- 88.1 % small and medium companies
- 26.0 % foreign companies
- 16.1 % new exhibitors

# Messe Düsseldorf Group

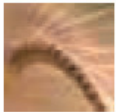
## Trade Shows Brno -Portfolio



Industrial machines, technologies and materials, transport



Information technologies, security, education



Agriculture, forestry, food industry



Fashion, clothing, shoes



Civil engineering, interiors, community sector



Medicine and healthcare

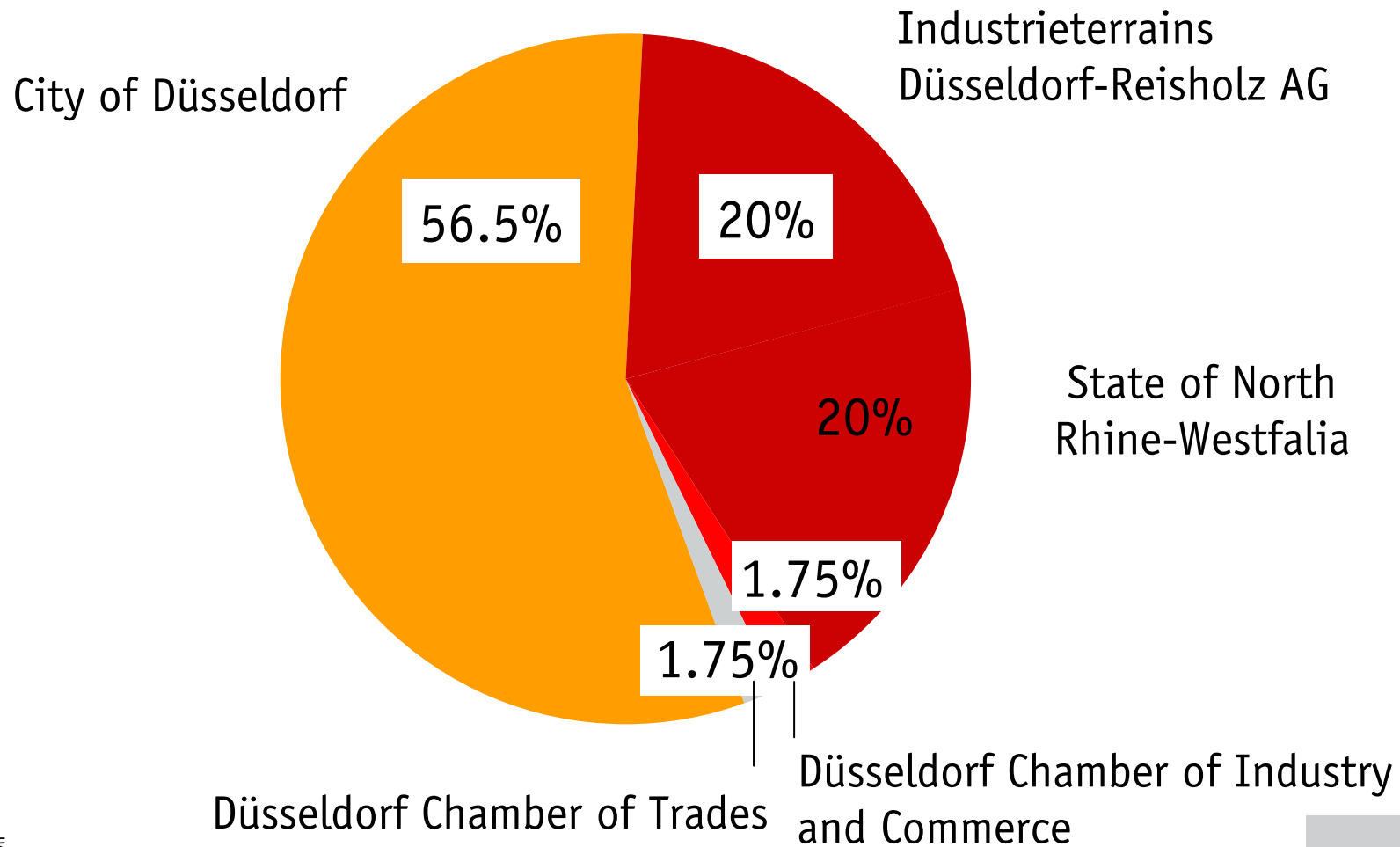


Travel and leisure

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Messe  
Düsseldorf

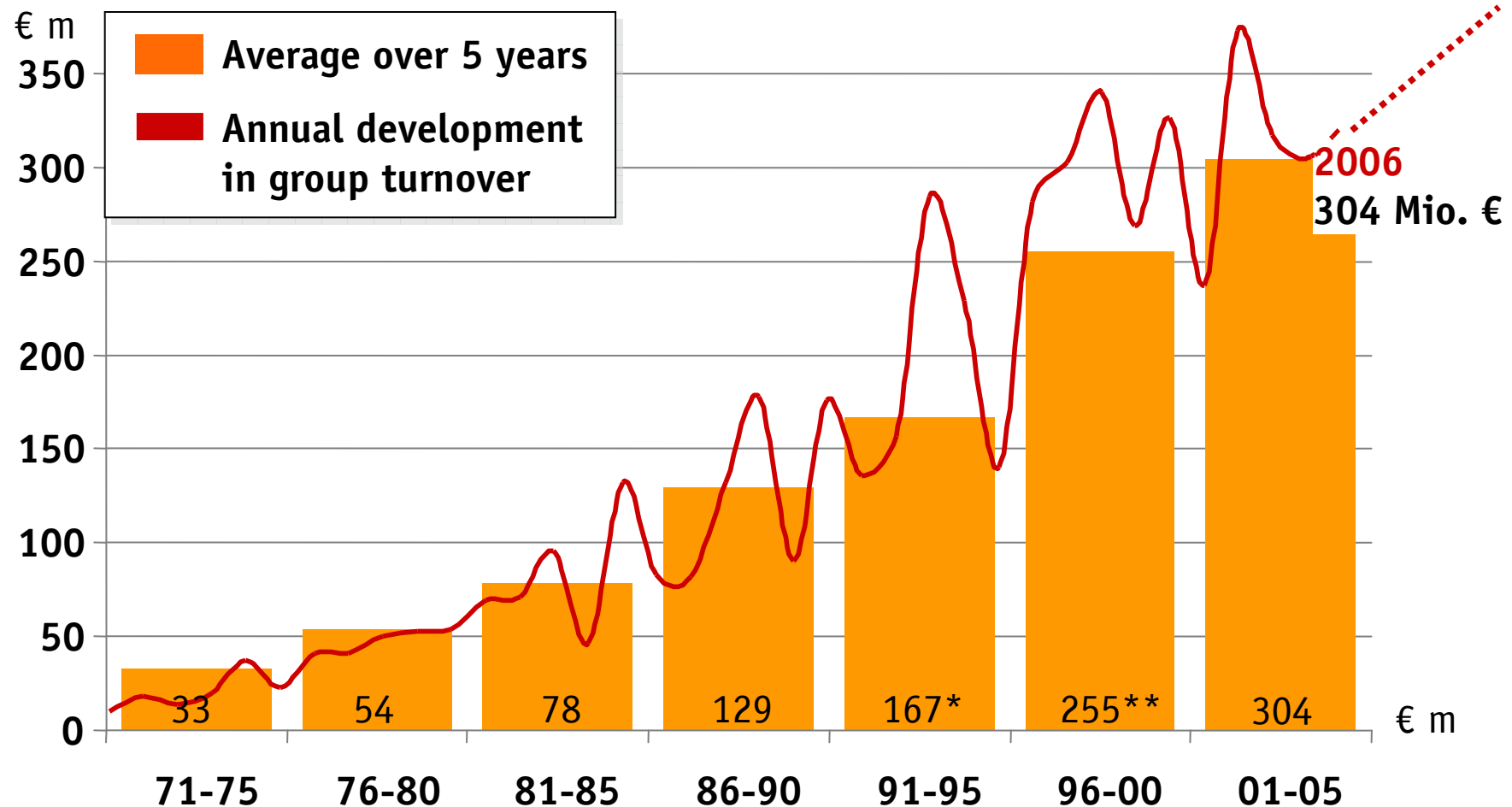
# Messe Düsseldorf Shareholders





# Messe Düsseldorf

## Turnover Development 1971 - 2006



\* Not included in 1995 figures: 36 € m for building work (cost passed on)

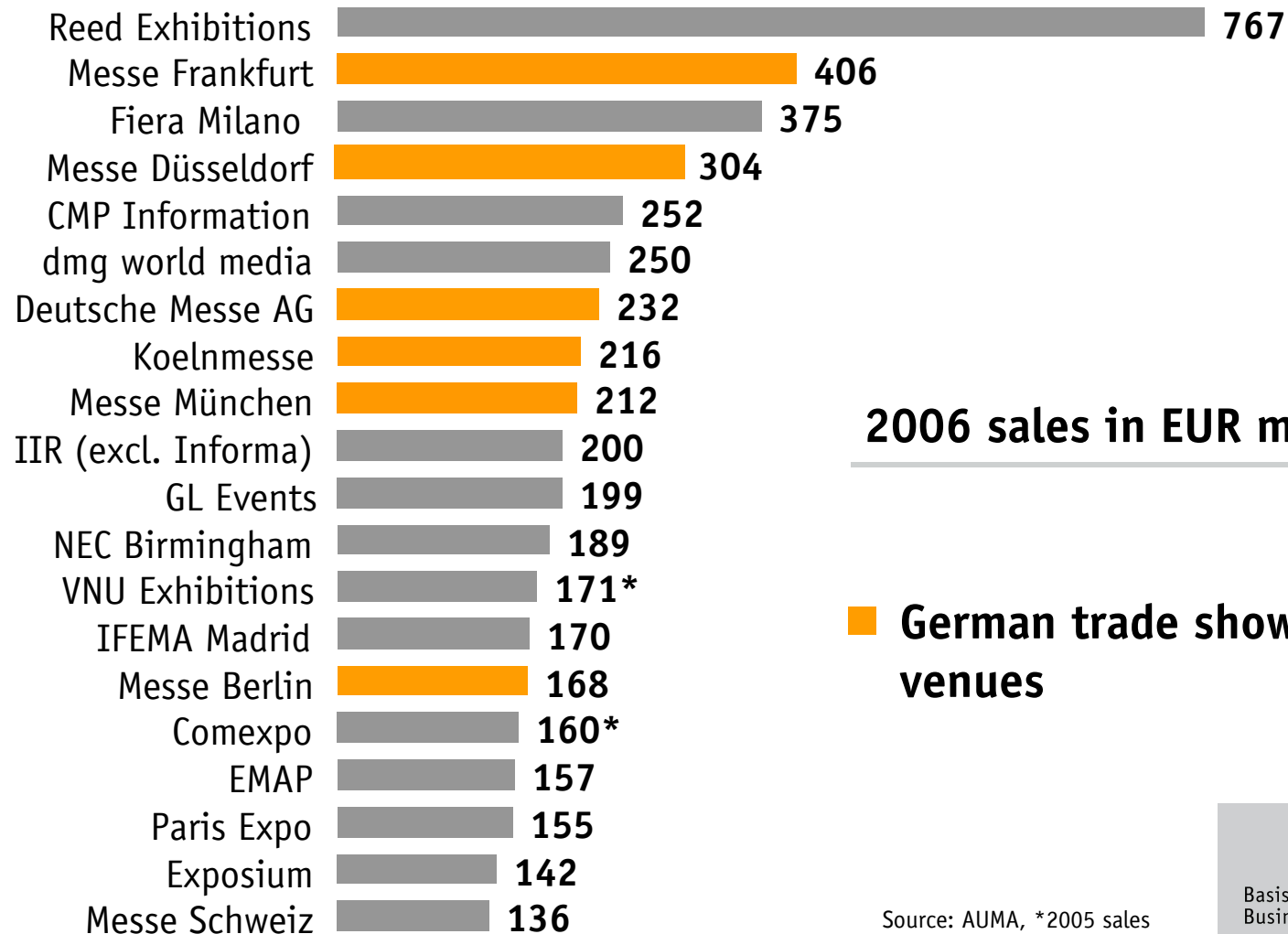
\*\* Not included in 1996 figures: 24 € m for building work (cost passed on)

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# Messe Düsseldorf

## Ranking of international Trade Show Organizers



Source: AUMA, \*2005 sales

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# Messe Düsseldorf

## Trade Shows in Düsseldorf in 2006

### Events

<b>Trade Shows total</b>	<b>37</b>
MD Trade Shows	22
Partner & Guest Shows	15

### Exhibitors

<b>Exhibitors total</b>	<b>26,222</b>
from foreign countries	13,999

### Visitors

<b>Visitors total</b>	<b>1,297,026</b>
from foreign countries	326,562

### Space

<b>Space rental net sqm</b>	<b>985,420</b>
Space Use net sqm	2,062,100

# Trade Shows in Düsseldorf

## Trade & Services

EuroCis  
 EuroShop®  
 hogatec®  
 IAM®  
 iba®  
 InterCool®  
 InterMeat®  
 InterMopro®  
 ProWein®  
 BEFA®  
 BTS  
 Berufe live  
 dc düsseldorf contemporary  
 Electronic Partner  
 IMA  
 OMD  
 PSI  
 REMAX  
 REWE  
 Trau Dich!

## Machinery, plant & equipment

drupa®  
 GIFA®  
 glasstec®  
 interpack®  
 K®  
 METAV®  
 METEC®  
 NEWCAST®  
 THERMPROCESS®  
 Tube®  
 wire®  
 EMV  
 VISCOM

## Leisure

boot - Düsseldorf  
 CARAVAN SALON®  
 TourNatur

## Medicine & Health

A+A®  
 ComPaMED®  
 MEDICA®  
 REHACARE  
 INTERNATIONAL®  
 INFO DENTAL  
 Expopharm

## Fashion & Lifestyle

GDS®/GLS  
 global shoes &  
 accessories  
 BEAUTY  
 INTERNATIONAL®  
 TOP HAIR  
 INTERNATIONAL  
 IGEDO FASHION FAIRS  
 Düsseldorf

- MD trade shows
- Partner- & guest-shows

# Messe Düsseldorf – Your global Partner

## Services for Partner- & Guest-Show Organizers

### Technical Services

- Stand Equipment
- Stand Construction
- AV Equipment
- Telecommunications
- Electrical, Sanitary & Air-Installations
- Suspended Ceilings

### Business Services

- Conference Facilities
- Press-/VIP Club Facilities
- Organizer's Offices
- Staff Agency
- Travel Agency
- Marketing Support
- Courier Service

**„One-  
Stop-Shopping“  
Full-Service  
for  
Guest Shows**

### Logistics

- Forwarding Agencies
- Stand Security
- Stand Cleaning
- Waste Management
- Parking Facilities
- Bus Shuttle

### Supporting

- Facilities & Services
- Accommodation
- Travel Arrangements
- Special Events
- Catering
- Doctor's Office
- Insurances
- ATM

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# Messe Düsseldorf

## The Venue

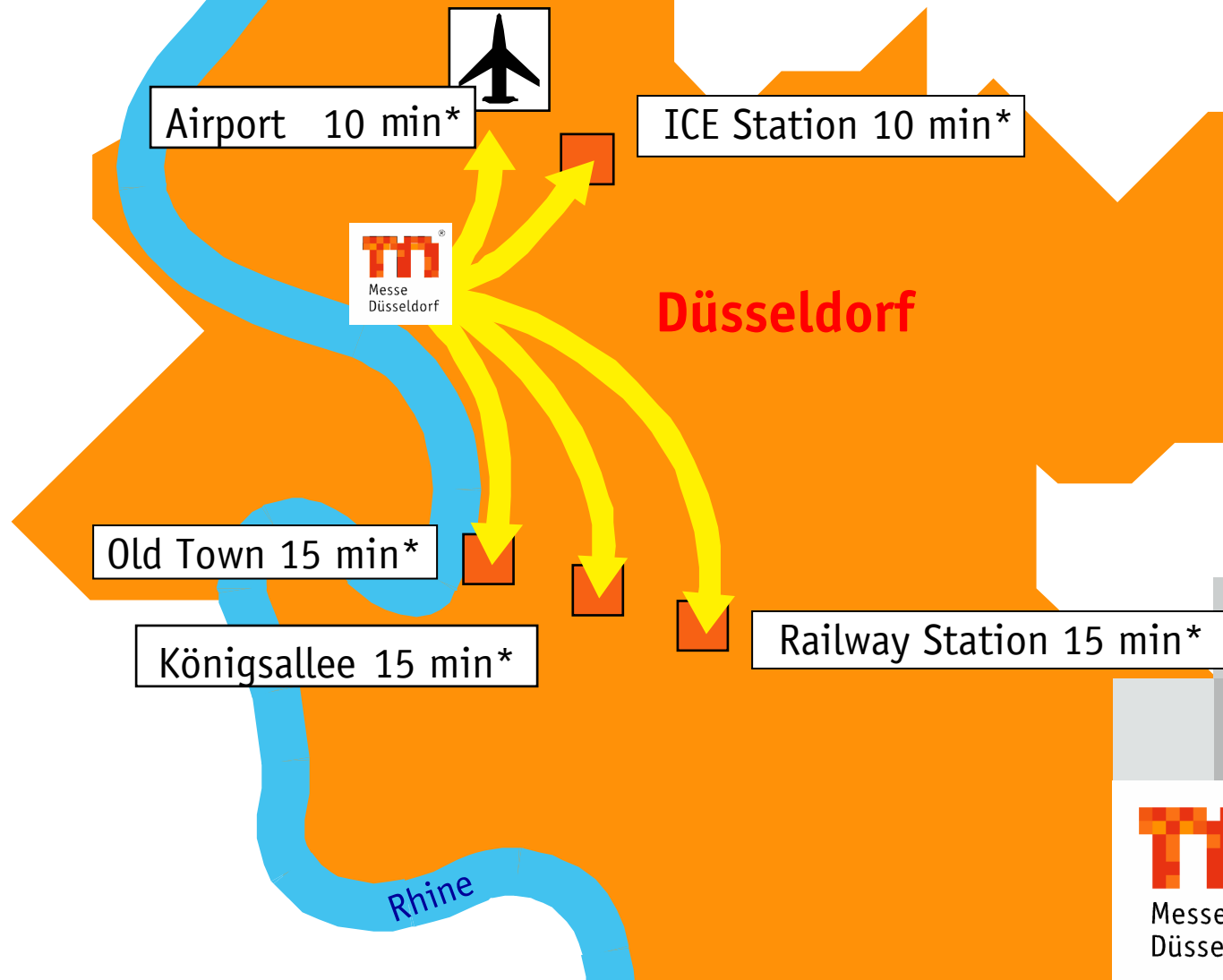


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Business



# Messe Düsseldorf

## Fast Connections

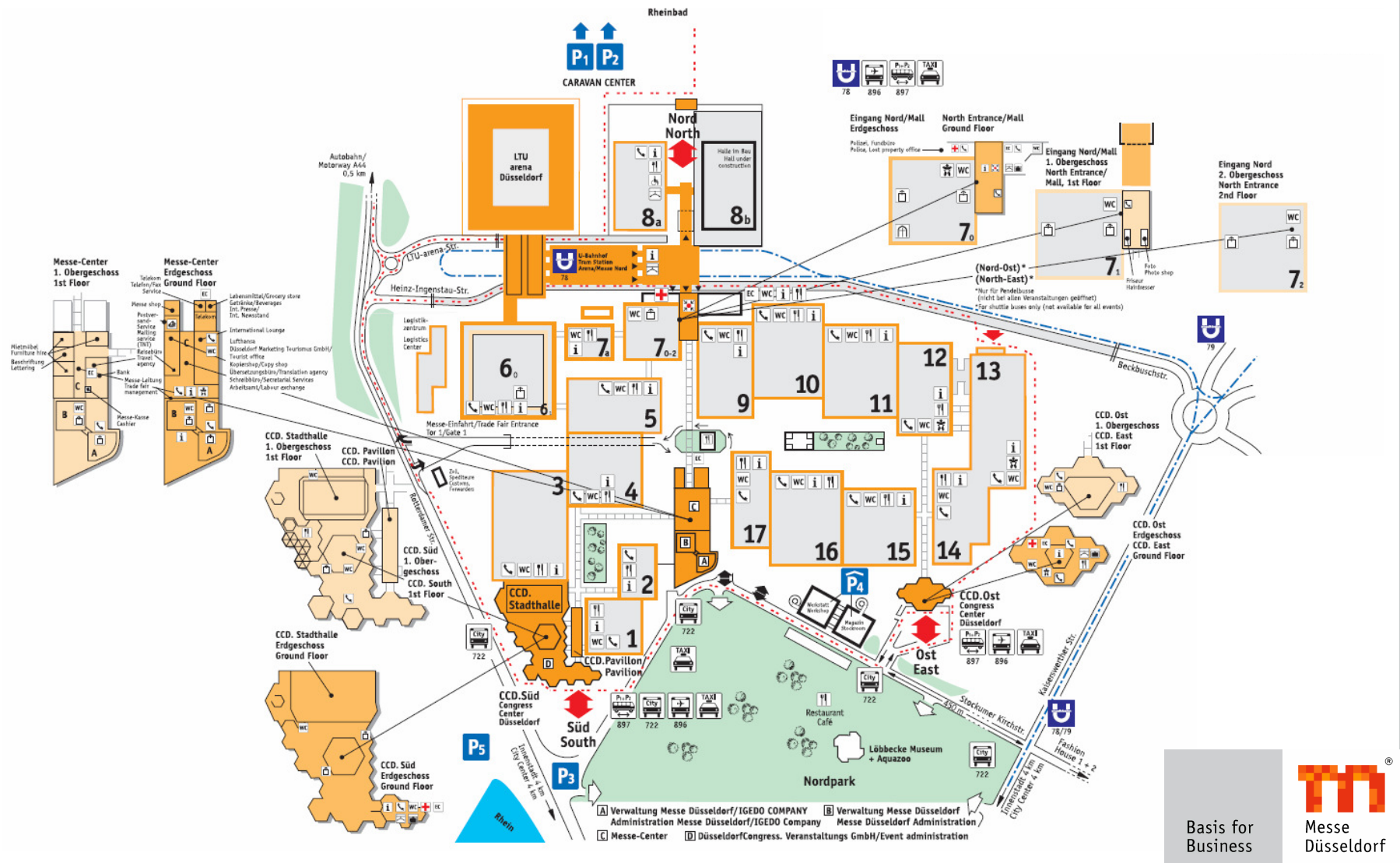


\*Driving Time



# Messe Düsseldorf

## Trade Shows, Conferences and Hotel in one Venue





# Messe Düsseldorf

## The Conference Center

### CCD. South, ‚Stadthalle‘ and CCD.Pavilion

The three units CCD.South, ‚Stadthalle‘ and CCD.Pavilion - which can be used either separately or jointly – are ideal locations for conferences, seminars and workshops but may as well be used for opening sessions or receptions:

- Representative entrance areas.
- 35 rooms for 20 to 2,100 persons.
- Capacities for up to 7,500 attendees.
- State-of-the-art AV-equipment.
- 57 meters of registration counters.
- 2 VIP-apartments.
- Direct access to Hall No. 3.



# Messe Düsseldorf

## Event-Locations



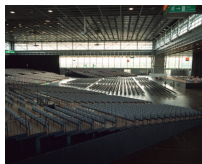
LTU arena



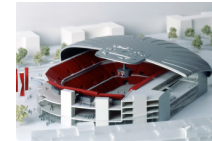
CCD. Congress  
Center Düsseldorf



CCD. Ost



Halle 6



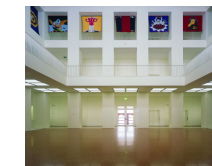
ISS Dome



Philips *Halle*



Halle 8



museum kunst palast

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# Messe Düsseldorf – No. 1 Trade Show Venue



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# Düsseldorf

## Fast Connections



# Düsseldorf

## Airport Düsseldorf International

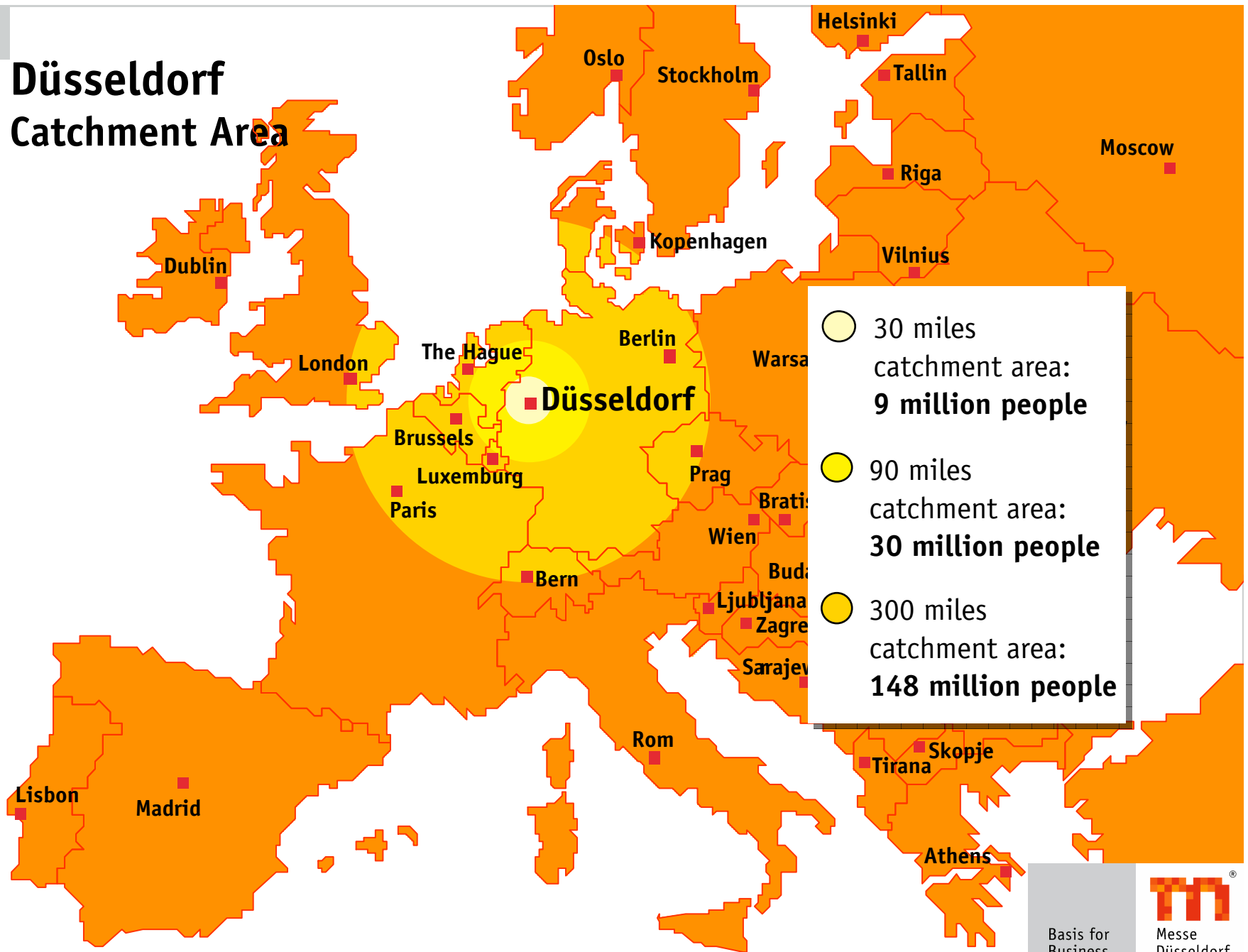


— Only a stone's throw away:  
Airport Düsseldorf International

### Airport Düsseldorf International

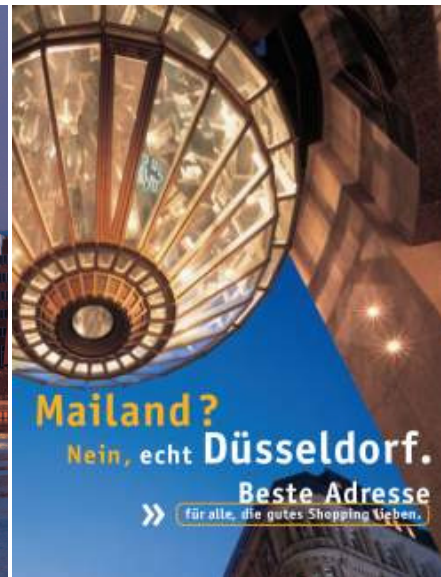
- 2 miles from the Messe Düsseldorf venue
- driving time: 10 minutes
- third-largest airport in Germany
- about 16 million passengers per year
- 500 direct flights per day
- 180 destinations (Germany, Europe, US, Asia)
- 70 airlines

# Düsseldorf Catchment Area



# Düsseldorf

## The Global Village



### City of culture & science

Heinrich-Heine-University, universities of applied sciences, museums, theaters, opera house, galleries

### Business City

68,000 companies within the greater Düsseldorf area including 5,000 subsidiaries of non-German companies

### City of media, telecommunications and advertizing

### City of hospitality

40,000 hotel beds  
1,000 restaurants & cafés

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# Düsseldorf

## The Global Village

### Hotel Room Capacity

**There are 40,000 hotel rooms in a radius of 40 km  
- of which 16,000 are in Düsseldorf**

2,725 rooms



4,071 rooms



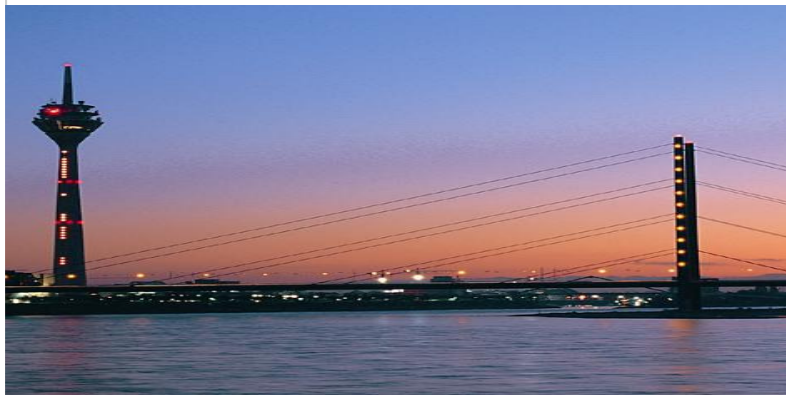
5,951 rooms



3,746 rooms



More information: [www.duesseldorf-tourismus.de](http://www.duesseldorf-tourismus.de)



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Düsseldorf



# Welcome !



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