



Pressemitteilung

Highest group sales and EBITDA of all time: Messe München celebrates a mega year of records

14. Januar 2020 | Top results in the home market and abroad, for its own as well as guest events: Messe München is very pleased about the best year in its history. Group sales for 2019 will likely be around EUR 480 million. The EBITDA—earnings before interest, tax, depreciation and amortization—is expected to exceed EUR 130 million. A substantial increase is also becoming evident in terms of exhibitors, visitors and events carried out. Messe München is thus continuing its successful growth course.

- Domestic and international business are the two mainstays of success
- Around 3.15 million visitors and 44,500 exhibitors worldwide
- Biggest bauma of all time as the highlight event

“For Messe München, 2019 was a year of superlatives and we are very, very proud of it”, says Klaus Dittrich, Chairman & CEO of Messe München. “This is the result of a foresighted, long-term focusing of our exhibition business on strengthening the home market and international business, the two mainstays in this mega year of records. With our sales figures, we are well on the way to achieving the objectives of our Strategy 2021.”

In the year 2019, Messe München organized 43 events of its own throughout the world, 15 of them in Munich and 28 abroad. In addition, there were 163 guest events and congresses at the Messe München Locations. The total of 206 events at home and abroad were attended by about 3.15 million visitors and 44,500 exhibitors. In the home market of Munich, around 2.5 million visitors and 32,500 exhibitors were welcomed. Most gratifying here was the increase of three percent in both exhibitor and visitor numbers at the company’s own events compared to the previous editions. The number of exhibitors from abroad even increased by nine percent, visitors from abroad by seven percent.

BAUMA 2019 BREAKS ALL RECORDS

The highlight was bauma 2019, which underpinned its claim as the world’s leading trade fair for construction and mining machinery. The largest fair in the world in terms of area set new standards and beat all the records. But numerous other trade shows in the home market of Munich also went off very successfully and attained record results.

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Most impressive was the appearance by Nobel peace laureate and former US President Barack Obama at the founders' conference 'Bits & Pretzels'. Messe München thus underpinned its claim as a venue for events of global standing. Gratifying too was the successful expansion of the women's network 'Connect Women' to Berlin and Hamburg. Right away, more than 60 decision-makers from business, politics, culture, media and education followed the nationwide call of this network.

SUCCESSFUL YEAR OF EVENTS TOO FOR MESSE MÜNCHEN LOCATIONS

An important revenue driver in the home market in the year 2019 too were the guest events and congresses at Messe München Locations. The fact that Messe München has one of the world's most modern exhibition centers again paid off—the Locations attracted around 1.1 million visitors. "Messe München Locations are unique. With our four Locations, we are flexible and can offer customized solutions for every size and type of event", says Klaus Dittrich.

In the year 2019, one event that proved to be a highlight right away was the Aviation Forum of the BDLI German Aerospace Industries Association, which was held in Munich for the first time. In addition, the Messe München Locations were again booked for numerous top-level IT congresses. After confirmation that the European Society of Cardiology Congress—Europe's largest and most important medical congress—will be coming here in the year 2023, this is awaited with pleasant anticipation.

INTERNATIONAL BUSINESS IMPRESSES, ESPECIALLY IN CHINA AND INDIA

International business was the second mainstay in this mega year of records. Abroad, Messe München generated sales revenue of approximately EUR 68 million. About 650,000 visitors and 12,000 exhibitors took part in the 28 trade shows there. On average altogether, nine percent more visitors and ten percent more exhibitors were registered at the company's own events abroad compared to the previous editions. The largest share of sales in 2019 too was held by China, where Messe München has now been operating successfully for 20 years. Apart from that, further impressive successes were achieved—especially in India. According to the Indian Exhibition Industry Association (IEIA), Messe München was the biggest international fair organizer there in 2019.



OUTLOOK FOR 2020

To stay fit for the future in the year 2020 as well, Messe München will be launching some new events and formats. Thus in February 2020, digitalBAU takes place for the first time in Cologne; in November, the premiere of air cargo forum Miami will be staged. In March, the second edition of Command Control is offering an innovation: at this cyber security summit, the initial 'Digital Transformer of the Year Awards' will be presented.

At the same time, Messe München will also set emphases with its established shows in 2020. The events coming up at the home location of Munich include IFAT, which will again provide a new impetus for the megatrend of sustainability, as well as the traditional fairs analytica and electronica, which have already been highlighting industry trends successfully for more than 50 years. Among the events abroad, Messe München will be staging one of its highlights—bauma China. In addition, Messe München is investing increasingly in digitization in order to exploit new potential in the exhibition business. "With our digital products, we are extending the presence of our customers and exhibitors alike and are creating modern platforms for 365 days a year", explains Klaus Dittrich.

Messe München

Messe München is one of the world's leading platforms for networking. True to its claim "Connecting Global Competence", Messe München acts as a global networking platform and brings decision-makers together from all over the world. Messe München's portfolio contains over 50 of its own trade fairs for capital and consumer goods as well as new technologies; these events deal with subjects of relevance to society and include the world-leading fairs bauma, BAU, IFAT and ISPO. Each year, Messe München's approximately 200 events attract around 50,000 exhibitors and three million visitors.

Messe München has one of the world's most modern exhibition centers at its disposal. With the entire exhibition premises in Riem, Munich, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München and the Conference Center Nord, it offers four Locations which comply with the individual wishes of all customers. Apart from its home market in Munich, Messe München is also most successful abroad; firmly established in China, India, South Africa, Brazil, Russia and Turkey, it operates in all the important growth markets of the world. With its network of associated companies and representations abroad, Messe München is present in more than 100 countries.