



## Press release

### **Messe München welcomes a positive signal for openings in fall – “VCR” concept in use as of pilot trade fair in July 2021**

**19. May 2021 | Trade fairs and events will once again be possible in the Bavaria no later than September 1, 2021. The Bavarian State Government gave this positive signal in their cabinet meeting on May 18, 2021. The main requirement for the resumption of trade fairs will be the continued positive development of COVID-19 infection rates. With this, the way is also clear politically for upcoming in-person events such as IAA MOBILITY and EXPO REAL. For test purposes the TrendSet symposium will take place as a pilot project on the Munich trade fair grounds from July 10 to 12. An elaborate infection-prevention and hygiene concept will be tested as part of the fair.**

Klaus Dittrich, Chairman and CEO of Messe München, was relieved at this positive signal from the state chancellery: “This decision now gives us and our customers the necessary planning security for the upcoming fall events. With our safety and hygiene concept, we are already ideally prepared for trade fairs such as IAA MOBILITY, OutDoor by ISPO, EXPO REAL and productronica. We are also very encouraged by the lifting of travel restrictions and the rising rate of immunizations. The decision is also an important signal for the business community in the region. The trade-fair industry is one of the leading economic engines of Munich and Upper Bavaria.”

#### **Pilot project TrendSet in July**

The State Government is currently working on a framework for hygiene and safety provisions for trade fairs and events in Bavaria. This is to be tested at a pilot project in July. The state chancellery has chosen TrendSet in Munich for this purpose. The symposium for interior and lifestyle will take place from July 10 to 12 at the grounds of Messe München and had already successfully completed an event within the framework of the prescribed safety measures in fall 2020.

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## **Safety and hygiene concept of Messe München**

In recent months, the safety and hygiene concept implemented at that time has been adapted and expanded by Messe München in accordance with current developments.

Among other things, the concept comprises specifications and regulations with regard to the social distancing of the participants, the ventilation of the exhibition halls, the wearing of FFP2 masks, as well as hygiene provisions on site and the traceability of all participants.

As soon as the latest framework for hygiene and safety provisions at trade fairs and events from the Bavarian State Government is available, Messe München will make further adjustments.

The “VCR” concept is to take on a decisive role in this context. This stipulates that, in order to be admitted, all participants at the pilot project and all upcoming events must meet the following criteria: vaccinated, checked or recovered. For this purpose, in addition to decentralized tests, Messe München is planning its own test capacities in order to ensure the health and safety of all participants.

## **Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.

