



Press Release

Integration of IMAG GmbH into Messe München GmbH

December 2, 2021

- Integration of the overseas trade fair company IMAG GmbH into the parent company
- IMAG GmbH has been successfully active in the international trade fair business for 75 years
- The potential of the international trade fair business will be pooled and the synergies strengthened

After 75 successful years in the international trade fair industry, the overseas trade fair company IMAG GmbH will be integrated into its parent company, Messe München GmbH, in the first quarter of 2022. Among other things, this change will contribute to pooling potential, enhancing synergies, and thereby also successfully shaping the international trade fair business of Messe München GmbH and its partners in the future.

As soon as the integration is completed, the international events of IMAG GmbH will be organized by Messe München in cooperation with the local subsidiaries abroad.

Klaus Dittrich, Chairman and CEO of Messe München GmbH, says: *“IMAG was founded in Munich 75 years ago and was Germany’s first overseas trade fair company. Since then, it has done significant pioneering work in opening up international trade fair markets and also founded Messe München’s business abroad. I am pleased that IMAG will become a part of Messe München in future.”*

Messe München

Messe München is a leading international networking platform – in Munich and around the world, for trade fairs conducted in person or online. 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 exhibitions include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The more than 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors. Since 2021, IAA Mobility has been held by the German Association of the Automotive Industry e.V. (VDA) in collaboration with Messe München GmbH.

Messe München has one of the world’s most modern exhibition grounds. With its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München and the Conference Center Nord, it is able to fulfill all of 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, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.

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