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Press release

## **Messe München returns to sound strength following heavy losses during two years of the pandemic: Dr. Reinhard Pfeiffer and Stefan Rummel anticipating a profitable result**

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- Messe München expecting a clearly positive EBITDA in 2022
- Positive results also expected in 2023 and 2024, albeit not on a par with 2022
- Digital and sustainable solutions are the key competitive advantages of the next few years

**Trade fair business increased significantly in the last three quarters of 2022. After making clear losses in the years 2020 and 2021, Messe München's business was back on track for success with around 40 of its own events in Germany and abroad as well as some 90 guest events. The visitor and exhibitor numbers at the current trade fairs are still below the record levels seen in pre-COVID times, but Messe München's visitor level is nevertheless at approximately three-quarters, putting it above the German industry average. The two CEOs Dr. Reinhard Pfeiffer and Stefan Rummel, who have been at the helm at Messe München since July 1, 2022, are therefore expecting 2022 to come to a positive conclusion.**

Messe München proved to perform especially well with capital goods and technology fairs in 2022, both of which enjoyed a high level of internationality. The co-CEOs' initial stocktake is in line with this:

“We are delighted that fairs in the areas of capital goods and new technologies have made such a strong return and have scored in particular in terms of internationality. At the same time, we have impressively seen that in-person fairs, in some cases with complementary digital offerings, are one of the most important tools in the sales and marketing mix for these industries. This serves as an excellent basis for the years to come and confirms that we are on the right track with our focus on organic growth.”

Based on current projections (as of November 2022), the two CEOs Dr. Reinhard Pfeiffer and Stefan Rummel are forecasting sales of over EUR 400 million (2021: EUR 127.2 million) and EBITDA of over EUR 100 million. In comparison, Messe München GmbH's earnings before interest, taxes, depreciation, and amortization (EBITDA) totaled EUR –33.0 million in 2021. This incredibly strong result is also attributable to the one-off effect of two events (drinktec, LASER World of PHOTONICS) having been successfully postponed

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from the COVID year 2021 and held in 2022.

In spite of this positive summary of the 2022 trade fair year, the **co-CEOs** warn against being overly euphoric: “2023 and 2024 will be intensive trade fair years, too, but will not be able to match the 2022 result.” This is due to far-reaching economic activity limitations like COVID repercussions, supply chain issues, the lack of energy security, and above all the trade fair calendar in the next two years. **Dr. Reinhard Pfeiffer and Stefan Rummel** therefore emphasize the following: “This makes our focus on organic growth and our aim of concluding future fiscal years with a positive EBITDA, too, all the more important. As well as further developing our own-brand portfolio, this will include continuing to attract conventional guest event business like guest trade fairs and conferences.”

One example of organic growth in the area of own brands was the first **World of QUANTUM**, which offered the international quantum community its own platform for the first time in 2022 and was held alongside **LASER World of PHOTONICS** in April of this year. Its premiere was so well received that the organizers are planning its continuation in 2023 as part of another premiere. From 2023, **LASER World of PHOTONICS** will take place alongside **automatica**.

### **Digitalization and sustainability are key competitive advantages**

“While we will not get back to pre-COVID levels in the next few years, 2022 did show us that we have the right trade fairs in our portfolio,” say the two **Messe München CEOs**. The co-CEOs therefore intend to further consolidate the solid foundations for future business in spite of the challenging times with organic growth in the company’s core business and by focusing on strengthening international involvement.

There are two trends that are crucial to the future competitiveness which the company is seeking to achieve. Firstly, **data and digitalization** will be orientated toward the value chain and closely to the core business to speed up processes. For example, BAU Insights will be launched next year as the first personalized and interactive information platform for the construction industry, thereby extending the physical **BAU** fair to 365 days a year.

“With BAU Insights, we are bringing trade fairs to life, creating the ideal conditions for encounters and dialogue at the fairs, and offering our customers the opportunity to present their products and services to BAU visitors, in particular architects, throughout the year, too. As such, we are essentially extending BAU to 365 days a year,” says **Dr. Reinhard Pfeiffer**, explaining this example of Messe München’s future digital approach.

The second trend is the topic of **sustainability**, which Messe München has been tracking for a number of years already and which has since become one of the key pillars of strategic general orientation. As part of the Messe München sustainability strategy, the company and its exhibitors and visitors will be pursuing a path to a sustainable future in the next few years, with the aim of achieving carbon neutrality by 2030. This year, for example, the exhibitors were given the opportunity to have their trade fair appearance's carbon footprint measured for the first time with the GoGreen audit and, if desired, then also offset it. For those visiting world-leading trade fairs like IFAT, drinktec, EXPO REAL, and bauma, there is the GoGreen ticket with which they can offset their travel. Around 30 percent of the tickets for the most recent world-leading trade fairs were purchased as GoGreen tickets. Another element of the sustainability strategy is a continuous improvement in energy consumption. This has been monitored annually since 2011 in the form of a TÜV Süd energy audit. As the next step in the direction of greater energy efficiency, the lighting in the exhibition halls and main entrances will gradually be replaced with LED lighting starting in 2023 – a step which has already been taken in a number of trade fair buildings. Various adjustments have also been made in the areas of heating, air conditioning, and hot water. Replacement of all the large centralized heat pumps on-site with modern, energy-efficient pumps will be completed in spring 2023.

**Stefan Rummel** explains Messe München's sustainability strategy:

“The topic of sustainability will be more systematically expedited in the next few years. Alongside a number of individual measures, the top priorities will include in particular the topics of waste disposal and the energy mix. We are heading in the direction of a circular economy and carbon neutrality. We currently find ourselves at the beginning of a broad-based transformation program as acting sustainably will indisputably be a key competitive factor in the trade fair sector, too.”

## The strong fall 2022 trade fair season

The second half of the trade fair year was characterized by a packed trade fair calendar. It was clear in relation to all the fairs and, in particular, the world-leading fairs that they are drivers of innovation and that the focus is on socially relevant issues. At the world's leading trade fair for the beverage and liquid food industry **drinktec** in September, for example, packaging and production process sustainability was one of the key topics. With 65 percent of exhibitors and close to 70 percent of visitors coming from countries outside of Germany, **drinktec** served as this industry's global economic summit. One in three visitors came from outside of Europe. How can affordable housing be created? This was one of the questions discussed by the real estate industry at **EXPO REAL** at the beginning of October. Policymakers likewise made good use of this leading trade fair for real estate and investments for discussions. Half a million visitors and around 3,200 exhibitors spread across space of more than 600,000 square meters – these are the hallmarks of **bauma**, the world's largest trade fair in terms of area. After a hiatus of three and a half years, **bauma** was held once again in October and demonstrated the industry's ability to innovate. With numerous customer innovations, good business deals, and many visitors from around the world, **bauma** remains a powerhouse of the construction machinery industry. It also enjoyed huge international popularity.

The exhibitors and visitors at this year's **electronica** were all in agreement that there is no substitute for meeting people face to face. Held in November, the world's leading electronics trade fair and conference demonstrated this with some impressive figures. The exhibitors' and visitors' satisfaction levels were higher than ever before and the proportion of international visitors even eclipsed past events at approximately 54 percent. After **electronica** 2020 had to be held as an entirely digital event, the international electronics industry was finally able to meet in person again for the first time in four years, with around 70,000 trade visitors in attendance. Under the motto "New Perspectives on Sports," the world's leading sports trade fair **ISPO Munich**, which ran from November 28 to 30, offered a host of product innovations, a conference program featuring prominent speakers, and many well-known sports personalities as guests. 1,700 international exhibitors and around 40,000 trade visitors from 117 countries celebrated the successful reunion of the sports community with the restart of **ISPO Munich** at the Munich exhibition grounds.

Messe München is and will remain a very attractive venue for hosting **guest events** for an extremely wide range of different industries such as IT, medicine, pharmaceuticals, science, energy, media, politics, and culture. The world's leading trade fair for the solar industry, **The smarter E Europe**, held in May proved especially popular. The fair's twelve halls were filled with over 65,000 visitors from 149 countries – that's no less than 33 percent more than at the last regular event

held before the coronavirus pandemic in 2019. Sixteen halls have already been booked for 2023. At **expopharm**, Europe's leading trade fair for the pharmacy market, 500 exhibitors were delighted to welcome more than 23,000 visitors.

**German Pharmacists' Day**, the annual general meeting of German pharmacists, was held alongside **expopharm**. The **Munich Show** made up of **Mineralientage München** and **Gemworld Munich** was a big hit. The 1,000 exhibitors showcased minerals, fossils, jewelry, gemstones, and pearls for the 21,500 visitors. And finally, the three guest events **Heim+Handwerk**, GHM's end consumer fair **FOOD & LIFE**, and the aviation industry fair **Aviation Forum** held at the exhibition grounds in Riem in November and December brought 2022 to a close as an impressive year of events.

### International development

Messe München has been successfully expanding its portfolio of strong leading trade fairs for years. The situation abroad was somewhat mixed in 2022. Due to China's strict COVID policy, no trade fairs have been able to be held in Shanghai since the end of 2021. A handful of events could be hosted in China, but only elsewhere. The People's Republic continues to be a focus country for Messe München as a promising growth region. However, in view of the current environment, we need to additionally focus on other growth regions.

There were some positive highlights in the Asian market this year. For example, there was good news from India with **IFAT India** in Mumbai welcoming exhibitors from more than 21 countries, **electronica** and **productronica** in Greater Noida achieving a 25 percent increase in national involvement, and **Glasstech Asia**, which brought highlights from the Southeast Asian glass and glazing sector together in Singapore for the first time since its acquisition in 2019.

Messe München expanded its involvement outside of Asia, too – the trade fairs **transport logistic Americas** and **air cargo forum Miami** took place in Miami in November for the first time under the direction of Messe München. Messe München's transport logistic cluster, which had already represented the field of air cargo among other things at **air cargo Europe**, therefore expanded its global network with the new platform for logistics, mobility, IT, and supply chain management.

### Outlook for the 2023 event year



Messe München once again has a large number of trade fairs lined up for 2023 – 13 events in Germany and 40 abroad as well as 91 guest events and conferences. The trade fair calendar will kick off with **f.re.e.**, Bavaria's biggest travel and leisure fair, in February 2023. In a total of six halls, the event will present numerous highlights from the areas of travel, caravanning and camping, water sports, outdoors and fitness, and bicycles over the course of five days.

With around 800 exhibitors and a high degree of internationality, **INHORGENTA MUNICH** will confirm its position as Europe's leading trade fair for jewelry, timepieces, and gemstones. Joint booths from Italy and France will premiere and numerous new international exhibitors have signed up. The trade fair will take place from February 24 to 27, 2023. From February 28 to March 2, 2023, **LOPEC** will once again bring the international printed electronics industry together in Munich. In the course of three days at the International Congress Center Messe München (ICM), the leading trade fair and the most important conference for flexible, organic, and printed electronics will look at the latest industry trends and present innovations for one of the key technologies of the 21st century.

After a four-year hiatus, **BAU**, the world's leading trade fair for architecture, materials, and systems, will be back as an in-person event in April. The event will occupy all 18 halls as well as the ICM including Hall B0. **BAU** will focus on the topics of the challenge of climate change, digital transformation, homes of the future, and resources and recycling. A good six months before its doors open in May, things are looking extremely good for **transport logistic** – the leading international trade fair for logistics, mobility, IT, and supply chain management expects to fill ten halls again and will cover an exhibition area totaling around 110,000 square meters. A premiere is scheduled for June 27 to 30 when **automatica** is due to be hosted alongside **LASER World of PHOTONICS** for the first time, the two events thereafter being held simultaneously and under one roof every two years. This will bring the two future fields of quantum technology and artificial intelligence together. In July, **digitalBAU**, the trade fair for digital solutions in the construction industry, will be held in Munich as a conference for the first time, with an exhibition attached.

The second edition of the leading mobility platform **IAA MOBILITY** will be held in Munich in September 2023. As the world's most progressive platform for the future of mobility, sustainability, and technology, this brings all the companies active within the mobility ecosystem together – as well as together with new target groups. Its focus is sustainable and intelligently connected mobility solutions. The intelligent networking of vehicles and infrastructure will be brought to life at **IAA MOBILITY** under the new motto of "Experience Connected Mobility." Our own events in 2023 will be rounded off by **EXPO REAL**, **productronica** and **ISPO Munich**.

Outside of Germany, Messe München customers can look forward among other things to **bauma CONEXPO INDIA** next year, which will bring the global market leaders and India's construction machinery industry together in Delhi for four days. In addition, MMI Asia will host **analytica Vietnam** and **ASEAN Ceramics** (Vietnam) itself for the first time. **transport logistic Southeast Asia** will likewise be held for the first time in 2023, in Singapore. And Messe München will resume its program in South Africa for the first time since the start of the pandemic, with **air Cargo Africa**, **IFAT Africa**, and **analytica Lab Africa**.

Top-class **guest events** will be held again in 2023, too. The well-established standing in the medical industry in particular demonstrates the importance of the locations of Messe München for customers and events from all over the world. The first of these will be **TrendSet**, the international trade fair for interiors, inspiration, and lifestyle, from January 7 to 9, 2023, which will occupy six halls and will give trade visitors the opportunity to seek inspiration. The **congress of the German Society of Surgery (DGCH)** will take place in April, while in June the world's biggest trade fair for the solar economy, **The smarter E Europe**, will once again focus on the areas of photovoltaics, solar thermal energy, and solar power plants. In addition, there will once again be events such as concerts and festivals in 2023.

### 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 – International Congress Center Messe München, the MOC – Event Center Messe München and the CCN – Conference Center North Messe München, 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 and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.