



Press Release | 27. Februar 2024

Messe München and CIRCULAZE to launch the cross-industry B2B sustainability network “bgreen leaders”

- Messe München expands its position as thematic leader in sustainability/circular economy
- This strategic partnership will enable CIRCULAZE to scale its formats and add value to its network

Messe München GmbH and CIRCULAZE, an impact initiative focusing on the circular economy, are jointly launching “bgreen leaders”. This cross-industry sustainability network aims to offer companies, start-ups and investors a networking and collaboration platform to present their initiatives in the field of environmental sustainability and thus initiate change.

All industries are currently facing a major challenge in the transformation to a sustainable economy, and Messe München and CIRCULAZE recognized the resulting need for exchange and information. “bgreen leaders” can help bring together the industries of the future to tackle today's challenges and jointly drive solutions for a sustainable future. Integrating CIRCULAZE 365 formats (digital and analog) into selected trade fair events and beyond will not only help bind existing target groups more closely to Messe München in the future, but also bring new target groups together. And CIRCULAZE will have the opportunity to scale its formats worldwide and offer its partners additional added value: knowledge advantage and transfer; cross-industry, curated networking with other corporate, start-up and political experts; and an increase in the members' visibility and self-efficacy within the relevant subject area.

“Establishing a cross-industry sustainability network is the consequential expansion of Messe München's strategy in this relevant area. Thanks to the expertise and contacts in our core business and the respective key areas of our trade fairs, Messe München is the ideal platform for making an effective contribution to achieving the climate targets across all sectors. With CIRCULAZE we have the ideal partner to actively drive forward the necessary transformation at our events and continue to act in line with our pioneering role,” emphasize Dr. Reinhard Pfeiffer and Stefan Rummel, CEOs of Messe München GmbH.

Dr. Carola Hesse
Director Corporate Marketing &
Communications
Tel. +49 89 949-20030
carola.hesse@messe-
muenchen.de

Messe München GmbH
Am Messesee 2
81829 Munich
Germany
messe-muenchen.de





“Messe München, with its international set-up and highly relevant world-leading trade fairs, is the perfect partner for us to take CIRCULAZE to the next level and jointly develop the leading network in this segment. With our already established formats, but also many new networking opportunities with and at the trade fairs, we are looking forward to creating a purposeful community that provides a new home for everyone who wants to participate in this transformation,” explain Natascha Zeljko and Claus Schuster, Executive Partners CIRCULAZE.

An initial pilot was successfully realized at ISPO Munich (the world's largest trade fair for the sports business) at the end of November 2023 together with IFAT Munich (the world's leading trade fair for environmental technologies) and in cooperation with CIRCULAZE. More than 100 participants attended a high-profile panel at ISPO Munich's “Sustainability Hub”, where CIRCULAZE founder Natascha Zeljko spoke with the Oberalp Group's sustainability expert Alexandra Letts. The participants then took a tour to explore the sustainability initiatives of top companies in the sports industry.

Messe München's wide-ranging portfolio—with world-leading trade fairs such as bauma, IFAT Munich, ISPO Munich, electronica, IAA MOBILITY and many more—perfectly reflects all industry clusters that are relevant to the circular economy, from Mobility, Built Environment and Fashion & Textiles to Plastic & Packaging and Electronics.

The first major live event will take place at IFAT Munich from May 13–17, 2024. More details can be found at www.bgreenleaders.com.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With the ICM – International Congress Center Messe München, the CCN – Conference Center North, and the MOC – Event Center Messe München, it offers space for a wide variety of events.

With around 1,000 employees in Germany and abroad, a network of over 15 affiliated companies, and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually in Germany and abroad attract around 50,000 exhibitors and around three million visitors. Messe München thus generates annual indirect profitability of more than 2.5 billion euros, and creates around 23,000 jobs in the region, making it a driving force for the economy and tourism.

Messe München has the greenest and one of the most state-of-the-art exhibition centers in the world and, with an exhibition area of 200,000 m² in 18 halls and 414,000 m² of outdoor space, has one of the largest total areas. Messe München will celebrate its 60th anniversary in 2024.

Press Release | 27. Februar 2024



CIRCULAZE

The initiative, a brand of the innovation network CURAZE GmbH, has put the spotlight on the circular economy since 2022. The aim is to promote awareness, know-how transfer, best practices and networking. As part of a year-round program, CIRCULAZE offers its partners from industry and, in future, its members a range of opportunities for participation, including online and offline formats such as virtual trend tours with start-ups, expert discussions on relevant topics such as regulation, webinars, exclusive dinners and onsites at companies that have already established circular business processes. Additionally, CIRCULAZE's award has honored the world's best start-ups in the circular economy segment since 2022. In 2023, the initiative also introduced the day conference CIRCULAZE Summit. Both event formats, CIRCULAZE Night and CIRCULAZE Summit, are now among the leading events in the DACH region in this specific area.

Press contacts

Messe München

Dr. Carola Hesse
Director Corporate Marketing & Communications
carola.hesse@messe-muenchen.de

CIRCULAZE

Natascha Zeljko
Executive Partner CIRCULAZE
natascha.zeljko@curaze.io