



MESSE
MÜNCHEN

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Messe München: Record group sales. Strong exhibition results in Germany and abroad

- 2023 marked highest group sales in a year without bauma: 441 million euros
- In Munich well above plan: 354 million euros in sales and 64 million euros in EBITDA
- Strong exhibition portfolio thanks to many leading international trade fairs
- CEOs Reinhard Pfeiffer and Stefan Rummel: “The best basis for maintaining our competitive edge and growing in the future.”

The halls and the ICM – International Congress Center at Messe München are again attracting large numbers of visitors because at a time of multiple crises and major challenges on the one hand and booming future industries on the other, business and science are increasingly looking for these stages. At Messe München, this has led to record consolidated sales of 441 million euros for 2023 and top figures in Germany and abroad. This positive trend is set to continue in Munich in 2024. “Trade fairs will play an even more central role in the coming years by providing a platform for the global economy, innovative solutions and knowledge transfer,” the two CEOs Reinhard Pfeiffer and Stefan Rummel are convinced.

Part of Messe München’s formula for success is a strong portfolio of exhibitions including twelve world-leading trade fairs, which also enjoy strong demand abroad, as the two CEOs Reinhard Pfeiffer and Stefan Rummel explain.

The company’s success figures for 2023 underline the great importance of these events: “Despite the fact that it was a weak year due to the rotation of events, we far exceeded our targets in terms of sales as well as exhibitor and visitor figures.”

The results

The group closes the year with global sales records of 441 million euros in a year without bauma. Only in 2019, a year with bauma, the turnover was slightly higher at 474 million euros. This is thus also the second-best group result in the company's history of 60 years. Consolidated EBITDA totaled 91 million euros. A significant proportion of the group's turnover, around 100 million euros, was generated by MMG's foreign subsidiaries, particularly in China, which left the coronavirus year behind in 2023.

Willi Bock
Spokesman
Tel. +49 89 949-21112
willi.bock@messe-muenchen.de

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



Events at the Munich venue remain the cornerstone of the successful trade fair business. The turnover of 354 million euros was almost 50 million euros higher than planned, while EBITDA in Munich came in at just under 64 million euros, 47 million euros higher than planned. Munich hosted 19 of its own trade fairs and cooperations and 93 guest events, attracting 32,400 exhibitors and 2 million visitors, significantly more than calculated. Additionally, there were 40 own events and cooperations abroad.

Many exhibitions stood out with top results, including a visitor record of 163,000 visitors at the travel and leisure trade fair f.re.e, a record number of exhibitors at a fully booked BAU, and three records in terms of exhibitors, visitors and internationality at transport logistic.

International

Outstanding business abroad as well: electronica China was the biggest trade fair in 2023, environmental technology trade fair IE expo China filled all 17 halls of Shanghai's SNIEC, and analytica India recorded a 68 percent increase in exhibition space sales.

International participation plays a part in Munich's success as a trade fair venue: in 2023, almost 60 percent of exhibitors and 35 percent of visitors came from abroad. Among the events with the highest share of foreign exhibitors were transport logistic (60 percent), LOPEC (62 percent), LASER world of PHOTONICS (65 percent), and ISPO with 93 percent. In terms of the share of visitors from abroad, all of these trade fairs were also above 50 percent.

"We are a global player with firm roots in Munich," Reinhard Pfeiffer and Stefan Rummel explain. "This also means establishing our trade fairs in the most important global markets." One example is the new environmental technology trade fair IFAT Brasil, which made its debut in São Paulo in April. To tackle the country's massive problems with drinking water, wastewater and waste management, the Brazilian government is funding a massive privatization strategy. Another example from Asia is taking the leap to Singapore, the important gateway to Southeast Asia and the world's number one logistics hub. This is where transport logistic has gained a foothold. These strategic new events in Munich and abroad secure the company's course for success.

Guest events and congresses

Another important cornerstone in Munich are the many guest events. One of the most important has become The Smarter E Europe / Intersolar, which now occupies all 18 halls, the ICM – International Congress Center Messe München and part of the outdoor area. In collaboration with the City of Munich, Messe München manages to attract major events again and again. The latest success: after eight years, the ESC Congress of the European Society of Cardiology (ESC) will be returning to Munich in 2026. This event is one of the largest European congresses with more than 30,000 participants. In July

2024, the ICM will host the International Aids Conference with more than 15,000 participants from all over the world. And a global star will attract the most attention during the trade fair's summer break, when Adele will perform ten concerts for 800,000 listeners on the open-air grounds in August.

Sustainability and digitalization

At Messe München and at the events, sustainability, digitalization and artificial intelligence play a major role. The company aims to become CO₂-neutral by 2030. Achieving this goal involves many milestones: from solar energy and saving electricity to waste prevention and the use of the recyclable "woodi" stand system developed by subsidiary meplan. "Digitalization can personalize and perfect trade fair visits, but face-to-face meetings are still indispensable," say Reinhard Pfeiffer and Stefan Rummel. "Artificial intelligence will amplify our trade fairs' value for business to the maximum, if not revolutionize it."

Conclusion

Thanks to its core business, Messe München has returned to its former strength, benefiting the company, the city of Munich and the entire region as an important economic driver and a major contributor to tourism. "With these outstanding results, Messe München is in an excellent position," the two CEOs Reinhard Pfeiffer and Stefan Rummel conclude. "We have the best basis for maintaining our competitive edge and growing in the future."

Please follow this [link for the digital press kit](#) containing press release, photos, presentation and fact sheet.

Photo information:

Photo 1: Main entrance of Messe München

Photo 2: Crowds of visitors at the opening of IFAT 2024

Photo 3: Robot at automatica 2024

Photo 4: Keen interest in lab technology at analytica

Photo 5: Large equipment on the open-air site at the environmental technology trade fair IFAT

Photo 6: Great interest from visitors: the caravan hall at the travel and leisure trade fair f.re.e

Photo 7: Entrance to the SNIEC exhibition center in Shanghai, a joint venture with Messe München

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and transport logistic. 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 its locations Trade Fair Center Messe München, 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 in Bavaria 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 is celebrating its 60th anniversary in 2024.