



MESSE
MÜNCHEN

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Concert summer at Messe München: all ten concerts international and regional successes

- With an infrastructure that is unique in the world, Messe München has once again shown the extraordinary experiences that can be realized on the exhibition grounds
- CEOs Reinhard Pfeiffer and Stefan Rummel: “Our experienced teams helped make this great success possible by providing the optimal support to the organizer”
- Open to unusual concerts: if exhibition schedule and core business allow
- 2025 will be a mega trade fair year with bauma, BAU, IAA Mobility and drinktec

Messe München hosted the year’s most spectacular music event for four weeks: ten concerts by British superstar Adele performed in a specially built pop-up arena on the open-air grounds of Messe München. “We share the organizers’ delight at the great success of this concert series that attracted more than 730,000 Adele fans from Munich and all over the world,” say the two CEOs Reinhard Pfeiffer and Stefan Rummel: “This brought international recognition to the region and Messe München. And the ten concerts were a major economic success for the city and the entire surrounding area.”

The concert series featuring British singer Adele was organized by Leutgeb Entertainment Group and Live Nation. The team from Messe München, especially from the Traffic, Security, Technical Services and Construction & Technology departments, supported both the set-up and the concerts and was prepared for emergencies such as weather-related evacuations. “Our staff provided the organizer with the best possible support. We owe them a huge thank you,” emphasize Reinhard Pfeiffer and Stefan Rummel. “We are pleased that the concert series went so smoothly and successfully.”

The two CEOs remain open when it comes to concerts: “If the busy trade fair calendar allows, we remain willing to talk about such extraordinary events. However, Messe München’s core business remains trade fairs and congresses.”

Thanks to its globally unique infrastructure, Messe München has many years of experience with major events such as bauma, the construction machinery trade fair

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with more than half a million visitors, and international congresses with tens of thousands of participants.

With all its major events, Messe München will have a mega trade fair year next year, which only happens every twelve years. Accordingly, 2025 will once again be a very successful year for the region in economic terms. “It is already clear that Messe München will be hosting many of the most relevant economic sectors in Riem next year,” explain the two CEOs Reinhard Pfeiffer and Stefan Rummel.

Messe München

As one of the world’s leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world’s leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München’s 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.

Around 1,000 employees in Germany and abroad, a network of over 15 affiliated companies, and almost 70 representations worldwide are active for Messe München 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 in Bavaria, 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.