



Press Release

MESSE MÜNCHEN THE SIXTH BIGGEST EXHIBITION ORGANIZER IN THE WORLD

- Company boss Klaus Dittrich: “We’ve been growing at above the market average for years”

Munich, August 24, 2017

With a record sales volume of 428 million euros in the year 2016, Messe München has again taken one of the leading positions worldwide. That is confirmed by a current survey from AUMA, the Association of the German Trade Fair Industry.

In terms of sales, Messe München thus occupies sixth place among the exhibition organizers worldwide and third place in Germany. “We can be very proud of this success”, says Klaus Dittrich, Chairman & CEO.

The three keys to this success are

- a highly efficient exhibition center which is among the most modern in the world, even 20 years after being put into operation;
- a strong portfolio of the company’s own events with a total of ten world-leading trade shows which are continually being enhanced; and
- careful internationalization of exhibition activities in the most significant growth regions of the world.

“Of course we won’t be resting on this success”, says Klaus Dittrich, “because especially the **competition** on international level and the process of digitization hold both opportunities and risks. Messe München is outstandingly well placed and is determined to make use of these challenges in order to further extend its international position.”

At this link, you can find the news release from AUMA and a graphic with the ranking:

<http://www.auma.de/de/Presse/Seiten/Presse-2017-19.aspx>

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC

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Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.