



Press Release

ROOFING CEREMONY FOR TWO NEW HALLS: MESSE MÜNCHEN CREATES EMPLOYMENT

- Klaus Dittrich: “More than two thirds of the building firms are from Bavaria”
- As from 2018, a total of 18 halls with 200,000 square meters of exhibition space

Munich, June 20, 2017

The first big phase is completed: the shell construction is up, the roof truss is on—and the enlargement of Messe München by two new halls and a conference area is halfway through. Today, Tuesday 20th June, the roofing ceremony took place. “We need these new buildings because the demand from our customers has been steadily increasing for years”, says Messe München CEO Klaus Dittrich. For IFAT 2018, the two new halls are to be ready. The cost: 105 million euros. For the roofing ceremony, cabaret artist Django Asül had some witty observations for the principal during his speech.

At the roofing ceremony, they all pulled together: Klaus Dittrich and the representatives of Messe München’s four shareholders—the City of Munich, the Free State of Bavaria, the Chamber of Industry and Commerce and the Chamber of Crafts for Munich and Upper Bavaria—together hoisted the topping-out wreath. Before that, cabaret artist Django Asül had provided amusement. At a roofing ceremony, a sharp tongue is simply indispensable.

With the two new buildings, Messe München’s exhibition center is being completed according to the original plans. It will then have 18 halls with exhibition space totaling 200,000 square meters plus the future Conference Center North. And around 400,000 square meters of outdoor exhibition area as well. After a construction time of two years, both halls will be ready for IFAT 2018. Klaus Dittrich: “As a result, we can further extend our strong position worldwide. This safeguards our future.”

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The costs of around 105 million euros are financed by Messe München on its own without subsidies from the shareholders.

There was plenty to celebrate at the roofing ceremony. “Messe München benefits the city and the entire region”, said Dieter Reiter, Mayor of Munich and Chairman of the Supervisory Board. “In a bauma year like 2016, it triggers indirect profitability of 3.6 billion euros.” Benefiting from this are hotels, restaurants, retailers and taxi drivers as well as tradesmen. This is shown by a study from the Ifo Institute. Because of Messe München, around 24,000 external jobs are created, as the study revealed. Dieter Reiter: “Messe München helps the entire region to prosper.” With its new construction activities, it also creates jobs: at the building site alone, over 300 workers are employed continuously. Klaus Dittrich: “We are proud that around 70 percent of the building firms are from Bavaria.”

Ilse Aigner, Bavarian Minister for Economic Affairs and Deputy Chairman of the Supervisory Board at Messe München, emphasizes the economic significance for the whole of Bavaria: “The economy in the Free State has never been so strong, which is also due to the excellent international business of Bavarian companies. Domestic trade shows are often a gateway to the world—and to Bavaria as well. It is therefore important to keep on enhancing the Munich exhibition venue. The two new halls as well as the Conference Center are a vital step into a successful future.”

The new halls have long been needed: all of the halls are already booked out now for four world-leading fairs—bauma, BAU, IFAT and ISPO. “Despite the internet, demand is increasing”, reports Klaus Dittrich. “From abroad too, the number of exhibitors and visitors coming to us in Munich is continually rising.” On moving to the new grounds in Riem, Munich in 1998, Messe München started off with twelve halls; at the time, 18 were already planned for the completed exhibition center. Since then, the company has experienced sustained growth. Today Munich is one of the most successful exhibition venues in the world.



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 Veranstaltungscenter 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.