



## Pressemitteilung

### BRITISH BIG PLAYER MACK BROOKS BRINGS ANOTHER EVENT TO MUNICH

- Partnership is strengthened between Messe München and Mack Brooks Exhibitions Ltd., a big player in the trade-fair industry
- Chemicals exhibition Chemspec guests at the Munich trade-fair center again in 2017—and under the management of Mack Brooks for the first time
- Brooks: “Munich is very popular with international fair participants”

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Trust is an important currency in the bustling trade-fair business, which applies particularly in these fast-moving times. So Messe München is all the more pleased to be extending its cooperation with an important partner—the well-known British trade-fair organizer Mack Brooks Exhibitions Ltd. is coming to Munich with the Chemicals exhibition Chemspec too as from 2017. That makes it the fifth event which Mack Brooks is organizing at the Munich trade-fair center.

“Over the years, Mack Brooks has become one of our most important regular clients in the area of guest events”, says Dr. Reinhard Pfeiffer, Deputy CEO of Messe München. “A very trustful collaboration has developed down the years.” This confidence is also emphasized by Stephen Brooks, proprietor of Mack Brooks: “Munich is very popular with international fair participants.”

As one of the world’s biggest privately run exhibition organizers, Mack Brooks has made a name for itself with highly specialized international industry exhibitions. At the Munich trade-fair center, Mack Brooks has organized inter airport Europe—the technology exhibition for airport equipment—since 2009. Over the years, this British big player has brought three further exhibitions to Riem in Munich: 2011, ICE Europe for paper, film and foil converting; since 2013, the corrugated and folding carton industry has been meeting at CCE International; and in 2015 came InPrint, the international exhibition for industrial print technology. And now number five—Chemspec Europe.

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This exhibition for specialty and fine chemicals, which takes place each year at a different location in Europe, already guested at the MOC Veranstaltungszentrum in 2008 and 2013.

Under the management of Mack Brooks Exhibitions Ltd. for the first time, Chemspec again stops off in Munich from May 31 to June 1, 2017; with its recent purchase of Chemspec, the company has enlarged its extensive portfolio of exhibitions. According to Mack Brooks, Chemspec is regarded as “the leading event in Europe for business with fine and specialty chemicals” and it has registered increasing numbers of participants for years. Thus in 2016, around 30 percent more visitors attended than in the previous year.

Mack Brooks wants to build on that in Munich. Thanks to the good cooperation with Messe München previously, the conditions for this are ideal, says a confident Dr. Pfeiffer: “Here the trust between the guest organizer and the operator of the premises is enormously important.” A further advantage is that the teams have already got to know and appreciate each other through their previous collaboration.

At the Munich exhibition location, Stephen Brooks is impressed “especially by the customer-friendly service provided by the trade fair and the people in Munich.” So the well-known exhibition organizer is confident that “this further event we are holding in Munich will be a complete success.”

Messe München also benefits from this success; guest events are an important business area for the company. “As an integral part of our core business”, says Dr. Pfeiffer, “they contribute substantially to the company’s performance.” All the more reason to have good connections with the client. “A good, long and trustful collaboration pays off”—the Deputy CEO of Messe München is sure of that.

#### **Messe München**

Messe München is one of the world’s leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.