



Munich, October 9, 2014  
**Press release**

## **Messe München Locations scores points with concept to install temporary hall structures**

- Completes first major job to equip a large-scale congress
- Munich's combined solutions give international organizers added value
- Threesome to also bid at other locations

It was a premiere with potential: Together with its service partners Meplan GmbH and Neumann&Müller Veranstaltungstechnik (N&M), Messe München Locations completed the overall contract for installing hall structures and providing technical equipment for the European Respiratory Society (ERS) 2014 congress in Munich. It was the first time ever that the three partners participated in the bidding process together—and they prevailed over renowned international competitors the first time out.

Gerd Markwica, Head of the Guest Events Team at Messe München and the one who initiated the joint bid, underscored the opportunities associated with the project: "Major international congresses like the ERS need considerably more conference rooms than most European congress centers can offer. This lack of capacity can only be covered by installing temporary conference rooms in the exhibition halls. So why not offer our customers an in-house solution?"

In customer presentations, the three companies now appear as a single unit, but with different core competencies. Meplan, a subsidiary of Messe München, offers global services for building shell-scheme and customized exhibition stands. N&M is also ranked among global players and service providers for high-tech event equipment. For the ERS Congress, both suppliers carefully coordinated their solutions and combined a special soundproof room-building system with high-end audio and video technology. Entirely in keeping with the principle of "One Face to the Customer," the customer always has one contact

Kerstin Bürger  
Referentin Unternehmens-PR  
Tel. +49 89 949 20738  
kerstin.buerger@messe-muenchen.de

Willi Bock  
Leiter Unternehmens-PR  
Tel. +49 89 949 20734  
willi.bock@messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
www.messe-muenchen.de

for both groups of workers, and Meplan is in charge of overall project management.

Ute Désirée Hagedorn, Managing Director of Meplan GmbH, and Manuel Lorenz, Team Leader at N&M, also feel that this form of collaboration is a very innovative joint project: "Everyone sticks to what they do best. And we complement one another at the same time. Together we can give international organizers who bring their congresses to Munich the best solution with regard to both quality and cost. This combination is exactly what creates added value for our customers."

For Messe München Locations and its service partners, the prospect of equipping congresses also is also associated with a great deal of strategic and economic potential. Markwica: "We hope that this combination will allow us to systematically position ourselves among international organizers in the future. And that applies to bidding for events in Munich as well as to international bidding for major congresses at other locations!"

### **Messe München Locations**

Since 2011 Messe München International has been marketing its three event venues (Messe München, ICM – Internationales Congress Center München and MOC Veranstaltungszentrum München) through a single team, "Sales Messe München Locations". Headed by Andrea Bisping, Director of the ICM, this team advises on rooms, configurations, services and availability in line with the customers' individual requirements. The three locations of Messe München offer customers an optimum choice for their trade shows, congresses and events of all kinds and scale – at one of the most attractive destinations in Europe.

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a



**Messe München  
International**

Seite 3

worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

