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**Press release**

## **Messe München supports Istanbul in the new construction of a modern exhibition center**

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- Trade-fair boss Klaus Dittrich and his team are in demand as advisors all over the world
- Former Munich Lord Mayor Christian Ude is arranging the cooperation

**September 16, 2014** When it's a matter of constructing new exhibition centers, Messe München International is in demand as an advisor throughout the world – most recently in Moscow and Delhi. Currently, the Mayor of the Istanbul district of Maltepe (500,000 inhabitants) visited Messe München just two weeks ago and informed himself most thoroughly. He would like to build a new exhibition center on a former military ground on the Asian side of Istanbul – near the new airport and with subway and freeway access already available.

The contact was set up by former Lord Mayor of Munich Christian Ude, who for years headed the supervisory board of Messe München GmbH; he has been friends with Ali Kilic for 40 years. Kilic lived in Munich for 25 years before returning to Istanbul two years ago. When this new trade fair is built, Messe München will support the project in an advisory capacity. There will be no financial commitment, however.

“We won't be investing there”, says Klaus Dittrich, boss of Messe München. “It's still open as to whether we'll be acting as center managers. For us, it is very interesting to be involved there as advisors in planning the exhibition center.” For as Klaus Dittrich states: “We intend to expand our trade-show capacities in Turkey because we believe in the country. Istanbul is the right place to present

international trade shows for the entire region. The area has enormous economic potential. We are ready.” The advantage: customers from the regions of Arabia and Eurasia can enter Turkey without a visa.

Messe München is offering a cooperation. Managing Director Eugen Egetenmeir is prepared to support the project actively as an advisor. He has already helped to plan and construct two exhibition centers (in Munich and in Shanghai).

The next steps: Messe München will submit a written declaration of intent, then a market analysis and milestone plan will be developed, after which the political decisions will be brought about, the corporate structure drafted and the financial concept drawn up. Christian Ude: “That is a long but viable route.”

Messe München is already involved in Turkey. Since a year ago, it has had a subsidiary company there – MMI Eurasia. At the end of April, the Munich people founded a new trade show on the subject of earthquake protection – “seismic safety” – at the exhibition center in the European part of Istanbul. The event was a success right from the start. Next year, a spin-off of the environmental technology fair IFAT will be presented in Ankara.

The former Lord Mayor of Munich Christian Ude is supporting his friend, District Mayor Ali Kilic, in municipal projects in Istanbul. The first of these projects is the founding of a separate trade-show company for the Asian part of the city.

### **Photo (l. to r.)**

Christian Ude, Ali Kilic, Klaus Dittrich. Photo: Messe München

### **Messe München International**

Die Messe München International ist mit rund 40 Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien allein am Standort München einer der weltweit führenden Messeveranstalter. Über 30.000 Aussteller und rund zwei Millionen Besucher nehmen jährlich an den Veranstaltungen auf dem Messegelände, im ICM - Internationales Congress Center München und im MOC Veranstaltungszentrum München teil. Die internationalen Leitmessen der Messe München International sind FKM-zertifiziert, d.h. dass die Aussteller- und Besucherzahlen sowie Flächenangaben nach einheitlichen Standards ermittelt und durch einen unabhängigen Wirtschaftsprüfer testiert werden.



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