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**Press release**

## **Messe München GmbH celebrates 50th anniversary**

- Online chronicle presents five decades of trade-fair history
- From "Theresienhöhe" to Shanghai

Julia Haigis  
Internal & External  
Communications Manager  
Tel. +49 89 949 21504  
julia.haigis@  
messe-muenchen.de

**Messe München GmbH was founded on April 1, 1964. To mark its 50th anniversary, the company has visualized its history in an online chronicle at [50years.messe-muenchen.de](http://50years.messe-muenchen.de). The "50 years of Messe München" microsite features descriptions and photographs that summarize select events from the last 50 years—a thrilling journey through Munich's trade-fair and exhibition history.**

What began with just 20 employees at Munich's "Theresienwiese" in 1964 is now a successful, globally active network of fairs and exhibitions. Klaus Dittrich, Chairman and CEO of Messe München GmbH: "Messe München has an impressive history. It took just five decades for the company to go from establishing its event portfolio in the early years to becoming an international group of companies and one of the leading organizers of trade fairs and exhibitions in the world. We are proud of this success story and will continue it with great passion in the years to come."

Above all, the online chronicle of Messe München lives from the organizer's extensive archive of photographs. It paints a vivid picture of key and memorable moments in the history of Messe München: From its modest beginnings at "Theresienhöhe" to having the world's most modern trade-fair center at the site of the former airport in Riem and building the Shanghai New International Expo Center (SNIEC); from Munich's first international trade fair (International Transport Exhibition in 1965) to the largest trade fair in the world (bauma); from the 1972 Olympics to the papal visit and the media center for the FIFA Soccer World Cup in 2006.

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
[www.messe-muenchen.de](http://www.messe-muenchen.de)

Messe München invites everyone who is interested to take a journey through the company's 50-year history in this online chronicle. The company will also celebrate its anniversary at a gala event on June 24, 2014.

### **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 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.