



## Press release

### MESSE MÜNCHEN OFFERS ONLINE CRISIS MANAGEMENT SUPPORT TO SERVICE PARTNERS

**March 20, 2020 | The coronavirus pandemic is creating huge challenges for the service partners of Messe München: Many of them have been put into a difficult financial position due to the cancellation or postponement of various events. As a way of standing by these companies at this challenging moment, Messe München has joined with relevant institutions to inform the company's service partners about ways that they can get through this event-free period. The team of Messe München conducted the informational meeting via video stream.**

The meeting was designed to provide the company's service partners with fast, uncomplicated access to the institutions and programs that can support them. The crisis meeting was attended by representatives of the Chamber of Industry and Commerce; LfA Förderbank Bayern, a business-development institution; Bürgschaftsbank Bayern, a bank that provides guaranties to businesses; and the German Employment Agency along with the service partners themselves. During the video stream, the representatives talked about the programs that their organizations offer and ways that the service companies could be supported. Questions were submitted by e-mail during the video stream and answered by the representatives. About 75 service partners attended the video conference. They included trade-fair construction companies, agencies, handicraft businesses, catering companies as well as delivery and service firms.

#### **Messe München: Economic factor in the region**

"Messe München is an economic force, particularly in the Munich metropolitan area," said Klaus Dittrich, Chairman and CEO of Messe München GmbH. "A large number of companies will suffer severe economic losses as a result of the cancellation or postponement of our trade fair activities. Our top priority in this crisis is to assume responsibility as a key economic player and to support our partners until our trade-fair business gets back on its feet."

#### **Committed to sustainability**

Messe München believes that commercial success and responsible action go hand in hand. This is why the issue of corporate social responsibility is such a high priority at Messe München. This commitment is reflected in a broad range of activities undertaken by the company, including its sustainable fairgrounds, the use of 100 percent green power and many measures taken for the well-being of its employees.

You will find more information at [www.messe-muenchen.de](http://www.messe-muenchen.de).

Stephanie Schuler  
Deputy Spokesperson  
Tel. +49 89 949-20737  
Fax +49 89 949-97-20737  
stephanie.schuler@  
messe-muenchen.de

Christian Krause  
Unternehmenssprecher  
Tel. +49 89 949-20734  
Fax +49 89 949-97-20719  
christian.krause@  
messe-muenchen.de

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





**Press photo:**



**Klaus Dittrich, Chairman and CEO**

**Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.