



Press release

Digital formats and in-person trade fairs abroad: Successful fair opening after corona lockdown

11. August 2020 | Messe München looks back on a successful month: July marked the start of the new digital and hybrid platforms **Let's talk by automatica**, **LOPEC impulse** and **IFAT impact**. In China, physical events took place successfully in compliance with sound protection and hygiene measures. With a progressive combination of digital added value and physical gatherings, **Messe München will continue its trade fair business in the future.**

- Digital events direct the path ahead for future trade fair business
- In-person fairs allowed beginning September 1
- Trade fairs abroad have already started

Messe München stepped back into the trade fair business in July and made an impressive comeback: It laid the groundwork with the forerunner **ISPO Re.Start Days**. Participants from about 50 countries logged into the conference and took advantage of the opportunity to network during the industry's biggest sports industry event of the summer. To continue pressing ahead as an innovation driver for printed electronics, the **LOPEC impulse** format is supplementing existing options from the LOPEC trade fair and congress with web seminars, including regular expert sessions and presentations.

The automatica fair also expanded its digital presence in July. As part of the **Let's talk by automatica** virtual format, experts, suppliers and users highlighted current issues and trends related to robotics and automation in regularly planned webinars. And with the **IFAT impact** format, also in July, IFAT provided a knowledge platform aimed at promoting the professional exchange of information in the international environmental industry.

“Our new formats point the way for future trade fair business. Nevertheless, in-person gatherings are still important for generating impulses for the economy. That's why my credo is: Not just digital, not just in-person, the solution is intelligent hybrid platforms,” says Klaus Dittrich, CEO of Messe München, in assessing the current transformation in the trade fair business.

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Trade fairs abroad have already started

July saw successful in-person knowledge sharing and business at trade fairs in China: In the People's Republic, four events took place in Shanghai with strict protection and hygiene requirements. There were strong visitor numbers at electronica China, productronica China, LASER World of PHOTONICS CHINA and ISPO Shanghai. More than 80,000 visitors came to electronica CHINA alone. ISPO Shanghai boosted attendance by 14 percent and was able to hold this trend for the third year in a row.

Outlook

On May 27, the Bavarian State Government announced that trade fairs could resume beginning September 1. Messe München will kick off the opening with an EXPO REAL Hybrid Summit on October 14 – 15, 2020. The meeting of the real estate industry at the International Congress Center München (ICM) will be supplemented with digital platforms. This will expand the reach of the event, especially for professionals in countries with travel restrictions.

The other in-person fairs taking place in Munich, which will be held in strict compliance with criteria in the protection and hygiene concept adopted by the Bavarian State Government, are analytica (October 19 – 22, 2020), electronica (November 10 – 13, 2020) and automatica (December 8 – 11, 2020).

Upcoming digital formats in September:

LOPEC impulse – Web seminar September 10, 2020

IFAT Digital Business Summit September 8 – 10, 2020

ceramitec conference Live Event September 16 – 17, 2020



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 Munich. 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.