



## Press release

### **Messe München's digital platforms enable exchange with customers, even with the ongoing travel restrictions**

**7. September 2020 | From September 1, trade fair business may once again take place live on site in Bavaria. Messe München promptly opened two locations as part of the safety and hygiene concept it developed. "The customers of SMX in the ICM and of FABRIC DAYS in the MOC are looking back on a successful start," says Klaus Dittrich, Chairman and CEO of Messe München GmbH. "September 1 represents the opportunity to carry out in-person trade fairs again. We are very pleased that our safety and hygiene concept has moved the Bavarian authorities to take this step," reports Klaus Dittrich. As the economy requires permanent access to the markets and the coronavirus solely restricts freedom of movement, since June Messe München has been organizing digital platforms for the industries of its product portfolios.**

#### **Events**

The first digital event was the ISPO ReStart on June 30 and July 1 with 1,600 participants from more than 40 countries. Now, Messe München is offering digital platforms for nearly all of its leading trade fairs, such as IFAT, EXPO REAL, electronica, automatica and INHORGENTA MUNICH. "Ten years ago, we began setting up year-round platforms with our sports trade fair ISPO Munich. The coronavirus has accelerated and disseminated this development incredibly," says trade fair head Klaus Dittrich, explaining the business activities during lockdown. "An effective project group is agilely and permanently optimizing the range of services in order to react flexibly to the constant changes that arise from the situation surrounding the coronavirus."

The restart of in-person trade fairs in the Munich trade halls will be marked by TrendSet, the international trade fair for interiors, inspiration and lifestyle with a total of 600 exhibitors from September 12 to 14. From October 14 to 15, EXPO REAL Hybrid Summit München will once again be a hotspot for the real estate industry, taking place in a hybrid format that will allow up to 3,700 participants on site and includes numerous online offers.

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### **Safety and hygiene concept**

In mid-May 2020, the Bavarian State Government announced that trade fairs could once again take place in Bavaria from September 2020. After this extremely positive signal, Messe München worked with other Bavarian trade fair organizations to develop a safety and hygiene concept, which was adopted by the Bavarian State Government in mid-June. “This binding standard is the basis for getting the business back up and running sustainably and providing new stimulus for the economy,” says Dittrich. Trade fairs are explicitly excluded from the ban on major events until the end of December 2020. “We have worked diligently to make our events more free from infection. Trade fairs are in fact major events, but they cannot be compared to fairs or festivals where contact tracking and maintenance of hygiene regulations are extremely difficult,” confirms Dittrich.

The concept reliably and bindingly defines the criteria of social distancing, hygiene and the traceability of all participants. The most important point is the general distancing rule of 1.5 meters over the entire site. This applies to trade fair participants, service providers, personnel and visitors alike. It is compulsory to wear a mask wherever distancing cannot be maintained and at all times in indoor areas and at trade fair stands. The traceability of all participants (exhibitors, visitors, service providers, personnel) is ensured by prior registration and an approval system.

“Implementing the safety and hygiene concept is no challenge for us, as reacting flexibly to the changing requirements of each event and being able to implement complex processes are among our core competences,” stresses Dittrich. “That’s why, on behalf of all Messe München employees, I am looking forward to the boost that the Messe München offerings will be providing to the economy, the city and the region.”



### **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.