



Press release

New start for trade fairs in Bavaria: Messe München looks to the future with optimism

16. June 2021 | Trade fair events will once again be possible in the Free State of Bavaria as of September 1, 2021. This new start is an important signal for the Bavarian economy and the events industry. As early as July, the “TrendSet” symposium will take place in Munich as a pilot trade fair. The comprehensive hygiene and infection protection concept will be implemented there for the first time, with other events such as IAA MOBILITY, EXPO REAL, Outdoor by ISPO and productronica to follow in Munich in fall.

- Pilot trade fair TrendSet taking place in July
- Comprehensive safety and hygiene concept in place
- Start of Messe München’s own events from September

As part of a hybrid press conference today, Minister of State Hubert Aiwanger, along with Klaus Dittrich, Chairman and CEO of Messe München, and Peter Ottmann, CEO of NürnbergMesse and first Deputy Chairman of the Association of the German Trade Fair Industry AUMA, announced details of the planned “new start of trade fairs in Bavaria” from September.

Klaus Dittrich is confident about the upcoming resumption of the events: “In the past few months we have been working hard on the safety standards and are now excellently prepared for the new start with an optimal safety and hygiene concept. We look forward to finally being able to welcome numerous exhibitors and visitors to our site again from fall.”

Hubert Aiwanger stresses the importance of trade fairs: “Trade fairs are the best stimulus package and are urgently needed. The new start of Bavaria’s trade fair business can make a decisive contribution to overcoming the economic consequences of the coronavirus pandemic in many sectors. Trade fairs are the window to the world for our export-oriented Bavarian economy. And also for many service partners in the hotel, restaurant, retail, cleaning and security, transport or craft sectors, trade fairs are a significant factor for sustainable economic development in the post-coronavirus era. In the past years, the

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Bavarian trade fair organizations have earned a leading position in the global trade fair market that needs to be maintained. That is why it is important to now give trade fair organizers, exhibitors and visitors planning security for a successful resumption of trade fair business.”

Pilot trade fair TrendSet as a kick-off event

For the new start, the Bavarian State Government named TrendSet 2021 – the international trade fair for interiors, inspiration and lifestyle – as the pilot project. In September 2020, this guest event took place on the grounds of Messe München in compliance with a comprehensive safety and hygiene concept. The concept received broad approval from exhibitors and visitors. In preparation for the new start, Messe München has revised the existing regulations in close cooperation with the responsible authorities.

Comprehensive safety and hygiene concept

The updated version, which will be used for the first time as part of TrendSet 2021, includes important new elements in addition to basic provisions, such as maintaining the minimum distance, the wearing of FFP2-masks and the traceability of all participants. This includes the VCR concept: Access to the exhibition grounds is only granted to people who have been proven to have been vaccinated, checked or recovered. These data can already be entered at the online registration stage.

In addition, Messe München is making test capacities available on site.

Nonetheless, Klaus Dittrich recommends that anyone who has neither been vaccinated nor recovered gets tested before they travel to the exhibition center:

“Anyone who comes to us with a negative test certificate can enter the exhibition center without wasting time. We expect significantly longer waiting times at the test station on site, especially at peak times.”

Modern ventilation systems that guarantee a regular and reliable supply of fresh air provide additional protection for exhibitors and visitors in the exhibition halls.

Start of Messe München’s own events from September

TrendSet next July should mark the start of the fall trade fair season from September. For the upcoming events, Messe München will further optimize and



adapt the safety and hygiene concept following TrendSet in coordination with the responsible authorities.

The IAA MOBILITY celebrates its Munich premiere during the new start in September. With a combination of summit and conference on the exhibition grounds and in open spaces in the city center, IAA MOBILITY will become an open platform that focuses on the topic of “mobility of the future.”

In October, two leading international meetings from the real estate and sports sectors, EXPO REAL and Outdoor by ISPO, will take place in Munich.

The productronica trade fair for the development and manufacture of electronics will mark the conclusion in November.

Starting now, all trade fairs will be implemented as hybrid events, as Klaus Dittrich explains: “During lockdown, we learned that our events only have a future in combination with digital formats. This is especially true in times when there are still restrictions in international travel.”

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.