

## Press release

### IAA MOBILITY demonstrates that major international trade fairs can be held in Germany once again

**15. September 2021 | The new start of the trade-fair business launched by IAA MOBILITY was a major success: The event demonstrated that the safety and hygiene concept that Messe München developed in close cooperation with government officials functioned extremely well. IAA MOBILITY has cleared the way for the resumption of the trade-fair business and the upcoming fall events OutDoor by ISPO, EXPO REAL and productronica.**

- IAA MOBILITY showed that major international events can be safely carried out
- An elaborate safety and hygiene concept creates a tailwind for trade fairs this fall
- High level of acceptance of rules by all participants

The first IAA MOBILITY ever held in Munich was a complete success while attracting 400,000 participants from 95 countries. In organizing the event, Messe München demonstrated that major international exhibitions can be safely and reliably conducted once again. "IAA MOBILITY opened our trade-fair fall with a real bang: The first major international event conducted in more than 18 months was held not only on the company's fairgrounds, but also on sites scattered around downtown Munich," said Klaus Dittrich, the Chairman and CEO of Messe München. "We successfully met the challenge of strictly applying our safety and hygiene concept during the event. The IAA MOBILITY has sent one strong message to the world: International trade fairs can indeed be conducted in Germany once again."

#### An elaborate safety and hygiene concept

The concept includes specifications and regulations with regard to the physical distancing of the participants, the ventilation of the exhibition halls, the wearing of FFP2 masks, the application of hygienic measures on site and the traceability of all participants. The VCR concept (vaccinated, checked or recovered) played a decisive role in this as a condition for the industry to meet.

"Our safety and hygiene concept worked exceptionally well – not least because a large number of trade-fair visitors were prepared in the best possible way when they arrived and acted in exemplary fashion on the fairgrounds," Dittrich said. "On behalf of all Messe München's employees, we would like to thank all participants for their care and cooperation."

Stephanie Schuler  
Brand manager  
Tel. +49 89 949-20737  
stephanie.schuler@messe-muenchen.de

Dr. Holger Feist  
Company spokesperson  
Messe München  
Tel. +49 89 949-20030  
holger.feist@messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
messe-muenchen.de





People who purchased their tickets online were able to scan and upload their vaccination cards ahead of time. This prevented long waits because it entitled trade-fair visitors to go through the turnstiles without being subjected to a coronavirus control and waiting in line.

The immense popularity of IAA MOBILITY shows that the new concept of taking the trade fair to residents of the city by using the Open Space and Blue Lane was received very well. Participant safety will be a top priority of future events organized by Messe München as well. Interest in the upcoming EXPO REAL is very high: 1,125 exhibitors have already registered.

#### **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, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.