

Messe Düsseldorf Group

70 YEARS OF MESSE DÜSSELDORF ALWAYS AHEAD



Messe
Düsseldorf

*** WHEN MEN AND WOMEN STILL
WORE HATS AND TELEVISION
WAS BLACK AND WHITE, TRADE
FAIRS ALREADY FEATURED
INNOVATIONS, LIVE AND IN
COLOUR.**

THE PUBLIC WAS IMPRESSED BY THIS JUST ONE YEAR AFTER OUR

COMPANY WAS FOUNDED IN 1947, WHEN WE WERE CALLED "NORD-

WESTDEUTSCHE AUSSTELLUNGSGESELLSCHAFT" (NOWEA). AND

NOW, 70 YEARS LATER, WE ARE JUST AS FUTURE-ORIENTED AS

WE WERE IN OUR EARLY DAYS – AND MORE COLOURFUL THAN

EVER BEFORE!



Düsseldorf's trade fairs
always
draw large crowds*

TRADEITION THIS IS HOW WE'VE ALWAYS DONE THINGS: CREATED THE BASIS. FOR ENCOUNTERS. DEVELOPMENT. ENTHUSIASM. BUT SOMETIMES WE BREAK WITH TRADITION. SOMEONE HAS TO MAKE THE FIRST MOVE, AFTER ALL. TO SET THE BALL ROLLING. THEN WE SIMPLY REINVENT THE TRIED AND TESTED. JUST LIKE WE ALWAYS HAVE.



1811

The 1st industrial exhibition in Düsseldorf: fourteen exhibitors show their products. The most illustrious visitor: Napoleon I.

1902

The journey that exhibitors and visitors took upon themselves to attend the first industrial exhibitions in Düsseldorf in the 19th century would certainly not have been short. The prospects, on the other hand, were brilliant on the Rhine – and in the Ruhr region. Because exhibitions in Düsseldorf were in such close proximity to Germany's most important industrial region, for a long time they were the perfect platform for the Krupps, Stinnes, Haniels and Villeroy & Boch of this world – to name but a few.

AND THEN WE CAME UP WITH A DIFFERENT IDEA.

Shows presenting the full spectrum of industrial production: that's what exhibitions were, even into the 1950s. With the formation of Messe Düsseldorf, we opted for a new direction and organised fairs according to individual trades. For some, this was revolutionary. For us, market-driven. And the cornerstone on which our growth is founded – far beyond the boundaries of exhibition city Düsseldorf.



1852



1926



1952

OUR SUCCESS STORY

1926

The Great Healthcare, Social Welfare and Physical Exercise Exhibition, 7.5 million visitors

07.01.1947

Foundation of the Nordwestdeutsche Ausstellungsgesellschaft mbH (NOWEA), renamed "Messe Düsseldorf GmbH" in 1997

1947

The 1st trade fair after World War II: the German Press Exhibition, 207,000 visitors

HEARTWARE WE OPEN OUR 142 GATES TO THE WHOLE WORLD. OBVIOUSLY, THERE HAS TO BE ENOUGH SPACE BEHIND THEM. THAT'S WHY WE CONTINUE TO GROW: UPWARDS. OUTWARDS. AND TOWARDS THE FUTURE.



Everyone starts small. And that goes for us, too: with 4,800 sqm of exhibition space at our first venue, Ehrenhof. But even then, we knew that it wasn't just size that mattered, but multifunctionality as well.

169,200 sqm LATER.

Equally important: the needs of our exhibitors, visitors and guest organisers. And they change over time, too. We change with them. A case in point: our tallest hall is now all of 26 metres high, with plenty of room for very big exhibits. Our huge gates are wide open to ideas and plenty of new developments, even after 70 years.

305,000 sqm OF FUTURE.

By 2019, we will have created new possibilities for our clients right on the Rhine. With our new Hall 1, the spectacular tapered South Entrance, seminar facilities and a modernised CCD Congress Center Düsseldorf. After all, when it's a question of providing ample scope for 23 leading international exhibitions and some 50 trade fairs, you can't think flexibly enough.

www.messe-duesseldorf.com/construction

SITE DEVELOPMENT

1947



4,800 sqm of exhibition space at the inner-city Ehrenhof venue, and by the late 1950s, six halls had been constructed

1971



174,000 sqm of exhibition space at the new venue in Düsseldorf-Stockum (Düsseldorf North)

2019



305,000 sqm of cutting-edge exhibition space

CONNECTION TO GET AHEAD,
YOU HAVE TO KEEP MOVING: AT
INTERNATIONAL LEVEL – AND
TOWARDS OTHERS. BECAUSE PROM-
ISING IDEAS EMERGE OUT OF GOOD
CONNECTIONS BETWEEN PEOPLE.
WE REALISED THIS IN 1948. AND
HOPPED ON A PLANE.



1948

The 1st fair abroad: co-organisation
of an exhibition of German industry
in New York

1963

First participation at
a fair in Moscow

1980

Messe Düsseldorf
North America Inc.

1994

Messe Düsseldorf
Japan Ltd.

1995

Messe Düsseldorf
ASIA Pte. Ltd.

1998

Messe Düsseldorf China,
German Exhibition
Corporation
International GmbH

2002

000 Messe Düsseldorf
Moskau

2007

Messe Düsseldorf
India Pvt. Ltd.

2009

Messe Düsseldorf
(Shanghai) Co. Ltd.

2017

73 foreign agencies
for 136 countries

Just one year after founding our company, we set out for new shores. They were 3,700 miles away, in New York. There, we organised German companies' participation at an international exhibition. And even then, our sights were set on Moscow. 15 years later, we were there, too. After Moscow came New Delhi, Kuala Lumpur and Dubai. After those first events far from the Rhine, over 5,000 more followed. And a sense of being at home all over the world.

THE EARTH IS ROUND.

So whatever direction we take, we get to where we're going. We have achieved this in 136 countries to date. With eight affiliates, 73 foreign agencies and global portfolios in all relevant growth markets with which we offer new inspiration and strengthen our international connections. The result: an efficient, global network that also contributes to the success of leading international fairs in the global brand platform Düsseldorf. And we are casting our nets even further. Because the world is only as big as we make it.

www.messe-duesseldorf.com/international-agencies



INTERNATIONAL NETWORK

WELL.COME SMALL. LARGE. NEWCOMER
OR CLASSIC. MADE IN GERMANY. INDIA.
RUSSIA. OR SIMPLY MADE WITH LOVE. THAT'S
HOW DIVERSE THE IDEAS YOU SEE IN OUR
HALLS HAVE ALWAYS BEEN. AND THAT GOES
FOR THE PEOPLE, TOO.

1984



1972



1999



2010

Hello, Mr Brandt! That's what we said in 1972 at the International Trade Exhibition and the 23rd Delegates' Conference of the German Showmen's Union. 38 years later, we were just as proud to welcome Ms Merkel. And in between, countless stars and starlets. But of course, the big names of industry, too.

THE PLACE TO SEE.

The doctor at the MEDICA and the rambler at the TourNatur. Experts, researchers and decision makers. Politicians, artists and sportspeople. The whole world gets together at our exhibition site in Düsseldorf. For a qualified exchange of ideas. For some international networking. Or simply to see and be seen. You see, the Düsseldorf exhibition centre pulls in the crowds. All eyes are on us. Not just when Gustav of Sweden or Albert of Monaco pay a royal visit to the boot, the boat show and watersports exhibition, but also when our staff turn each event into an experience with their service, expertise and their typically friendly, upbeat manner. Our exhibition teams are our very own VIPs.

OUR MANAGING DIRECTORS

1951

Dr Herbert Engst

1967

Kurt Schoop

1984

Prof. Claus Groth

1997

Hartmut Krebs

2000

Karlheinz Wismer

2002

Wilhelm Giese

SINCE 2004

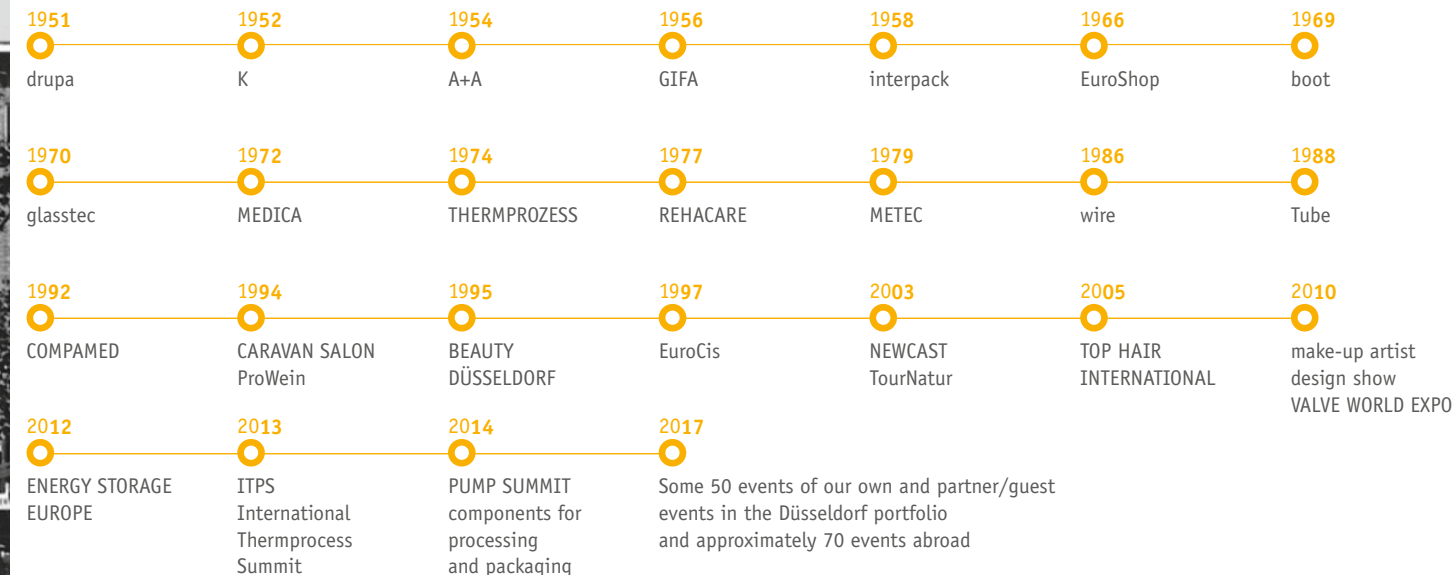
Werner M. Dornscheidt

POINT OF SOUL WITH OUR
NEW TRADE FAIR CONCEPT, WE
TURNED ONE FOR ALL INTO ALL
FOR ONE. AND A FIRST IMPORTANT
POINT OF CONTACT. FOR REPRESENTATIVES OF AN ENTIRE INDUSTRY WHO ENJOY FINALLY BEING AMONGST THEMSELVES.



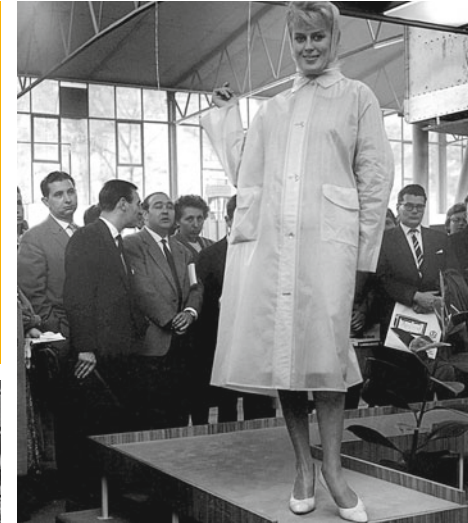
1954

DEVELOPMENT OF THE EXHIBITION PORTFOLIO IN DÜSSELDORF



How does it sound the first time 400,000 print specialists come together at the same place to admire the products of 527 exhibitors from ten nations? Like a lively exchange. And a lot like the future.

And it was only drowned out by the Original Heidelberger Tiegel, a platen windmill press, which turned out 5,000 printed sheets per hour before an astonished audience at the first drupa in 1951. The platen press has since made way for the injection printer, and that first capital goods fair has now become the world's largest, the number 1 trade fair for printing technologies. The enthusiasm remains the same. Just as it does at the 22 other leading world fairs and roughly 50 trade fairs we have established as world-famous brands over the past 70 years. And as points of contact between market partners, experts and visionaries. www.messe-duesseldorf.com/tradefairs



From left to right

Above:
 Four-level hall – 1950s
 Automobile exhibition – 1950s
 K – 1952
 K – 1959

Below:
 EuroShop – 1966
 boot – 2007
 EuroShop – 1972

GLOBAL HEROES WHEN GOOD LOCAL IDEAS
TURN INTO BIG NEWS ALL OVER THE WORLD, WE ARE
ALREADY THERE.

PROCESSING & PACKAGING

FIRST FAIR
IN DÜSSELDORF

○ 1958 **interpack**

FIRST FAIR
ABROAD

○ 1976 **upakovka**
MOSCOW/RUSSIA

○ 2017 **14 trade fairs**
IN THE GLOBAL PORTFOLIO

www.interpack.com

HEALTH & MEDICAL TECHNOLOGIES

○ 1972 **MEDICA**

○ 1997 **MEDICAL FAIR ASIA**
SINGAPORE

○ 2017 **13 trade fairs**
IN THE GLOBAL PORTFOLIO

www.medica-tradefair.com

PLASTICS & RUBBER

○ 1952 **K**

○ 1988 **interplastica**
MOSCOW/RUSSIA

○ 2017 **11 trade fairs**
IN THE GLOBAL PORTFOLIO

www.k-online.com

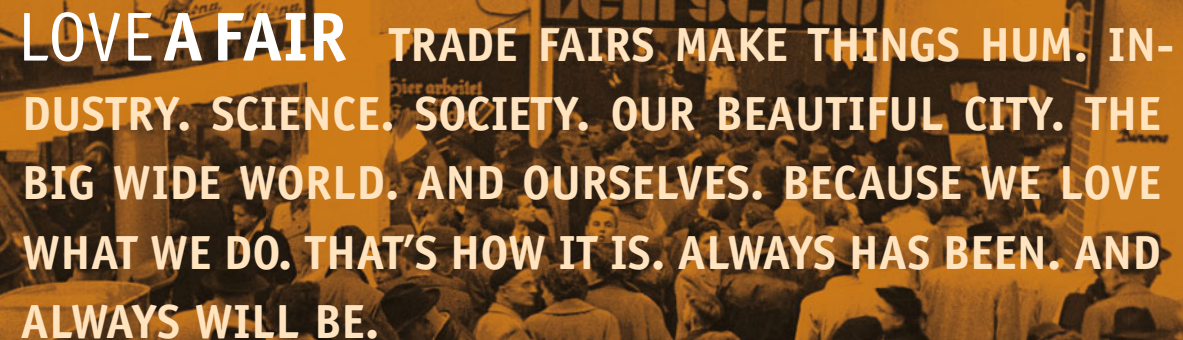
METALS & FLOW TECHNOLOGIES

○ 1956 **GIFA**

○ 1994 **Tube India/wire India**
MUMBAI/INDIA

○ 2017 **33 trade fairs**
IN THE GLOBAL PORTFOLIO

www.gifa.com



LOVE A FAIR. TRADE FAIRS MAKE THINGS HUM. INDUSTRY. SCIENCE. SOCIETY. OUR BEAUTIFUL CITY. THE BIG WIDE WORLD. AND OURSELVES. BECAUSE WE LOVE WHAT WE DO. THAT'S HOW IT IS. ALWAYS HAS BEEN. AND ALWAYS WILL BE.



There's no longer any need for people wishing to discover trends, meet experts and share their knowledge to travel by carriage. Because Messe Düsseldorf is at the heart of a fine worldwide network. And thanks to Europe's excellent transport infrastructure, we are easy to reach – just an hour's flight away for many of our continental visitors.

THAT TINGLING OF EXCITEMENT IS STILL THERE.

Industry is also well connected. But even when the point of contact for the various branches of industry, the hub of experience sharing, the starting point for knowledge transfer, and the turning point for regions and growth markets becomes Trade Fair 4.0, we will always remain what we are: good hosts who welcome our customers with a friendly smile. Because the exciting sense of anticipation and the firm handshake that seals the successful deal cannot be experienced digitally, but only here at our trade fairs – at Messe Düsseldorf.

PHOTO CREDITS

Page 4: Catalogue of the Bochumer Verein für Bergbau und Gußstahlproduktion Page 5 (left): Düsseldorf Municipal Archive Page 5 (centre): Richard Klapheck, Dokument deutscher Kunst Düsseldorf 1926. Anlagen, Bauten und Raumgestaltung der GeSoLei Page 6: Messe Düsseldorf, New South Entrance, copyright sop architects, visualization CADMAN All other photos: Messe Düsseldorf

1952

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Basis for
Business

