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Press

## **Let the Games begin: the Countdown is on New Location for the German House in Tokyo 2020**

**2020 will see Messe Düsseldorf realise the German House for the Olympic Games for the eleventh time and for the Paralympic Games for the sixth time now on behalf of Deutsche Sport Marketing (DSM).**

**The meeting point for German athletes will be the “AQUA CiTY ODAIBA” shopping mall in the Odaiba neighbourhood. This is a prime location in the immediate vicinity of numerous competition venues boasting vistas of the Tokyo skyline.**

The German House will serve as a hotspot after the Olympic and Paralympic competitions – where representatives from sporting, business, media, social and political spheres will get together to celebrate and network with one another. Messe Düsseldorf will also create the setting for this in Tokyo 2020 realising the German House commissioned by Deutsche Sport Marketing (DSM), the marketing agency of DOSB (Deutscher Olympischer Sportbund/German Olympic Confederation) and DBS (Deutscher Behindertensportverband/National Paralympic Committee Germany).

Claudia Wagner, Managing Director at DSM, welcomes this partnership with Messe Düsseldorf spanning 20 years now: “For such an international and high-calibre platform as the German House at the Olympic and Paralympic Games event professionals are called for. Being one of the world’s biggest and most international trade fair companies Messe Düsseldorf boasts the required expertise.”

In Tokyo the German House will open its doors at “AQUA CiTY”, a shopping mall on the artificial island of Daiba centrally located in the Tokyo Bay Zone, in the immediate vicinity of numerous competition hotspots and with breath taking vistas of the famous Rainbow Bridge. In the six-storey shopping centre various areas have been earmarked for the German House. The centrepiece of this home from home will be “The Cortona Sea Side Daiba” on the fifth floor of the Mall. Boasting a spacious terrace with pool and unrivalled vistas of Tokyo’s distinctive skyline this venue is booked primarily for festivities and photo shoots.

The location meets all needs – especially those of the athletes. Benefits include the floor space which allows for flexible interior design, the central location where all sports venues are – by Tokyo standards – within easy reach. Situated less than three kilometres away are the arenas for beach volleyball (Olympic), tennis (Olympic) and wheelchair tennis (Paralympic), climbing (Olympic), basketball (3x3), gymnastics (Olympic), BMX, skateboarding as well as swimming as a triathlon discipline. The Olympic/Paralympic Village and the Media Centre (IBC/MPC) are about six kilometres away, the Olympic Stadium approximately twelve. Since summer 2017 those responsible at Messe Düsseldorf – together with colleagues from their subsidiary in Japan – have been looking for a suitable location inspecting more than 30 facilities.

Looking forward to the Games Werner M. Dornscheidt, President & CEO of Messe Düsseldorf, said: “We will again harness all our expertise to make the



German House a hotspot during the Olympic and Paralympic Games. We excel at bringing people together. And not only at our leading international trade fairs but also at the German House. We are proud of the contribution we have made to this for 20 years now." Messe Düsseldorf has realised the German House at the Olympic Games since Sydney 2000 – from planning and implementation through to operation. For the Winter Games in Vancouver 2010 this partnership was extended to include the Paralympic Games.

### **German House / German House Paralympics – Facts and Figures:**

#### Olympics:

Duration: 24 July to 9 August 2020

Total floor space: 2,000 m<sup>2</sup>

Number of guests expected: approx. 700 visitors daily / approx. 10,000 in total

#### Paralympics:

Duration: 26 August – 6 September 2020

Total floor space: 2,000 m<sup>2</sup>

Number of guests expected: approx. 600 visitors daily / approx. 7,000 in total

#### **German House /German House Paralympics:**

Since 1988 the German House has been the central meeting point of the German Olympic Sports Confederation for representatives from sports, business, media, social and political spheres during the Olympic Games. The Paralympic counterpart has been in existence since the Vancouver 2010 Olympics. DOSB and DBS use these premises for hosting all major events – such as the daily press conference. Deutsche Sport Marketing (DSM) is responsible for planning, organising and holding these two communication platforms.

#### **The Messe Düsseldorf Group\*:**

With a revenue of around EUR 290m in 2018, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 26,800 exhibitors presented their products to 1.14m trade visitors at events in Düsseldorf last year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. The Düsseldorf Exhibition Centre hosts around 50 trade fairs in five sectors of expertise: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty; and leisure. The trade fairs include 22 proprietary number-one trade fairs, as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress holds around 2,800 conventions, corporate events, conferences and meetings, attracting around 640,000 delegates in all. In addition, the Messe Düsseldorf Group organises 70 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. *The international attendance is particularly high with the capital goods trade fairs of Messe Düsseldorf GmbH.* In 2018, Messe Düsseldorf's proprietary events in machinery, plants and equipment attracted approx. 77% international exhibitors and 70% trade visitors from other countries. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The group runs a global network of sales offices in 141 countries (with 77 international offices), subsidiaries in 6 countries as well as several additional international affiliates.

\* All figures are subject to final accounts.

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