

Messe Düsseldorf Advances Its Master Plan

Making Way for the New Headquarters

With the construction of a new headquarters – consisting of a new building and a fully refurbished tower – Messe Düsseldorf is embarking on an important project for the future. The shift to a new working environment will enable greater collaboration, flexibility and efficiency. The project is part of the master plan to systematically modernize the Düsseldorf Exhibition Center by 2040.

Düsseldorf, January 21, 2026. All is new at Messe Düsseldorf: Following the complete relocation of the employees from the current office buildings, construction work on the new headquarters will begin in February. First, the front one of the two administrative towers will be demolished to make way for the new building section, which will then be constructed on that site in accordance with the Gold Standard of the German Sustainable Building Council. Simultaneously, the rear tower will undergo a complete renovation.

“We’re building a completely new administrative headquarters that will meet all the requirements of a modern workplace. It’s an investment in productivity and creativity. What we’re creating here is a flexible and agile working environment where we can develop the best solutions for our customers,” says Bernhard Stempfle, Managing Director for Finance and Infrastructure.

A New Working Environment with Many Functions

By the planned completion date in 2028, Messe Düsseldorf will have invested approximately €100 million in the new headquarters. Both the new building and the fully refurbished tower will provide modern working environments for some 650 employees. The workplace concept will be fundamentally modernized and adapted to contemporary forms of collaboration. The aim is to create an open, flexible structure that equally fosters cross-departmental exchange, focused work and a variety of work requirements.

The top floor of the new building will also feature a multifunctional event space – an attractive venue with an experiential character that symbolizes the transformation and new beginning of Messe Düsseldorf. Until they move into their new workspace, employees will be housed in temporary offices near the North Entrance of the Exhibition Center, between Hall 8a and the Rheinbad swimming complex.

Systematic Implementation of the Master Plan

The new headquarters is part of a master plan that Messe Düsseldorf has been continuously implementing since 2000 and that extends to 2040. To date, approximately €850 million has been invested in the implementation of the respective projects, which include the modernization of Halls 1, 6, 7a, 8a, 8b and 9. “The needs of our exhibitors are evolving rapidly.

Logistical requirements, new technical possibilities and growing demands from attendees require us to constantly improve our offerings. And that, of course, applies first and foremost to our site and our infrastructure,” continues Bernhard Stempfle.

“Our site in Düsseldorf is our calling card. This is the place where our customers experience us,” says Clemens Hauser, Executive Director Technical Operations. “We’ve already reached a lot of milestones over the past 25 years. Every completed project boosts the quality of our services for our customers, and these wins motivate us to tackle the next construction projects with just as much energy and passion.”

Additional Investments Already in Planning

By 2028, the company will have modernized Hall 9 and built a functional building in front of it with entrances and conference rooms, at a cost of €200 million. As things stand today, the entire North Entrance area and Hall 7 will subsequently be renovated by 2034. Other projects include Halls 3, 15, 16 and 17, a new trade show service center and the energy centers. The additional costs for these construction measures will amount to approximately €600 million between 2028 and 2040. When added to the investments already made, the total master plan has a volume of almost €1.45 billion.

Thanks to sustainable and sound financial management over a long period of time, Messe Düsseldorf has managed to create the financial leeway to tackle its ambitious construction projects despite the years of losses caused by the coronavirus pandemic. As Bernhard Stempfle emphasizes, “On the one hand, these projects are essential in a rapidly changing market environment. On the other hand, they underscore our confidence in the robust long-term development of our company.”

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-square-meter exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf’s sectors of expertise include: “Machinery, Plants and Equipment,” including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire & Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE, A+A); “Lifestyle and Beauty” (BEAUTY, TOP HAIR, The Art of Beauty & Health); “Leisure” (boot, CARAVAN SALON); and “Mobility” (XPONENTIAL Europe, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 80 events. The corporate group’s global network encompasses 78 foreign representatives for 142 countries – including nine international subsidiaries.

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