

## Messe Düsseldorf Assesses Situation in the Middle East

**Limited operational impact on Düsseldorf site, Riyadh dates adjusted, Dubai shows unchanged for October**

**The current escalation in the Middle East is expected to have only limited operational impact on Messe Düsseldorf's business in Düsseldorf and its activities in the Gulf region. Messe Düsseldorf remains confident in the economic momentum and long-term potential of the Arabian Peninsula and continues to consistently pursue its new business initiatives. Below is a detailed assessment of the situation and the measures being taken.**

**Düsseldorf, March 23, 2026.** Reliable international travel and logistics structures are essential for Messe Düsseldorf's leading global trade fairs and its events in the Gulf region. We are observing a gradual normalization of air traffic in the region, although the situation remains volatile and varies by location. Riyadh International Airport is largely operating as normal, although airlines may need to adjust routes depending on the situation. Air traffic through the major international hubs of Dubai, Abu Dhabi, and Doha is currently significantly restricted. Short-notice airspace closures may lead to delays and cancellations, and in some cases, airport operations are temporarily suspended.

Exhibitors as well as visitors from Asia who typically travel to Düsseldorf via Dubai, Abu Dhabi, or Doha may choose alternative flight routes—for example via Singapore, Istanbul, Zurich, Amsterdam, or Paris. The same applies to customers traveling from Europe to Messe Düsseldorf's events in Asia. As a result, the situation in the Middle East is expected to have only limited impact on the operational execution of our leading trade fairs in Düsseldorf and other regions worldwide.

Messe Düsseldorf remains confident in the economic dynamism and long-term potential of the Gulf region and continues to pursue its new business initiatives in the Middle East without interruption. The region represents the fastest-growing exhibition market worldwide. Gulf countries continue to invest heavily in industrial diversification, infrastructure, innovation, and international partnerships. These transformation processes are generating sustainable growth momentum and will continue to make the Middle East an important market and strategic partner for the industries represented at our leading trade fairs.

Our first events on the Arabian Peninsula—Saudi Plastics & Petrochem and Saudi Print & Pack—will take place from June 21–24 in Riyadh. Messe Düsseldorf, together with its local partner Riyadh Exhibitions Company (REC), has decided to reschedule the event from its original dates of April 12–15, 2026 to June as a precautionary measure. This decision reflects the current dynamic situation in the region and the associated logistical challenges, including restricted flight

connections and delays in shipments. The safety and planning reliability for exhibitors and visitors are the highest priority for both Messe Düsseldorf and Riyadh Exhibitions Company.

Preparations for our events in Dubai, scheduled from mid to late October, remain unaffected by current developments:

- OS+H Middle East (October 12–14, 2026)
- AccessAbilities Expo (October 19–21, 2026)
- EuroShop Middle East (October 26–28, 2026)

At present, we expect the situation in Dubai and the wider Gulf region to stabilize by the fall. We continue to monitor developments closely and remain in close coordination with our partners on the ground. All decisions are based on a careful overall assessment, taking into account security conditions, official regulations, and international travel and logistics frameworks.

Short-term geopolitical tensions do not change the region's long-term strategic importance. Messe Düsseldorf remains a reliable partner to its international customers and continues to pursue its global growth strategy with diligence and responsibility.

#### **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.

#### **Media Contact:**

##### **Messe Düsseldorf**

Dr. Andrea Gränzdörffer

Head of Corporate Communications/Press Spokesperson

Tel.: +49 (0) 211/4560-555

E-mail: [GraenzdoerfferA@messe-duesseldorf.de](mailto:GraenzdoerfferA@messe-duesseldorf.de)