

Presse
Press

Messe Düsseldorf provides Planning Certainty: Events called off in early 2021

**Trade fair cycle 2021 to kick off with boot in April
Short-time work to be increased at the home base Düsseldorf**



Following close consultation with exhibitors, partners and associations, Messe Düsseldorf has decided to call off all currently planned dates for its events in Düsseldorf until April 2021. This decision encompasses the trade fairs boot (23-31/1), tasc (19-20/2), interpack and components (25/2-3/3), Energy Storage Europe (16-18/3), EuroCIS (16-18/3), ProWein (19-23/3) and drupa (20-28/4). boot Düsseldorf will be re-scheduled for 17 to 25 April 2021 while the other aforementioned B2B trade fairs will be held in line with their usual cycles.

The current Covid-19 infection situation, existing travel restrictions and the legal framework have prompted Messe Düsseldorf to reassess the situation. Wolfram N. Diener, CEO of Messe Düsseldorf, explains: “Over the past few months we have worked hard both for our partners and customers but also for the city of Düsseldorf and the region, to hold successful physical trade fairs, complying with the highest health protection standards for all parties involved. Developments are hard to predict, especially due to the decisions taken by German federal and state governments on 25 November 2020, in which the holding of trade fairs continues to be prohibited.”

Each industry sector, he adds, has its individual preparation period and deadline for trade fair participation, which had to be taken into consideration for this decision. With this move, Messe Düsseldorf allows customers and partners to reliably plan for 2021 and reduces any financial losses incurred by them in the best possible way. Another important consideration was the interest of the sectors associated with trade fairs and our responsibility as business promoters for our location. The trust placed in physical trade fairs by the industries continues to be very high.

In addition, the decision was naturally about balanced economic action: “Even though we as a trade fair company have gained financial leeway in recent years through consistently sound and sustainable business practices, we are currently severely affected by the pandemic. Therefore, our decision is, of course, also based on the costs and benefits.”

Messe Düsseldorf will focus on kick-starting the trade fair business with boot 2021 in late April: “We are well prepared and assume that the general pandemic situation and travel possibilities will take a positive turn in the course of next year,” says Wolfram N. Diener.

As part of the cancellation of all planned events until the end of April, Messe Düsseldorf has decided to further extend the short-time work scheme for all employees at Düsseldorf Exhibition Centre until 31 March 2021. Over this period of time availability will be reduced but Wolfram Diener emphasises: “Nevertheless, we will do our utmost to be available for our customers’ and partners’ queries and requests even with smaller teams.”

For all other details on the events affected please refer to the respective websites where you will always find all the latest developments:

www.boot.com

www.tasc-expo.com

www.interpack.com

www.packaging-components.com

www.eseeexpo.com

www.eurocis-tradefair.com

www.prowein.com

www.drupa.com

The Messe Düsseldorf Group

With revenue of EUR 378.5 million in 2019, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 29,222 exhibitors presented their products to 1.4 million trade visitors at events in Düsseldorf that year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. Düsseldorf Exhibition Centre hosts around 40 trade fairs in five sectors of expertise: machinery, plants and equipment; retail, trades and services; medicine and health; lifestyle and beauty, and leisure. The trade fairs include 22 proprietary number-one events as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress held over 1,000 conventions, corporate events, conferences and meetings in 2019, attracting around 374,000 delegates in all. In addition, the Messe Düsseldorf Group organises 75 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Proprietary events in Düsseldorf attracted around 73% international exhibitors and 37% international visitors in 2019. The group runs a global network of 77 international offices for 141 countries, including 7 international subsidiaries.

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