

Messe Düsseldorf and DEG continue cooperation

Commitment extended until 2025

Düsseldorf, 18. July 2023. Two traditional Düsseldorf companies continue to go hand in hand. Messe Düsseldorf has extended its commitment to DEG for the next two years. The company will continue to be present at the PSD BANK DOME on all home match days. In addition, as in the previous season, there will be a joint promotion for the boot trade fair.

Wolfram N. Diener, President & CEO of Messe Düsseldorf GmbH: "DEG is an important figurehead for Düsseldorf and the region. By cooperating with the club, we have the opportunity to place our themes even better in the city. This has worked excellently in recent seasons with our two trade fairs Caravan Salon and boot. We are very happy that we have had such a close and good partnership for many years."

Harald Wirtz, Managing Director DEG Eishockey GmbH: "Messe Düsseldorf and our DEG simply belong together. It is a great sign of our work that the company has decided to extend its commitment by two years. This also confirms us in what we are doing. We are very much looking forward to continuing our cooperation."

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 sqm exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and to network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (i.a. drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHA-CARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.

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