

Presse
Press

Strong start to the Düsseldorf trade fair year: 96 events until the beginning of June

Positive results for Global Exhibitions Day:

7,459 exhibitors and 142,590 visitors

High demand underlines the relevance of in-person trade fairs



Messe Düsseldorf celebrated a successful restart at its home base in May. The first four trade fairs of the year, two guest events and 50 congresses, conferences and events organised by the subsidiary Düsseldorf Congress attracted 6,847 exhibitors and 120,955 visitors to the Düsseldorf trade fair and congress centre. The May figures clearly exceed those posted in the first four months and set the mood for another strong trade fair year in 2022.

Düsseldorf, 1 June 2022. On the occasion of the 7th Global Exhibitions Day (GED), the worldwide day of action of the World Association of the Exhibition Industry (UFI), Messe Düsseldorf can pronounce a positive verdict on its restart. In the preceding bumper month of trade fairs in May, the "MesseMonatMai" (Trade Fair Month of May), where the German trade association AUMA underlined the relevance of trade fairs for the economy, 56 events with 6,847 exhibitors and 120,955 visitors were held at the Düsseldorf Exhibition and Congress Centre. This includes the first four trade fairs of the year: BEAUTY, TOP HAIR, ProWein and EuroCIS already boasted a total of 6,617 exhibitors and 98,000 visitors. Added to this are the guest events INTERBRIDE and BEFA Forum with 230 exhibitors and 13,000 visitors. The 50 events at Düsseldorf Congress (DC) welcomed around 9,955 visitors.

Dr. Stephan Keller, Lord Mayor of the state capital Düsseldorf and Chairman of the Supervisory Board at Messe Düsseldorf, emphasises how significant the return to normal trade fair operations is for all involved: "The pandemic years have shown us both the advantages and the limitations of digital communication. The business community was shown once again just how valuable personal networking, chance encounters and physical brand and product experiences really are."

The event figures for May far exceed those of the first four months of the year. From January to April, 38 events took place at the Düsseldorf Exhibition and Congress Centre with 252 exhibitors and 18,635 visitors – this is in addition to numerous congresses, conferences and events by DC as well as the guest event BioWest. Messe Düsseldorf can thus post a strong interim balance for the GED on 1 June 2022. Together with the current EuroCIS trade fair and the guest event "Flotte! Der Branchentreff", 96 events (four trade fairs, four guest events and 87 events by DC) with 7,459 exhibitors and 142,590 visitors took place by the beginning of June.

The high demand for the forthcoming events underlines the relevance of in-person trade fairs. Wolfram N. Diener, President & CEO of Messe Düsseldorf, is optimistic

about the next six months: “After the successful first half of the year, especially in May, we can expect many more highlights in the well-filled trade fair calendar. This will benefit not only the exhibiting companies in the individual sectors, but also the economy at the location.”

And these highlights are already just around the corner: with the international trade fairs for wire, cable and pipes, wire and Tube (20 - 24 June), the first industrial trade fairs, Messe Düsseldorf's core business, will take place since the beginning of the pandemic. METAV, the international trade fair for metalworking technologies, will be held parallel to wire and Tube. The VDW (German Machine Tool Builders' Association) invites you to the event from 21 to 24 June. This creates welcome synergy effects for all mechanical engineering companies at these three trade fairs. METAV is one of three partner and guest events taking place in June. In addition, there is the currently ongoing networking event for fleet management, "Flotte! Der Branchentreff" (1 – 2 June) and the PRINT & DIGITAL CONVENTION congress fair (22 - 23 June).

An absolute highlight is also upcoming at Düsseldorf Congress in the form of Dokomi (4 - 5 June). Germany's biggest anime and Japan expo is the first public event at Düsseldorf Exhibition Centre and will occupy four exhibition halls in addition to all of Convention Center Düsseldorf. The 70,000 tickets already sold out.

By the end of the year, Messe Düsseldorf will have staged nine more world-leading trade fairs, including the public favourite CARAVAN SALON (26 August - 4 September) and the world's most important trade fair for the plastics and rubber industry, K 2022, which will open its doors in Düsseldorf from 19 to 26 October.

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 m 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 network. The sectors of expertise of Messe Düsseldorf include: “Machinery, Plants and Equipment” (inter alia drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCIS, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE); “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 75 events and participations. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

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