

## Presse

### Press

## **“The exhibition sector is a global industry that opens up economic regions for medium-sized business”**

**Exhibitions industry celebrates second Global Exhibitions Day**

**Düsseldorf ranks top in global turnover ranking**



Today, on 7 June, the international exhibition sector celebrates the Global Exhibitions Day for the second time now with a view to drawing more attention to the exhibition business around the globe as it makes a crucial contribution to strengthening international trade and the growth of economies.

The action day is initiated by the Global Association of the Trade Fair Industry UFI, headquartered in Paris. “At Messe Düsseldorf we are proud of belonging to this top-selling sector so important for international economic relations,” says Werner M. Dornscheidt, President & CEO of Messe Düsseldorf GmbH, and goes on to say: “Messe Düsseldorf ranks 5<sup>th</sup> in the global sales standing of trade fair companies. In Europe with our balance sheet results we are the most profitable trade fair company with its own exhibition centre financing all its investment with its own resources.” UFI estimates global turnover of the exhibition business to total EUR 49 billion annually. Every year to the tune of 680,000 full-time equivalents organise 31,000 exhibitions throughout the world, where 4.4 million exhibiting companies present their products and innovations to approximately 260 million visitors.

“The exhibition business has developed into a global-player industry. It substantially contributes to building global networks, plays a crucial role in the development of economic regions and opens up new markets for export and trade especially for medium-sized business,” explains Dornscheidt and adds: “This applies especially to such events as our No. 1 trade fairs here in Düsseldorf that boast a high percentage of both international exhibitors and visitors. In the machinery, plants and equipment fields of expertise some 72% of

exhibitors and trade visitors travelling here in 2016 came from abroad. However, global spin-offs also serve to carry well-established exhibition themes over to growth markets and open up excellent international business opportunities for enterprises.” Add to this the fact that trade fairs, even in the age of digitalisation, are of growing importance as locations of real encounters between stakeholders of an industry. This is over and above providing second-to-none opportunities for staging brands, making face-to-face contacts with customers, addressing the trade audience worldwide and for direct benchmarking with competitors. “Despite all the digital possibilities: the most intensive exchange of ideas, opinions and information is on a people-to-people basis,” adds Dornscheidt.

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**The Messe Düsseldorf Group:**

With a turnover of around EUR 443m in 2016, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. To the tune of 32,100 exhibitors presented their products to 1.6m trade visitors at events in Düsseldorf this year. They were joined by half a million visitors to various conventions. About 50 trade fairs were held in Düsseldorf, including 23 No. 1 events in five areas of expertise: machinery, plants and equipment, retail, skilled crafts and services, medicine and healthcare, fashion and lifestyle, and also leisure. In addition, there were about 70 proprietary, joint and contracted events outside Germany, demonstrating that the Messe Düsseldorf Group is a leading global platform for export. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. In 2016 Messe Düsseldorf's proprietary events in machinery, plants and equipment attracted approx. 72 per cent international exhibitors and trade visitors from other countries to the Rhine. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The Group runs a global network of sales offices in 136 countries (73 international representations) as well as centres of expertise in 8 countries.

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