

Presse  
Press

## **Messe Düsseldorf remains red-yellow Commitment extended by one year**



Two important companies in the state capital continue to form a close partnership. Messe Düsseldorf is extending its cooperation with the Düsseldorfer EG for the coming season and remains a team partner of the Red-Yellows. Visually, the company will be present in the 2020/21 season with, among other things, an under-ice advertising campaign, a TV board as well as a TV spot and on the LED panels.

Stefan Adam, CEO DEG Eishockey GmbH: "Both Messe Düsseldorf and DEG are figureheads of the state capital Düsseldorf. Therefore, we are naturally very pleased that the company continues to place its trust in our club and that it will continue its partnership even in more difficult times".

Wolfram N. Diener, CEO of Messe Düsseldorf GmbH: "The cooperation with DEG is very important for us as a trade fair. We want to continue to make the city of Düsseldorf attractive for visitors and residents. This naturally includes Düsseldorf's EG with its wide-reaching platform and the experience of ice hockey. We are looking forward to moving further into the future together and to a great and exciting 2020/21 season".

### **About the Düsseldorfer Eislauf Gemeinschaft**

Titles, tears and triumphs! The Düsseldorfer Eislauf Gemeinschaft is eight times German Champion and one of the most popular ice hockey clubs in Germany. The "Red-Yellows" are a constant in the sport of the Rhineland metropolis and enjoy a loyal and enthusiastic fan community. In 2020, DEG celebrates its 85th birthday. Ice hockey as the "fastest team sport in the world" stands for speed, team spirit, toughness and emotions. Further information is available at [www.deg-eishockey.de](http://www.deg-eishockey.de).

### **Messe Düsseldorf Group**

With revenue of around EUR 378.50 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 in 2019. 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; the retail trade, trades and services; medicine and healthcare; 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 2019. 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, including 7 international subsidiaries.

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