

Leading trade fair “Flotte! Der Branchentreff” commits long term to Düsseldorf

**“Flotte!” 2023 attracted more than 290 exhibitors and 2,000 visitors
Strategic partnership lays the foundation for further growth of “Flotte!”
Messe Düsseldorf further extends its expertise in the field of mobility**

As part of a strategic partnership, Messe Düsseldorf and previous organiser Flotte Medien GmbH will organise Germany’s leading trade fair for fleet management, “Flotte! Der Branchentreff”, together in future. The focus will be on future topics such as digitalisation, telematics and fleet electrification. The topic of mobility is an important pillar in the development of new business at Messe Düsseldorf.

Düsseldorf, 5 April 2023. “Flotte! Der Branchentreff” has now firmly arrived in the trade fair city of Düsseldorf. Germany’s leading trade fair for fleet management, already held as a guest event at Messe Düsseldorf Exhibition Centre since 2017, is now committing to the city of Düsseldorf long term as part of a strategic partnership. Behind “Flotte!” is Flotte Medien GmbH which publishes the trade magazine “Flottenmanagement” and has created an established presentation, information and networking platform. Here manufacturing and importing companies, leasing companies as well as service providers for commercial vehicle fleets meet up with fleet managers. In presentations, workshops, expert panels and one-to-one discussions, they address the major topics in the industry: digitalisation and telematics, electromobility and charging infrastructure, hydrogen drives and e-fuels – as well as insurance, damage management, fleet management software and municipal fleet management.

The perfect match: “Flotte!” and Messe Düsseldorf

“‘Flotte!’ has now found a suitable home with Messe Düsseldorf,” emphasises Wolfram N. Diener, President & CEO of Messe Düsseldorf. “We already offer a home base for numerous trade communities and are currently growing in the mobility sector in particular. ‘Flotte!’ as a strong community platform with a B2B focus and a variety of future mobile topics is an ideal fit for our company and the city of Düsseldorf. Not only are most fleets based in North-Rhine Westphalia, its state capital Düsseldorf also boasts numerous mobility initiatives and projects. Add to this our trade fair expertise along with our technically well-equipped exhibition grounds.”

Ralph Wuttke, Editor-in-Chief of “Flottenmanagement” magazine and Project Manager of “Flotte!”, stresses the importance of commercial and municipal fleets as a sales market for innovative vehicle models: “Fleets are where trends in the automotive sector like alternative drives are rolled out on a large scale for the first time before they reach

the broad market. It is all the more important that we give fleet and mobility decision-makers a high-quality platform for presentation, information and exchange.”

Growth that speaks for itself

“Flotte!” can look back on encouraging growth: the last edition on 29 and 30 March 2023 brought together over 290 exhibitors and 2,000 visitors on 18,000 m² of exhibition space. This means that since the first event in Cologne in 2016 the trade fair has grown by 100% in terms of exhibitors and 50% with regard to exhibition space. “‘Flotte!’ has reached a size that brings with it increased demands on organisation and logistics. The strategic partnership with Messe Düsseldorf represents the next logical step in development,” explains Bernd Franke, Managing Director at Flotte Medien GmbH. “As an established industry player, the ‘Flottenmanagement’ team will continue to take the lead in organising the community event and remain the central contact for customers.”

Mobility as a key pillar in the development of new business

The strategic partnership with “Flotte!” is one further step in Messe Düsseldorf’s development of new business. Commenting on the move Kirstin Deutelmoser, Director Business Development of Messe Düsseldorf, emphasises: “As one of the world’s leading trade fair companies, we are expanding our aspired thematic leadership in the field of mobility with ‘Flotte!’. An important foundation stone has already been laid with XPONENTIAL, the leading trade fair for uncrewed vehicles and robotics, which will be held in the USA for the first time this year in partnership with Messe Düsseldorf.” Partnering with the Association for Uncrewed Vehicle Systems International (AUVSI) for XPONENTIAL in 2022 marks the largest event acquisition in the company’s history.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 global No. 1 trade fairs at its 613,000 m² 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 held annually 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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