

Relaunch Marathon for Trade Fair Apps: Visitors benefit from new design, clear structure and ease of use



For EuroCIS 2019 – The Leading Trade Fair for Retail Technology – Messe Düsseldorf has a renewed digital service in store: the optimised trade fair App. Visitors can now access information on individual trade fairs even faster, more easily and conveniently – both online and offline. And the Apps of the forthcoming events of Messe Düsseldorf will now also gradually be re-launched.

They are handy and popular tools when visiting trade fairs: the Apps of Messe Düsseldorf. Here visitors can find out about the respective event and organise their visits to the trade fair. Since 2011 Messe Düsseldorf has offered this service, which will now be subjected to a gradual re-launch. The visitors of EuroCIS – The Leading Trade Fair for Retail Technology – from 18 to 21 February 2019 will be the first to benefit from all the new features of the App. These include a more up-to-date design, a more intuitive graphical user interface – and, hence, greater user friendliness. The new technical basis ensures a future-proof solution that always allows new functionalities to be added.

This reorganisation of Apps especially benefits the visitors of Messe Düsseldorf. When opening the application users no longer get to see a list of all exhibitors but a dashboard. This graphical user interface serves as a main menu and provides an overview of the complete content of this App: exhibitors, products, hall plans, 'MyOrganizer', programme and news. In 'MyOrganizer' visitors can draw up a personal list with their favourite exhibitors. Thanks to the interactive hall plan, which is integrated into the App, these are easy and quick to locate. Another advantage is synchronisation of the exhibitors in 'MyOrganizer'. All the favorites selected on the web portal of a trade fair are simultaneously transferred to the App. Thanks to push notifications the users receive recommendations for special highlights at the trade fair.

The new technical basis of the App is a future-oriented solution to add successively new functions. "The further development of our Apps is a key component to offer our customers optimal digital services," says Dr. Christian Plenge, Head of the 'Digital Strategy and Communication' Division at Messe Düsseldorf, and adds: "Digitalisation is a dynamic process that will never be completed. And this is why we also continually

develop our Apps ever further. For us new functionalities are in the foreground – always in the interest of our customers.”

The new EuroCIS App will be available from the App Store and Google Play with immediate effect:

www.eurocis.com/app

The next re-launches are soon scheduled to kick off the ENERGY STORAGE EUROPE and ProWein trade fair.

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The Messe Düsseldorf Group*:

With a revenue of around EUR 290m in 2018, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 26,800 exhibitors presented their products to 1.14m trade visitors at events in Düsseldorf last year. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. The Düsseldorf Exhibition Centre hosts around 50 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 trade fairs, as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress holds around 2,400 conventions, corporate events, conferences and meetings, attracting around 1.6 million delegates in all. In addition, the Messe Düsseldorf Group organises 70 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Moreover, Messe Düsseldorf GmbH is the world's number one with the internationalism of its capital goods trade fairs. In 2018, Messe Düsseldorf's proprietary events in machinery, plants and equipment attracted approx. 77% international exhibitors and 70% trade visitors from other countries. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The group runs a global network of sales offices in 141 countries (with 77 international offices), subsidiaries in 6 countries as well as several additional international affiliates.

* All figures are subject to final accounts.

Contact:

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Dr. Andrea Gränzdoerffer
Head of Corporate Communications / Press Spokeswoman
Tel.: +49 (0) 211/4560-555
Fax: +49 (0) 211/4560-87555
E-mail: GraenzdoerfferA@messe-dusseldorf.de