

Presse
Press

Messe Düsseldorf partners with AUVSI and the XPONENTIAL trade show into a new business segment with great growth potential



Future topic: World's leading trade fair for uncrewed systems

Launch 2023: First joint event in Denver

Messe Düsseldorf Group and the Association for Uncrewed Vehicle Systems International (AUVSI) have entered into a strategic partnership for the further development of XPONENTIAL starting with the 2023 event. Messe Düsseldorf North America (MDNA) acquires 60 percent of the shares in the trademark rights of the world's leading trade show for uncrewed systems. The XPONENTIAL trade show will be held annually in different cities in the USA. Messe Düsseldorf is thus strengthening its position in the North American market and tapping into a future-oriented sector with growth potential.

Düsseldorf, 20 April 2022. Through its subsidiary Messe Düsseldorf North America (MDNA), Messe Düsseldorf has secured access to a promising field that offers enormous growth potential. It is entering into a comprehensive partnership with the Association for Uncrewed Vehicle Systems International (AUVSI) in Washington, D.C., the world's largest association for the advancement of autonomous systems and robotics. AUVSI is composed of more than 350 member companies from 60 countries and represents more than 5,000 members. A key meeting place for the industry, the association and its members, is XPONENTIAL, the world's leading trade show and conference for uncrewed and autonomous systems across ground, maritime, and air domains.

"With this strategic investment, we are underlining the demands we put on ourselves to further develop our portfolio in the interests of our customers and to enter promising markets of the future," says Wolfram N. Diener, President and CEO of Messe Düsseldorf GmbH, about the upcoming partnership.

Autonomous transportation of people and cargo is increasingly relevant for a wide variety of everyday areas, but also for the industrial, agricultural, and service sectors: the market for drones or uncrewed aerial systems (UAV, UAS), autonomous cars or trucks, uncrewed rail vehicles and ground vehicles (UGV, UGS), as well as marine systems and vehicles (surface and underwater UMV, UMS) offers an extensive range of possibilities. For these fast-growing application areas, XPONENTIAL with its comprehensive technology exhibitions and focused programming, is an indispensable meeting point to present innovations, discuss trends, and jointly set the course for this future market.

Brian Wynne, President and CEO of AUVSI, sounded the following congratulatory note: "The announcement of this partnership represents a win for AUVSI members and the

uncrewed systems industry at large, and is a fitting turning point for our association as we celebrate our 50th anniversary. With the Messe Düsseldorf Group's international reach and trade show expertise, XPONENTIAL will continue its namesake trajectory, cementing its status as the must-attend event of the year."

The partnership between MDNA and AUVSI lays the foundation for the consistent evolution of XPONENTIAL, which in recent years has grown into a trade show with more than 100,000 sq. ft. of exhibit space and a conference with an industry-leading program and more than 8,000 attendees.

Tom Mitchell, President Messe Düsseldorf North America Inc, has a clear goal in mind: "With our know-how as one of the world's largest organizers of international trade shows, we will work together with AUVSI to make XPONENTIAL an even bigger and better show for all participants from the 2023 event onwards by offering an even broader range of topics and new target groups. We are looking forward to a productive collaboration with all partners."

About AUVSI

The Association for Uncrewed Vehicle Systems International (AUVSI) is the world's largest non-profit organization dedicated to the advancement of uncrewed systems and autonomy. Representing a diverse coalition of industry, government, and academia from more than 60 countries, AUVSI members work in the defense, civil and commercial markets to bring positive social and economic benefits to communities around the world. For more information, visit AUVSI.org.

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 its 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" (including 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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