

VALYOU

We promote
business.



Messe
Düsseldorf

Trade fairs are a city business. This is because they draw people in: visitors, exhibitors and multipliers from all over the world, and reach out: into the city, the region, Germany and the world. Here you will find a summary of information on the socio-economic effects of Messe Düsseldorf. We move the future – in and through our trade fair city.

» www.messe-duesseldorf.com/added_value

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» **WE ARE THE EPICENTRE:** AS A GLOBAL PLATFORM FOR EXPERTISE. WE ARE A POINT OF CONTACT: BETWEEN EXPERTS AND VISIONARIES. WE ARE THE STARTING POINT: FOR OUR CUSTOMERS IN DÜSSELDORF AND WORLDWIDE. **WE OFFER ADDED VALUE** – AND NOT JUST FOR DÜSSELDORF. **WE BOOST SPENDING POWER, ENSURE JOBS, GENERATE TAXES.** TRADE FAIR FOR TRADE FAIR, WE DEMONSTRATE WHAT WE ARE: AN ECONOMIC ENGINE FOR DÜSSELDORF. AND HOW SIGNIFICANT WE ARE: A GUARANTEE OF SUCCESS FOR CUSTOMERS, THE CITY, COMPANIES – IN NRW, GERMANY AND FAR BEYOND. **A LOCATION PUSHER.** FROM OUR HOME BASE WE SHOW HOW WE WORK: CUSTOMER-ORIENTED, WITHOUT SUBSIDIES, INTERNATIONALLY.

Werner M. Dornscheidt
Chairman of the Board
of Messe Düsseldorf GmbH

» AVERAGE.

You can't think of trade fair business in terms of years. Trade fair cycles are innovation cycles. Some trade fairs take place once a year, others every two, three or four years. For this reason, the ifo Institute for Economic Research at the University of Munich calculates the socio-economic effects of the Düsseldorf trade fairs based on an average year of events.

31 OWN AND PARTNER EVENTS

28,649 EXHIBITORS

1,317,311 VISITORS

1,123,678 M² RENTED SPACE

3,671 EVENTS DÜSSELDORF CONGRESS, SPORT & EVENTS

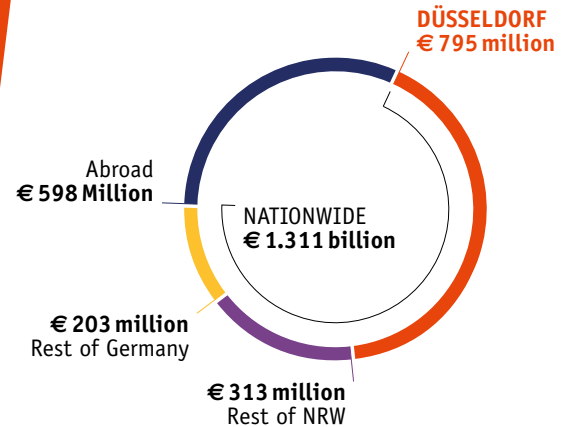
2,257,425 EVENT PARTICIPANTS DÜSSELDORF CONGRESS, SPORT & EVENTS

Annual average in the trade fair years 2013–2016

» SOURCES OF REVENUE.

The increasing internationality of the events also means an increase in the direct spending of exhibitors and visitors. Overall they now spend around 1.91 billion euros per year – including the cost of admission and stand rentals. That is an increase of 9%. Economic growth abroad is boosting spending power and securing jobs in Düsseldorf.

€ 795 MILLION IS THE AVERAGE AMOUNT SPENT BY EXHIBITORS AND VISITORS EVERY YEAR IN DÜSSELDORF FOR THEIR TRADE FAIR PARTICIPATION. COMPARED TO 2008, SPENDING POWER HAS GONE UP BY 11%.



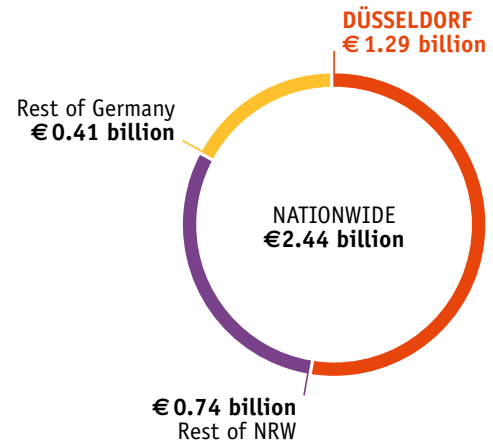
All figures are average figures per year. They are taken from the current ifo study on the economic effects of the trade fairs of Messe Düsseldorf and refer to the annual average of the trade fair years 2013–2016.

The figures from the last ifo study (2005/2008) were used as a comparison.

» PROFIT CHAIN.

We call this an interconnected supply chain. Direct spending on trade fairs has other positive effects. In order to fulfil their orders, service providers and suppliers also buy in goods and personnel from other companies. A chain reaction that creates turnover. Nationwide, 2.44 billion euros in secondary effects.

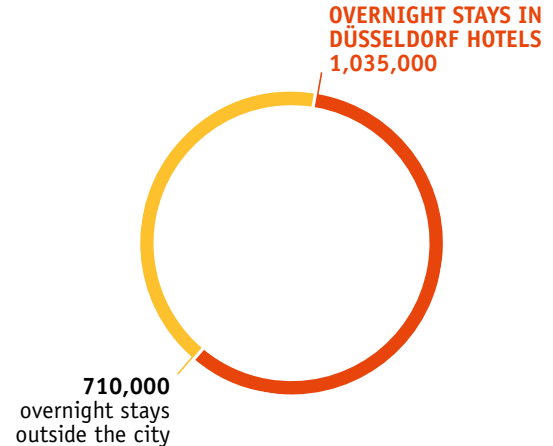
€ 1.29 BILLION TURNOVER PER YEAR IS GENERATED, ON AVERAGE, EVERY YEAR THROUGH TRADE FAIRS IN DÜSSELDORF ALONE. PARTICULARLY IN THE SECTORS HOTELS AND GASTRONOMY, SERVICES AND RETAIL.



» STAYING PUT.

An increasing number of exhibitors and visitors to trade fairs in Düsseldorf come from abroad. And stay. Often for several days of the events. That adds up to 1,035,000 overnight stays in Düsseldorf. Plus an additional 710,000 outside of the city.

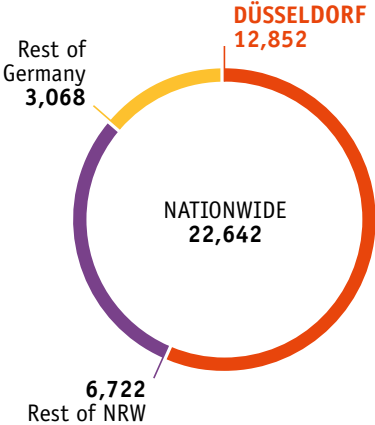
23% OF ALL OVERNIGHT STAYS IN DÜSSELDORF ARE CONNECTED TO TRADE FAIRS. COMBINED WITH THE EVENTS OF DÜSSELDORF CONGRESS, SPORT & EVENTS, THIS GOES UP TO **32%**. WHAT CAN'T BE SUMMED UP IN NUMBERS: THE POSITIVE EFFECT OF ADDITIONAL PRIVATE SPENDING ON THE TURNOVER OF RETAILERS, SERVICE PROVIDERS, RESTAURANTS AND CULTURAL ESTABLISHMENTS.



» ENGINE OF EMPLOYMENT.

Creating jobs and securing them in the long term: the trade fairs in Düsseldorf can do this, too. And much more: in an average trade fair year, 22,642 people work for Messe Düsseldorf events nationwide.

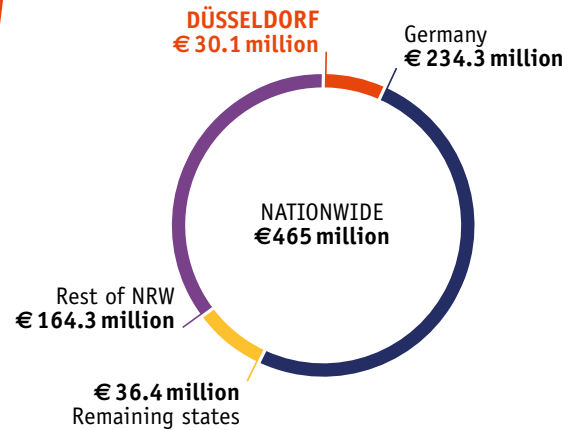
57% OF THE GENERATED JOBS ARE IN DÜSSELDORF ITSELF – MESSE DÜSSELDORF REMAINS A RELIABLE EMPLOYER.



» TAX EFFECTS.

When trade fair business is successful, the government budget is happy – about income tax, business tax, value added tax. Nationwide, 465 million euros are generated during an average trade fair year by Messe Düsseldorf events alone.

€ 30.1 MILLION OF THE GENERATED TAX REVENUE STAYS IN DÜSSELDORF – A PLUS OF ALMOST 20% COMPARED TO THE LAST EVALUATION PERIOD.



» NETWORKERS.

The Messe Düsseldorf Group is one of the most profitable trade fair groups in Europe. It has its own grounds, operates without subsidies, and generates all hardware investments on its own.

At the events in Düsseldorf, around 29,000 exhibitors a year present their products to 1.3 million trade fair visitors. In addition, there are about half a million congress visitors. With around 50 trade fairs, including 23 no. 1 events in the five specialist areas of Machines, Facilities and Equipment; Trade, Crafts and Services; Medicine and Health; Lifestyle and Beauty; and Leisure, as well as around 70 of its own events, cooperations

and commissioned events abroad, the Messe Düsseldorf Group is a leading export platform worldwide.

Messe Düsseldorf GmbH also ranks at no. 1 when it comes to internationality in capital goods exhibitions. At its own events in the area of Machines, Facilities and Equipment, more than 70% of the exhibitors and trade visitors come to the Rhine from abroad. In total, customers from around 180 countries visit the Düsseldorf trade fairs. Seventy-five representative branches and agencies for 139 countries, as well as subsidiaries in eight countries, form the global network of the group of companies.

» DIVERSITY DÜSSELDORF

Düsseldorf is one of the most important international trade fair centres. Beyond that it is also:

- › the seat of government of the most populous state in Germany, North Rhine-Westphalia
- › in the heart of the biggest economic hub in Europe – the Rhine-Ruhr region – with a population of 11.4 million people
- › home to 100,000 companies and 5,000 branch offices and subsidiaries of foreign companies
- › a gateway to the European markets and the economic regions of the world, thanks to its central location and excellent infrastructure
- › a leader in foreign direct investment
- › a centre of science and research with 56 universities and around 30 research institutes
- › a centre of fashion, trade and the creative industries

» THIS, TOO, IS DÜSSELDORF

A city that has repeatedly been ranked as the city with the highest quality of life in Germany. Why this is the case cannot be expressed as an added value in numbers. But in feelings: at your next trade fair visit.

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