

# Key facts

Messe Düsseldorf Group



messe-duesseldorf.de

06|2014

PROFILE

# 2013

GB

<sup>®</sup>  
Messe  
Düsseldorf

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## 2013 – an overview: performance figures

		2009	2010	2011	2012	2013
Total capacity *	m <sup>2</sup>	305,700	305,700	305,700	305,700	305,400
Available hall space	m <sup>2</sup>	262,700	262,700	262,700	262,700	262,400
Available open-air space	m <sup>2</sup>	43,000	43,000	43,000	43,000	43,000
Space utilization *	m <sup>2</sup> gross	1,751,900	2,168,700	2,152,500	2,101,300	1,737,287
Space rented out */**	m <sup>2</sup> net	975,215	1,158,327	1,204,648	1,219,626	979,346
Fairs and exhibitions */**	total	32	40	38	37	29
Own events */**		14	24	21	23	18
Guest events		18	16	17	14	11
Total consolidated sales	€ million	255.5	335.0	372.7	380.5	322.9
Consolidated sales (Germany)	€ million	150.9	228.0	270.2	265.8	210.0
Consolidated sales (foreign)	€ million	104.6	107.0	102.5	114.7	112.9
Consolidated result for the year	€ million	19.1	13.3	39.4	40.6	14.0
Group workforce		1,411	1,286	1,253	1,250	1,212
Exhibitors */**	total	21,961	27,935	28,000	27,988	25,126
Exhibitors (German-based) */**		9,884	12,115	11,722	11,380	9,662
Exhibitors (foreign-based) */**		12,077	15,820	16,278	16,608	15,464
Visitors */**	total	1,124,704	1,445,247	1,406,436	1,452,077	1,194,674
Visitors from Germany */**		853,511	1,010,221	969,443	958,024	837,852
Visitors from abroad */**		271,193	435,026	436,993	494,053	356,822
<b>Düsseldorf Congress Sport &amp; Event GmbH</b>						
Event days		344	344	322	309	330
Events		2,471	2,410	2,816	3,041	3,189
Participants		2,419,000	1,816,749	1,971,506	2,121,426	2,025,498

\* Düsseldorf site – Due to the differing numbers of events, the annual figures are only partly comparable

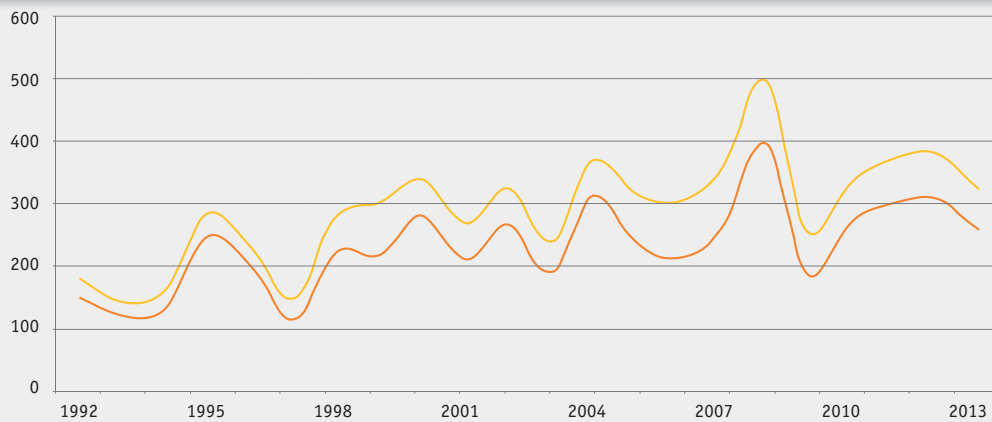
\*\* 2013 Including Energy Storage and INTERNATIONAL THERMPROCESS SUMMIT

## Business trends: sales, results and equity ratio

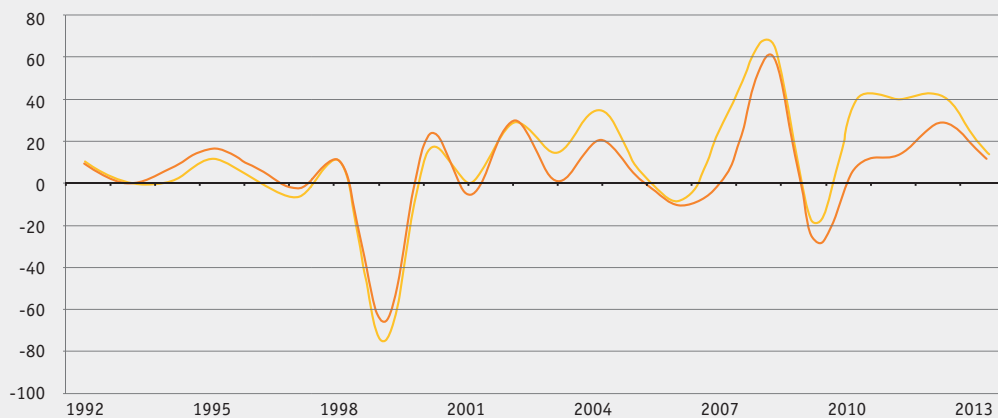
Sales  
(€ million)

Messe Düsseldorf  
Group

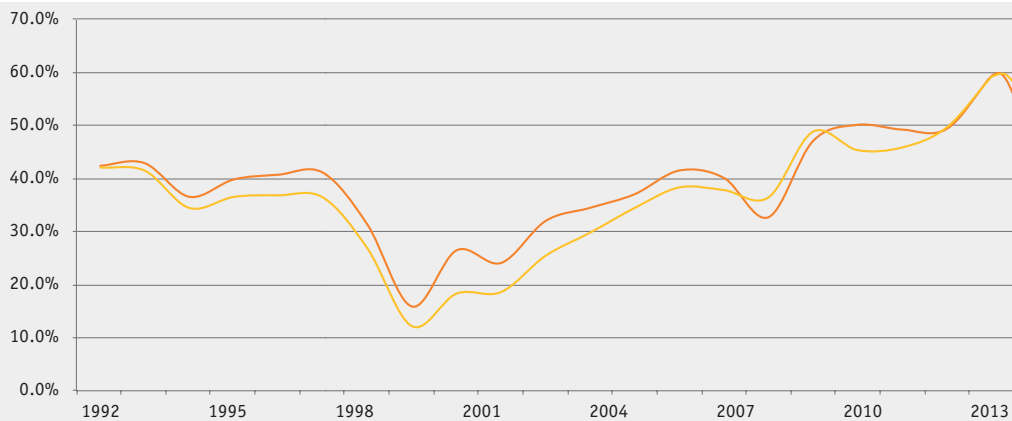
Messe Düsseldorf  
GmbH



Results  
(€ million)



Equity ratio  
(%)



## Events at the Düsseldorf exhibition site in 2013

	Exhibitors (German-based)	Exhibitors (foreign-based)	Exhibitors (total)	Net fair space (not counting special areas)	Visitors (total)	Visitors (of which foreign)
A+A	519	1,088	1,607	60,696	63,493	26%
BEAUTY DÜSSELDORF	493	101	594	22,097	61,177	7%
boot – Düsseldorf	895	783	1,678	86,712	219,186	17%
CARAVAN SALON DÜSSELDORF	369	162	531	86,629	176,120	12%
COMPAMED*	243	442	685	11,964	0	0%
EuroCIS	163	72	235	6,912	7,059	37%
GDS **	553	1,123	1,676	71,093	37,610	44%
GLOBAL SHOES **	2	635	637	18,655	10,496	75%
K	1,061	2,159	3,220	171,245	217,423	59%
MEDICA***	1,078	3,604	4,682	116,092	132,226	56%
ProWein	858	3,934	4,792	51,919	45,168	43%
REHACARE INTERNATIONAL	423	331	754	23,067	39,821	12%
TOP HAIR INTERNATIONAL	144	36	180	6,373	31,797	10%
TourNatur	176	55	231	3,920	33,476	2%
Other events ****	2,685	939	3,624	241,972	119,622	
<b>Sum total for 2013</b>	<b>9,662</b>	<b>15,464</b>	<b>25,126</b>	<b>979,346</b>	<b>1,194,674</b>	

\* Number of visitors included in MEDICA visitor total

\*\* Biannual event

\*\*\* Visitors including COMPAMED

\*\*\*\* Including Energy Storage and ITPS

**Product portfolio at the Düsseldorf exhibition site:  
24 of the more than 50 trade fairs  
are No.1 events**

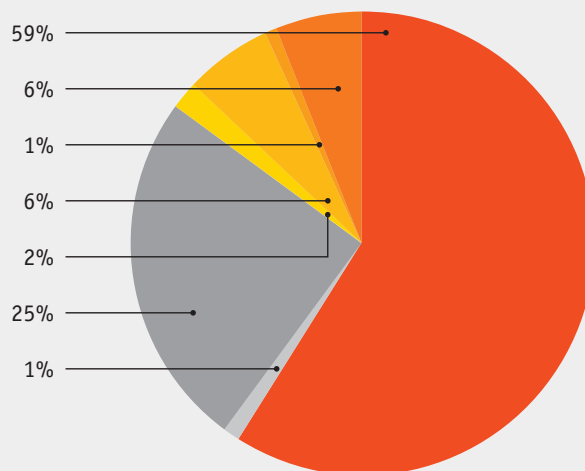
Machinery, Plant & Equipment	Retail, Trade & Services	Medicine & Health	Fashion & Lifestyle	Leisure
<ul style="list-style-type: none"> <li>■ components for processing and packaging</li> <li>■ No.1 drupa®</li> <li>■ Energy Storage</li> <li>■ No.1 GIFA®</li> <li>■ No.1 glasstec®</li> <li>■ No.1 interpack®</li> <li>■ ITPS International</li> <li>■ Thermprocess Summit</li> <li>■ No.1 K®</li> <li>■ No.1 METEC®</li> <li>■ No.1 NEWCAST®</li> <li>■ PUMP SUMMIT</li> <li>■ No.1 THERMPROCESS®</li> <li>■ No.1 Tube®</li> <li>■ Valve World Expo</li> <li>■ No.1 wire®</li> <li>■ ALUMINIUM</li> <li>■ COMPOSITES EUROPE</li> <li>■ EMV</li> <li>■ METAV®</li> <li>■ viscom</li> </ul>	<ul style="list-style-type: none"> <li>■ EuroCIS</li> <li>■ No.1 EuroShop®</li> <li>■ No.1 ProWein®</li> <li>■ ARCHITECT@WORK</li> <li>■ BEFA</li> <li>■ BERUFE live</li> <li>■ RHEINLAND</li> <li>■ BIOWEST</li> <li>■ ElectronicPartner</li> <li>■ ima</li> <li>■ INTERBRIDE</li> <li>■ PSI</li> <li>■ REWE FOODSERVICE</li> <li>■ TrauDich!</li> <li>■ vivanti</li> </ul>	<ul style="list-style-type: none"> <li>■ No.1 A+A®</li> <li>■ No.1 COMPAMED®</li> <li>■ No.1 MEDICA®</li> <li>■ No.1 REHACARE INTERNATIONAL®</li> <li>■ EXPOPHARM</li> <li>■ INFOTAGE DENTAL-FACHHANDEL</li> </ul>	<ul style="list-style-type: none"> <li>■ No.1 BEAUTY DÜSSELDORF®</li> <li>■ No.1 GDS</li> <li>■ No.1 GLOBAL SHOES</li> <li>■ No.1 make-up artist design show</li> <li>■ No.1 TOP HAIR INTERNATIONAL</li> </ul>	<ul style="list-style-type: none"> <li>■ No.1 boot – Düsseldorf</li> <li>■ No.1 CARAVAN SALON DÜSSELDORF</li> <li>■ No.1 TourNatur</li> </ul>

## International flair at the Düsseldorf exhibition site: more than half the foreign-based exhibitors\* and visitors\* come from Europe

A total of 14,525 exhibitors\* and  
336,713 visitors\* from abroad (2013)

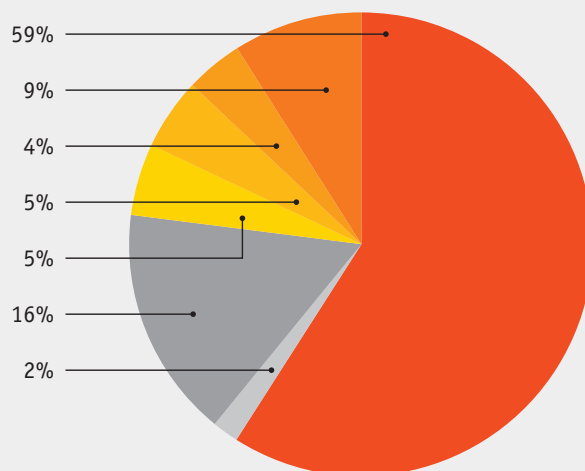
### Exhibitors

- EU
- Other European countries
- Africa
- North America
- South and Central America
- Asia
- Australia/Oceania



### Visitors

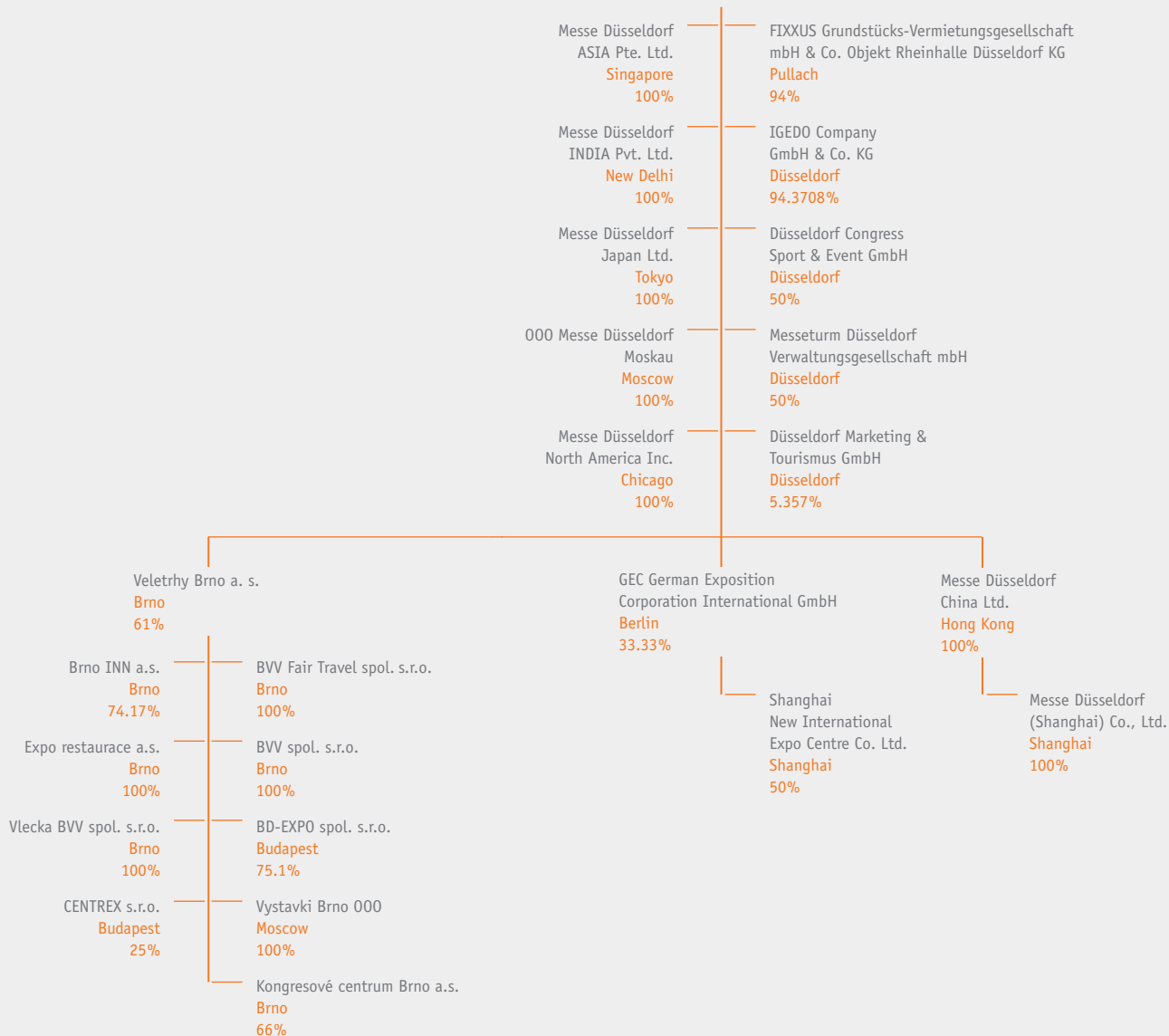
- EU
- Other European countries
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\* In respect of events organized by Messe Düsseldorf GmbH  
at the Düsseldorf site

## The Messe Düsseldorf Group

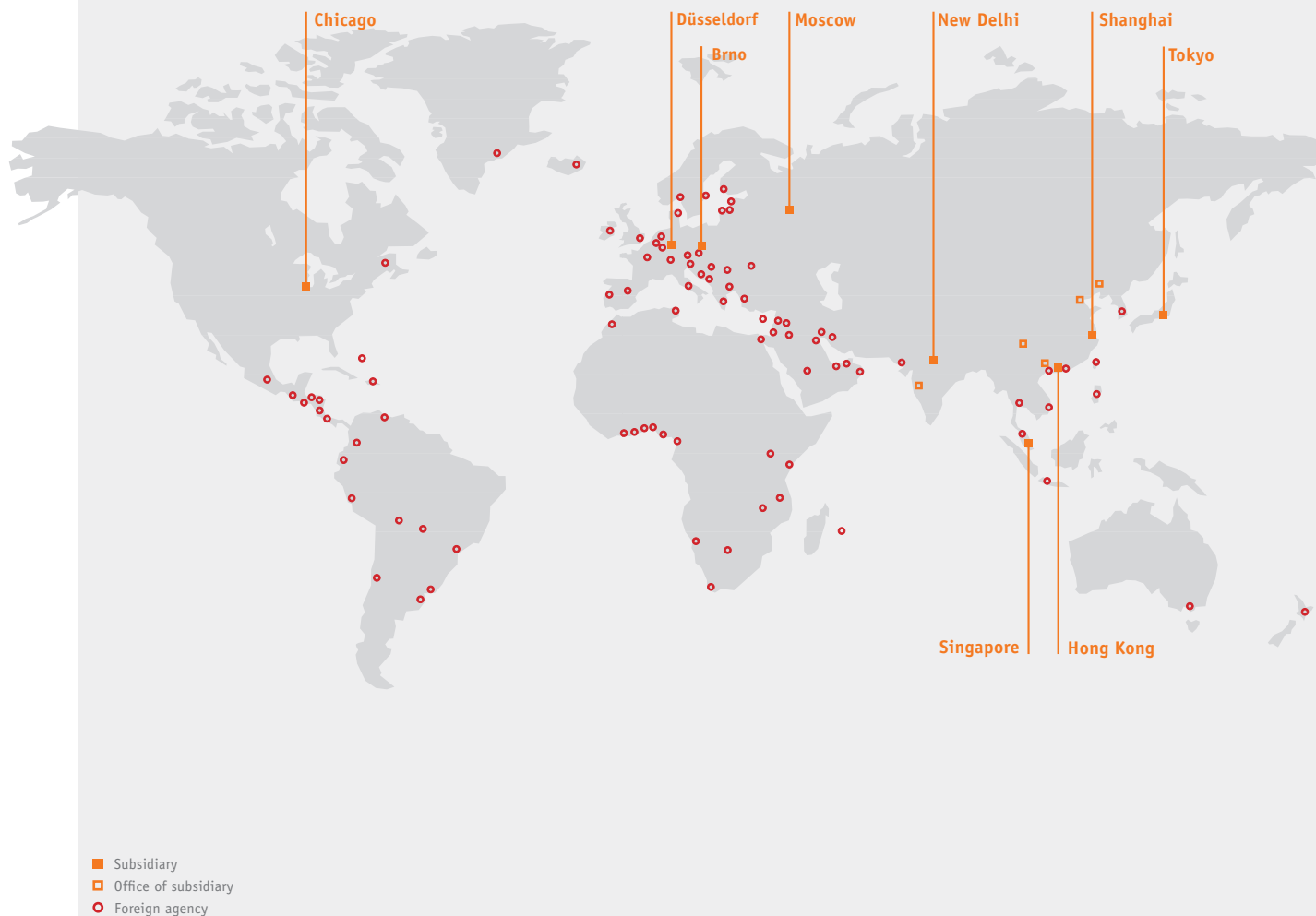
### Messe Düsseldorf GmbH





## Markets and locations: the global network

With its 69 foreign agencies and representatives in 132 countries, plus 8 subsidiaries, the Messe Düsseldorf Group is networked globally.

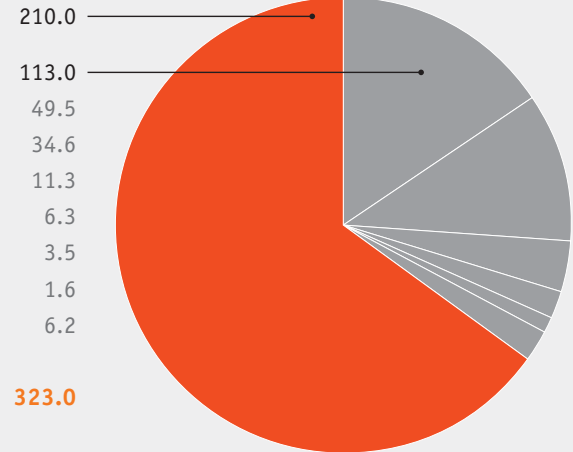


## The Czech Republic, Russia and China are the strongest foreign markets in which the Messe Düsseldorf Group operates

### 2013 consolidated sales per country (in € million)

- Germany
- Foreign sales
  - Russia
  - Czech Republic
  - China
  - Singapore
  - USA
  - India
  - Other countries

#### Total sales



### The right product for every market

- The basis: key trade fairs in Düsseldorf (e.g. MEDICA, K, interpack)
- International trade fairs for specific economic regions, following the product family strategy (e.g. MEDICAL FAIR INDIA, interplastica/Moscow, Pack Print International/Bangkok)
- Events commissioned by third parties; customers: Federal Ministry of Economics and Technology (BMWi), ministries of the various federal states
- Every year, roughly 35 participations in federal and provincial government events abroad
- Joint ventures (e.g. with Munich in India, and with Essen in Dubai oder Moscow)

### Special Events

e.g. Organizational and operating partner to the German House during Olympic Games and Paralympics.

## Worldwide market cultivation: product families

By placing leading brands globally the Messe Düsseldorf Group secures benefits to its customers in Düsseldorf.



### Moscow ZDRAVOOKHRANENIYE 13

Visitors 32,140  
Exhibitors 888

### Düsseldorf MEDICA 13

Visitors 126,485  
Exhibitors 4,594

### São Paulo HOSPITALAR 13

Visitors 90,000  
Exhibitors 1,250

### Mumbai MEDICAL FAIR INDIA 12

Visitors 6,721  
Exhibitors 322

### Beijing CHINA MED 13

Visitors 27,605  
Exhibitors 509

### Bangkok MEDICAL FAIR THAILAND 13

Visitors 6,396  
Exhibitors 347

### Singapore MEDICAL FAIR ASIA 12

Visitors 8,816  
Exhibitors 530

### Singapore Medical Manufacturing Asia 12

Visitors 4,429  
Exhibitors 144

### New Delhi MEDICAL FAIR INDIA 13

Visitors 7,600  
Exhibitors 410



### Moscow Tube, Metallurgy, Aluminium 13

Visitors 10,850\*  
Exhibitors 330

### Moscow wire Russia 13

Visitors 10,850\*  
Exhibitors 250

### Düsseldorf wire/Tube 12

Visitors 73,206  
Exhibitors 2,492

### Dubai Tekno/Tube Arabia 13

Visitors 3,487\*\*  
Exhibitors 161

### São Paulo TUBOTECH 13

Visitors 15,000\*\*\*  
Exhibitors 577

### São Paulo wire South America 13

Visitors 15,000\*\*\*  
Exhibitors 184

### Shanghai wire & Tube China 12

Visitors 33,469  
Exhibitors 1,396

### Bangkok wire/Tube Southeast Asia 13

Visitors 6,880  
Exhibitors 363

### Mumbai Tube India 12

Visitors 10,500\*\*  
Exhibitors 172

### Mumbai Wire & Cable India 12

Visitors 10,500\*\*  
Exhibitors 291

\* Including: Russia Essen Welding+Cutting \*\* Including: Arabia Essen Welding+Cutting  
\*\*\* Joint event: TUBOTECH and wire South America, São Paulo

\*\* Joint events: Tube India / Metallurgy India / Wire + Cable India / India Essen Welding + Cutting

## Worldwide market cultivation: product families



### Moscow interplastica 13

Visitors 20,000\*  
Exhibitors 712

### Düsseldorf K 13

Visitors 217,423  
Exhibitors 3,220

### Brno PLASTEX 12

Visitors 74,232\*\*  
Exhibitors 156

### Dubai Arabplast 13

Visitors 29,646  
Exhibitors 794

### Jakarta Indoplas/Indopack/Indoprint 12

Visitors 17,031  
Exhibitors 253

### Guangzhou CHINAPLAS 13

Visitors 114,103  
Exhibitors 2,972

### Bangkok TIPREX 13

Visitors 6,200  
Exhibitors 169

### Ho Chi Minh City PLASTICS & RUBBER VIETNAM 12

Visitors 7,481  
Exhibitors 145

### Kuala Lumpur M-PLAS 11

Visitors 3,656  
Exhibitors 156

### New Delhi PLASTINDIA 12

Visitors 125,000  
Exhibitors 1,605

\* Joint events: UPAKOVKA/UPAK ITALIA + interplastica

\*\* Including: MSV, JMT, Interprotec, Welding, Fond-ex, Profintech



### Moscow UPAKOVKA/UPAK ITALIA 13

Visitors 20,000\*  
Exhibitors 312

### Düsseldorf interpack 11

Visitors 165,141  
Exhibitors 2,703

### Brno Embax 12

Visitors 23,058\*\*  
Exhibitors 118

### São Paulo FISPAL 12

Visitors 60,000  
Exhibitors 2,000

### Shanghai CHINA PHARM 13

Visitors 20,443  
Exhibitors 397

### Bangkok PACK PRINT INT. 13

Visitors 16,833  
Exhibitors 154

### Mumbai Int. PackTech India 12

Visitors 7,500  
Exhibitors 126

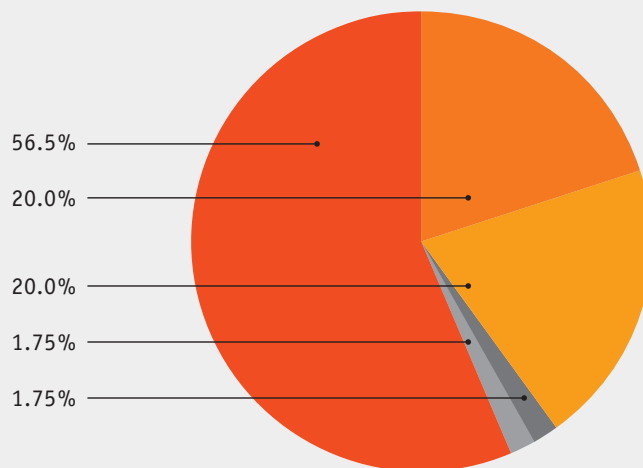
\* Joint events: UPAKOVKA/UPAK ITALIA + interplastica

\*\* Including: SALIMA, MBK, Inteco, Vintex

## Shareholders, Board of Management, Supervisory Board

### Messe Düsseldorf Group shareholders

- The City of Düsseldorf
- The Land of North Rhine-Westphalia via its Düsseldorf-based holding company (Beteiligungsverwaltungsgesellschaft des Landes NRW mbH)
- Industrieterrains Düsseldorf-Reisholz AG, Düsseldorf
- Düsseldorf Chamber of Industry and Commerce
- The Düsseldorf Chamber of Handicrafts



### Board of Management

**Werner M. Dornscheidt**  
CEO, Chairman of the Managing Board

**Joachim Schäfer**  
Executive Director

**Bernhard J. Stempfle**  
Executive Director

**Hans Werner Reinhard**  
Deputy Executive Director

### Supervisory Board of Messe Düsseldorf GmbH

**Dirk Elbers**  
Chairman of the Supervisory Board  
Mayor of Düsseldorf, capital of North Rhine-Westphalia

**Gudrun Hock**  
Vice-Chairperson  
Deputy Mayor of Düsseldorf

**Hartmut Haubrich (up to 07.05.13)**  
Vice-Chairman  
Honorary member of the general meeting of  
Düsseldorf Chamber of Industry and Commerce

**Dr. h.c. Wolfgang Schulhoff (as from 07.05.13)**  
Vice-Chairman  
President of Düsseldorf Chamber of Handicrafts

**Christina Hertrich**  
Vice-Chairperson  
Commercial employee, Messe Düsseldorf GmbH

## Düsseldorf as a trade fair location

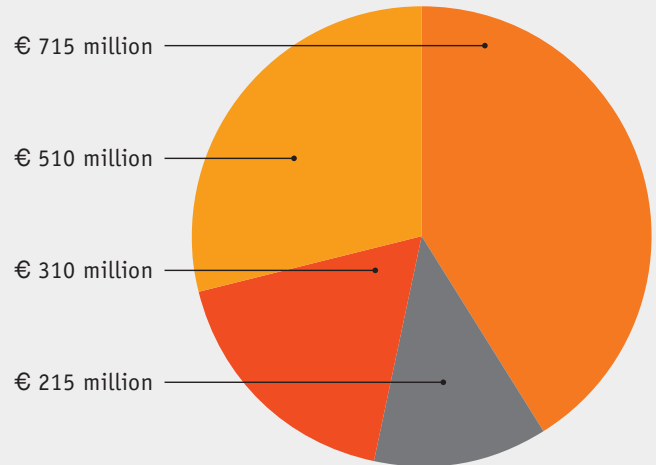
### Socioeconomic impact of Messe Düsseldorf

- on Düsseldorf
- on foreign countries
- on the rest of North Rhine Westphalia
- on the rest of Germany

Jobs safeguarded nationwide 23,564  
 Expenditure worldwide\* € 1.75 billion  
 Sales triggered throughout Germany € 2.29 billion

\* Trade fair sales of 1 euro generate total sales of € 6.2 in Düsseldorf

Source: ifo study on the socioeconomic impact of the Düsseldorf trade fairs, average figures for 2005–2008, October 2009



### In the centre of Europe: a guaranteed attraction to consumers and visitors

10 minutes away:  
 Düsseldorf Airport offering  
 180 destinations worldwide

A 1-hour flight to:  
 Berlin, Bern, Brussels,  
 The Hague, Copenhagen, London,  
 Luxembourg, Paris, Prague

A 500-km catchment area  
 with a population of 150 million



# Site plan



## Contact us

You would like detailed information?

You still have a few questions?

You would like further information  
on the Messe Düsseldorf Group?

Or on specific topics?

Kindly contact:

› [www.messe-duesseldorf.de/messe/service-12.php](http://www.messe-duesseldorf.de/messe/service-12.php)



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