

# Key facts

Messe Düsseldorf Group



messe-duesseldorf.de

06|2015

PROFILE

# 2014

GB



## Contents

4	—	2014 - an overview
6	—	Business trends
8	—	Events at the Düsseldorf exhibition site in 2014
10	—	Product portfolio at the Düsseldorf exhibition site
12	—	International flair at the Düsseldorf exhibition site
14	—	Messe Düsseldorf Group
16	—	Markets and locations
18	—	The Messe Düsseldorf Group's foreign markets
20	—	Worldwide market cultivation: product families
24	—	Shareholders, Board of Management, Supervisory Board
26	—	Düsseldorf as a trade fair location
28	—	Site plan
30	—	Contact us

## 2014 – an overview: performance figures

		2010	2011	2012	2013	2014
Total capacity *	m <sup>2</sup>	305,700	305,700	305,700	305,400	305,400
Available hall space	m <sup>2</sup>	262,700	262,700	262,700	262,400	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	2,168,700	2,152,500	2,101,300	1,737,287	2,294,836
Space rented out *	m <sup>2</sup> net	1,158,327	1,204,648	1,219,626	979,346	1,315,625
Fairs and exhibitions *	total	40	38	37	29	36
Own events *		24	21	23	18	21
Partner/guest events		16	17	14	11	15
Total consolidated sales	€ million	335.0	372.7	380.5	322.9	411.5
Consolidated sales (Germany)	€ million	228.0	270.2	265.8	210.0	299.7
Consolidated sales (foreign)	€ million	107.0	102.5	114.7	112.9	111.8
Consolidated result for the year	€ million	13.3	39.4	40.6	14.0	57.7
Group workforce		1,286	1,253	1,250	1,212	1,200
Exhibitors *	total	27,935	28,000	27,988	25,126	31,269
Exhibitors (German-based) *		12,115	11,722	11,380	9,662	11,363
Exhibitors (foreign-based) *		15,820	16,278	16,608	15,464	19,906
Visitors *	total	1,445,247	1,406,436	1,452,077	1,194,674	1,399,024
Visitors from Germany *		1,010,221	969,443	958,024	837,852	904,076
Visitors from abroad *		435,026	436,993	494,053	356,822	494,948
<b>Düsseldorf Congress Sport &amp; Event GmbH</b>						
Event days		344	322	309	330	331
Events		2,410	2,816	3,041	3,189	4,335
Participants		1,816,749	1,971,506	2,121,426	2,025,498	2,379,560

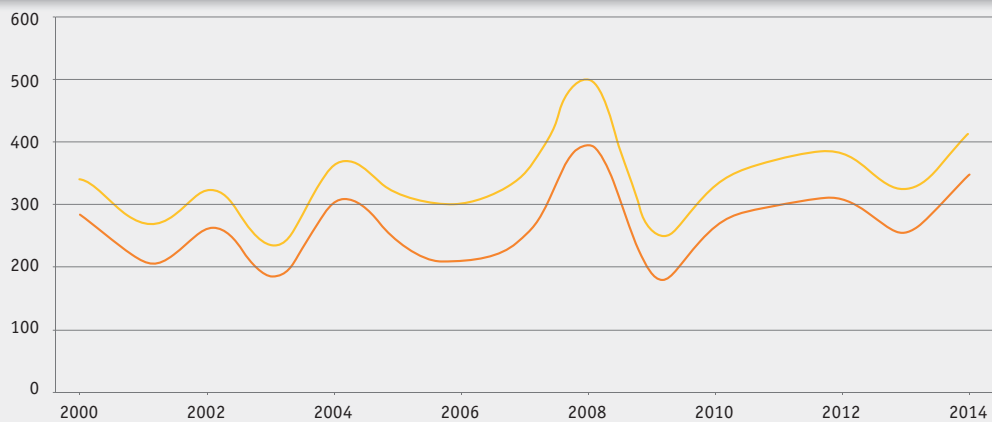
\* Düsseldorf site – due to the differing numbers of events, the annual figures are only partly comparable

## Business trends: sales, results and equity ratio

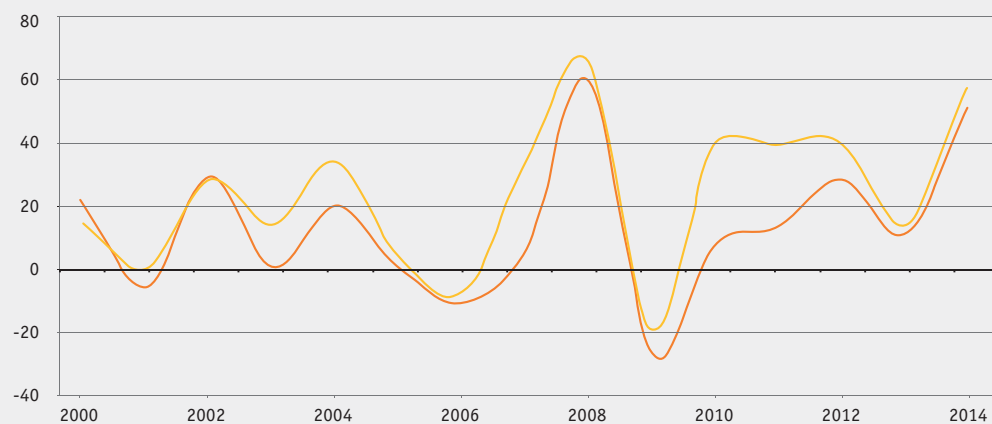
Sales  
(€ million)

Messe Düsseldorf  
Group

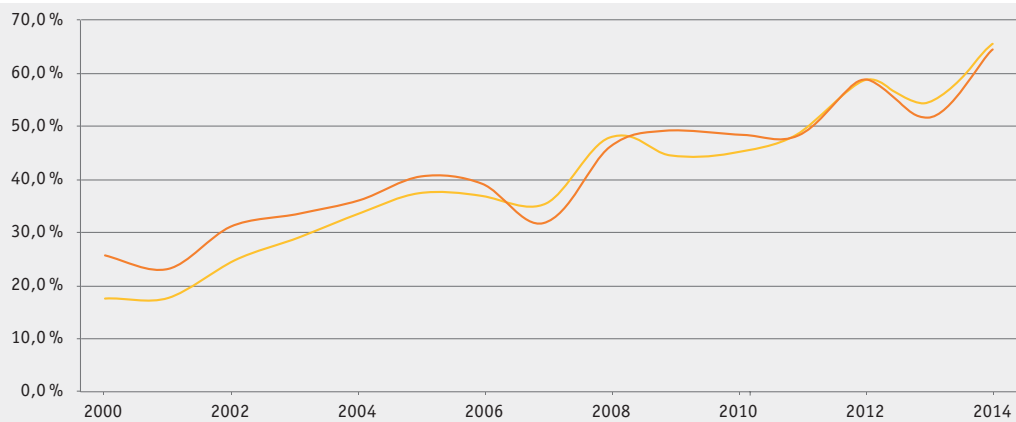
Messe Düsseldorf  
GmbH



Results  
(€ million)



Equity ratio  
(%)



## Events at the Düsseldorf exhibition site in 2014

	Exhibitors (German- based)	Exhibitors (foreign- based)	Exhibitors (total)	Net fair space m <sup>2</sup>	Visitors (total)	Visitors (of which foreign)
BEAUTY DÜSSELDORF	491	124	615	22,293	54,700	10.0%
boot Düsseldorf	863	814	1,677	85,931	248,281	17.0%
CARAVAN SALON	372	178	550	91,514	192,423	14.2%
COMPAMED *	240	488	728	12,790	0	0.0%
ENERGY STORAGE EUROPE	67	0	67	498	366	0.0%
EuroShop	816	1,413	2,229	116,579	109,496	62.5%
GDS Frühjahr **	253	530	783	32,502	16,486	40.0%
GLOBAL SHOES Frühjahr **	1	264	265	8,530	3,939	75.0%
GDS Sommer with tag it! **	253	840	1,093	41,977	15,663	47.8%
glasstec	378	839	1,217	60,601	42,701	63.1%
interpack ***	719	2,030	2,749	175,503	174,798	66.0%
MEDICA ****	1,077	3,763	4,840	116,368	121,902	61.2%
ProWein	845	3,985	4,830	51,496	49,048	44.7%
REHACARE	494	406	900	31,646	50,912	14.1%
TOP HAIR	106	41	147	4,334	23,300	8.0%
TourNatur	187	67	254	3,869	36,821	1.9%
Tube	309	901	1,210	50,200	33,668	56.0%
Valve World Expo *****	167	528	695	18,332	12,500	69.1%
wire	331	1,002	1,333	58,459	38,050	65.9%
Other events	3,394	1,693	5,087	332,203	173,970	19.0%
<b>Sum total for 2014</b>	<b>11,363</b>	<b>19,906</b>	<b>31,269</b>	<b>1,315,625</b>	<b>1,399,024</b>	

\* Number of visitors included in MEDICA visitor total

\*\* Biannual event

\*\*\* Including Components visitors

\*\*\*\* Including visitors to COMPAMED

\*\*\*\*\* Including PUMP Summit

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

Plant, machinery & equipment	Commerce, craft industries & services	Medicine & health	Fashion & lifestyle	Leisure activities
<ul style="list-style-type: none"> <li>■ Components for processing and packaging</li> <li>■ No.1 drupa®</li> <li>■ ENERGY STORAGE EUROPE</li> <li>■ No.1 GIFA®</li> <li>■ No.1 glasstec®</li> <li>■ No.1 interpack®</li> <li>■ ITPS International 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 RHEINLAND</li> <li>■ BioWest</li> <li>■ Chefs Culinar</li> <li>■ ElectronicPartner</li> <li>■ ima</li> <li>■ INTERBRIDE</li> <li>■ PSI</li> <li>■ REWE FOODSERVICE</li> <li>■ TRANSGOURMET</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</li> </ul>	<ul style="list-style-type: none"> <li>■ No.1 BEAUTY DÜSSELDORF®</li> <li>■ No.1 GDS</li> <li>■ No.1 make-up artist design show tag it! by GDS</li> <li>■ THE GALLERY</li> <li>■ THE LITTLE GALLERY</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>

■ Self-organized events

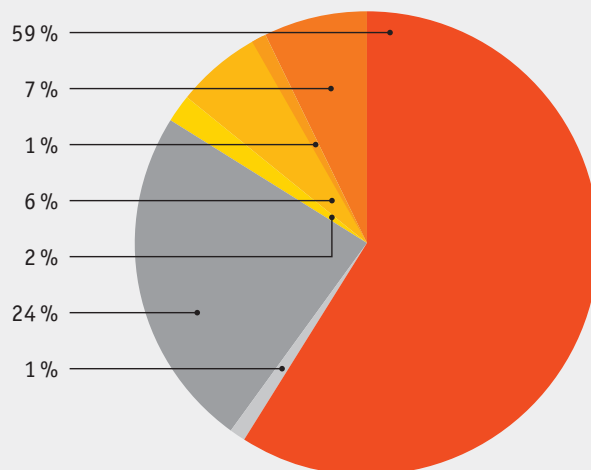
■ Partner/guest events

## International flair at the Düsseldorf exhibition site: two thirds of the foreign-based exhibitors\* and visitors\* come from Europe

A total of 18,175 exhibitors\* and  
462,431 visitors\* from abroad (2014)

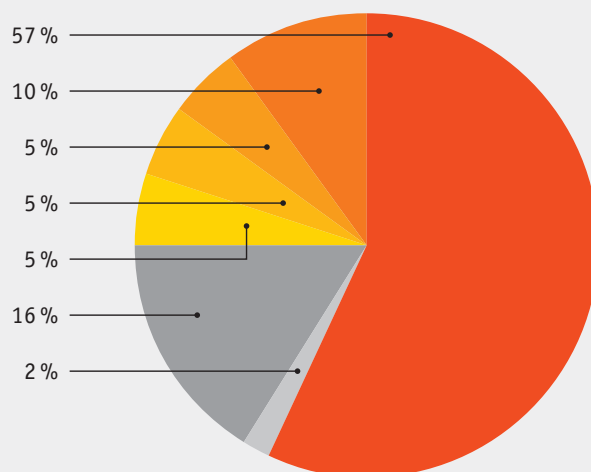
### Exhibitors

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



### Visitors

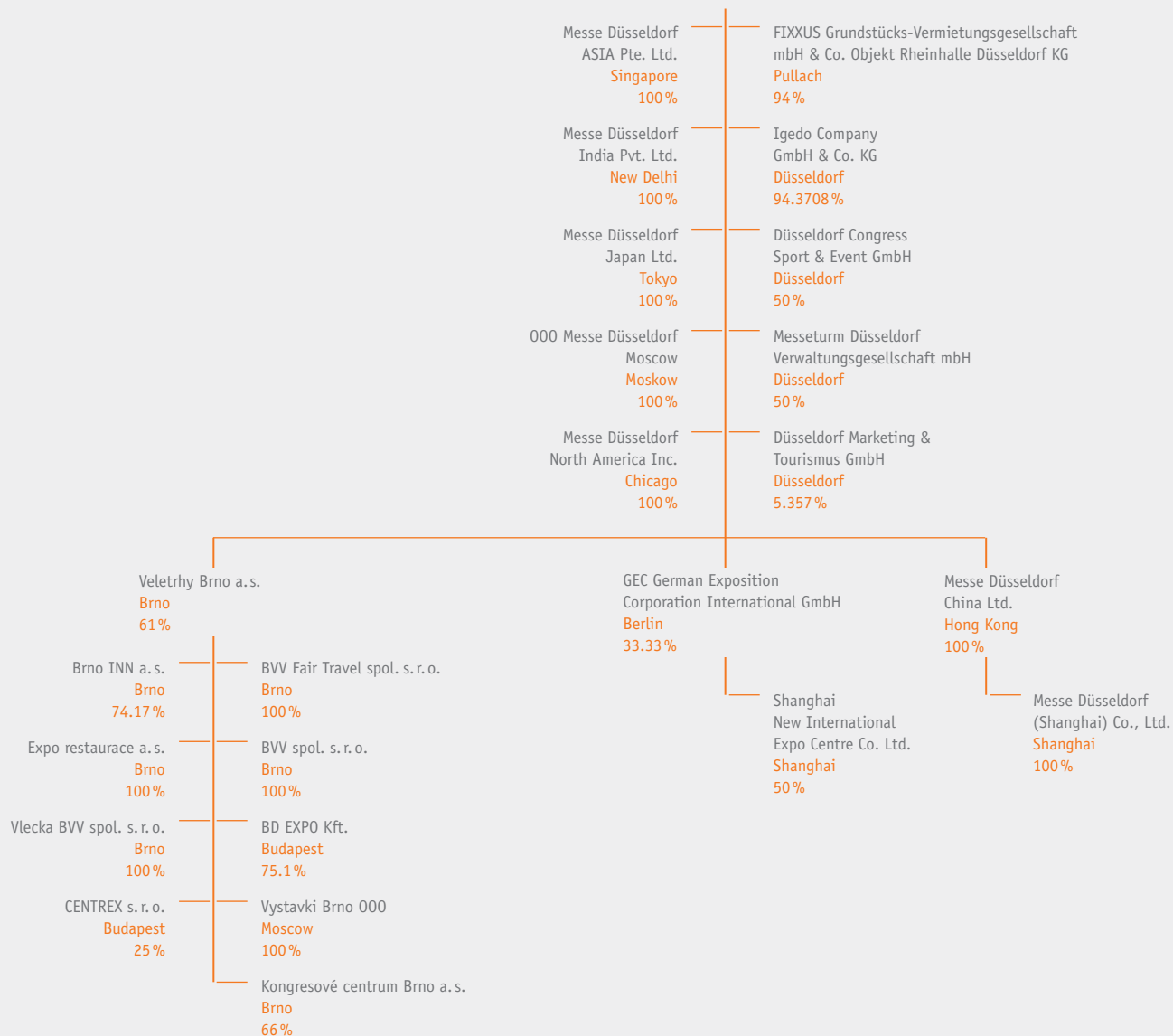
- EU
- Other European countries
- Africa
- North America
- South and Central America
- Asia
- Australia/Oceania



\* In respect of events organized by Messe  
Düsseldorf GmbH itself at the Düsseldorf site

## Messe Düsseldorf Group

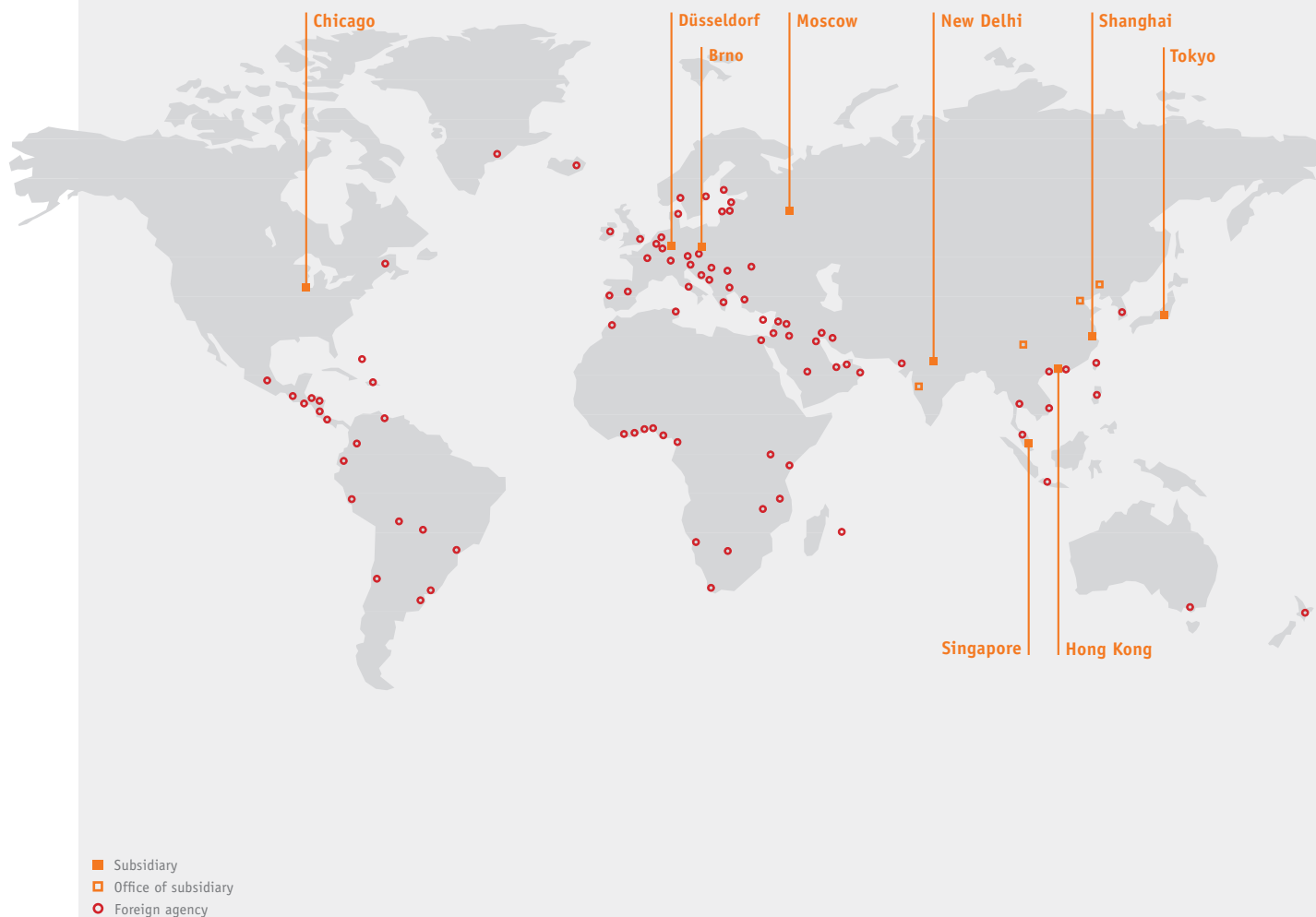
### Messe Düsseldorf GmbH





## Markets and locations: the global network

With its 73 foreign agencies and representatives in 134 countries, plus 8 subsidiaries, the Messe Düsseldorf Group is networked globally.

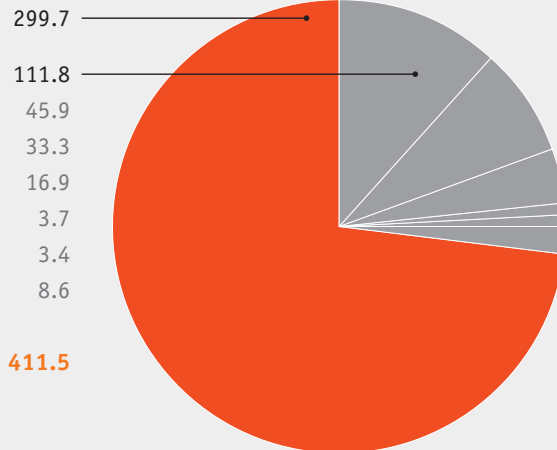


## The Czech Republic, Russia and China are the strongest foreign markets in which the Messe Düsseldorf Group operates

### 2014 consolidated sales per country (in € million)

- Germany
- Foreign sales
  - Czech Republic
  - Russia
  - China
  - Singapore
  - USA
  - 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, in line with 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 Energy (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 or 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 for its customers at the Düsseldorf site.



### Moscow ZDRAVOOKHRANENIYE 14

Visitors 31,252  
Exhibitors 820

### Düsseldorf MEDICA 14

Visitors 121,902  
Exhibitors 4,840

### São Paulo HOSPITALAR 14

Visitors 91,000  
Exhibitors 1,250

### Mumbai MEDICAL FAIR INDIA 14

Visitors 8,013  
Exhibitors 443

### Beijing CHINA MED 14

Visitors 29,500  
Exhibitors 545

### Bangkok MEDICAL FAIR THAILAND 13

Visitors 6,396  
Exhibitors 347

### Singapore MEDICAL FAIR ASIA 14

Visitors 10,505  
Exhibitors 689

### Singapore MEDICAL MANUFACTURING ASIA 14

Visitors 6,218  
Exhibitors 187

### New Delhi MEDICAL FAIR INDIA 13

Visitors 7,600  
Exhibitors 410



### Moscow Tube, Metallurgy, Aluminium 14

Visitors 7,100\*  
Exhibitors 256

### Moscow wire Russia 13

Visitors 10,850\*  
Exhibitors 250

### Düsseldorf wire/Tube 14

Visitors 71,718  
Exhibitors 2,543

### 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 14

Visitors 38,834  
Exhibitors 1,431

### Bangkok wire/Tube Southeast Asia 13

Visitors 6,880  
Exhibitors 363

### Mumbai Tube India 14

Visitors 10,600\*\*  
Exhibitors 104

### Mumbai WIRE & CABLE INDIA 14

Visitors 10,600\*\*  
Exhibitors 282

\* Including: Russia Essen Welding+Cutting

\*\* Including: Arabia Essen Welding+Cutting

\*\*\* Joint event: TUBOTECH and wire South America, São Paulo

\*\* Joint event: Tube India / Metallurgy India / WIRE + CABLE INDIA / India Essen Welding & Cutting

## Worldwide market cultivation: product families



**Moscow**  
**interplastica 14**  
Visitors 217,423 \*  
Exhibitors 687

**Düsseldorf**  
**K 13**  
Visitors 217,423  
Exhibitors 3,220

**Brno**  
**PLASTEX 14**  
Visitors 74,741 \*\*  
Exhibitors 146

**Dubai**  
**Arabplast 13**  
Visitors 29,646  
Exhibitors 794

**Jakarta**  
**INDOPLAS/INDOPACK/INDOPRINT 14**  
Visitors 22,128  
Exhibitors 362

**Guangzhou**  
**CHINAPLAS 14**  
Visitors 130,370  
Exhibitors 3,067

**Bangkok**  
**TIPREX 13**  
Visitors 6,200  
Exhibitors 169

**Ho Chi Minh City**  
**Plastics & Rubber Vietnam 14**  
Visitors 7,140  
Exhibitors 155

**New Delhi**  
**PLASTINDIA 12**  
Visitors 125,000  
Exhibitors 1,605

\* Joint event: UPAKOVKA/UPAK ITALIA + interplastica

\*\* Including: MSV, IMT, Fondex, Profintech and Welding



**Moscow**  
**UPAKOVKA/UPAK ITALIA 14**  
Visitors 20,000 \*  
Exhibitors 290

**Düsseldorf**  
**interpack 14**  
Visitors 174,798  
Exhibitors 2,670

**Chicago**  
**PROCESS EXPO 13**  
Visitors 19,200  
Exhibitors 830

**Brno**  
**Embax 14**  
Visitors 22,661 \*\*  
Exhibitors 106

**Shenzhen**  
**CHINA-PHARM 14**  
Visitors 18,769  
Exhibitors 431

**Bangkok**  
**PACK PRINT INT. 13**  
Visitors 16,833  
Exhibitors 154

**Mumbai**  
**Int. PackTech India 14**  
Visitors 10,250 \*\*\*  
Exhibitors 114

**Nairobi**  
**FPPE 14**  
Visitors 1,037  
Exhibitors 65

\* Joint event: UPAKOVKA/UPAK ITALIA + interplastica

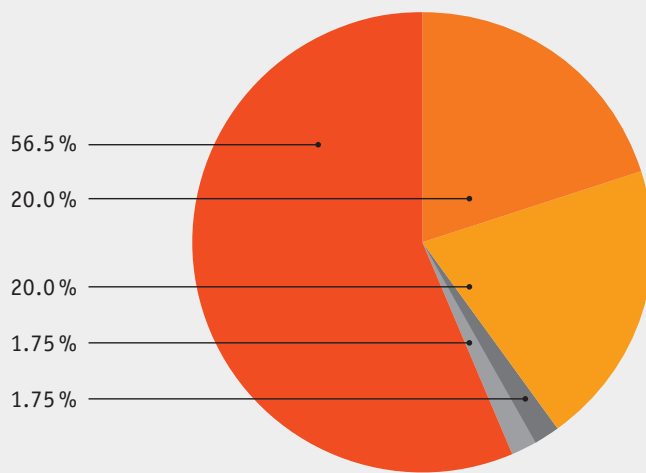
\*\* Including: SALIMA, MBK, Inteco, Vintex und Print

\*\*\* Joint event: drink technology india

## 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
- Industrieterrains Düsseldorf-Reisholz AG, Düsseldorf
- The Düsseldorf Chamber of Industry and Commerce
- The Düsseldorf Chamber of Handicrafts



### Managing Board

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

**Hans Werner Reinhard**  
Executive Director

**Joachim Schäfer**  
Executive Director

**Bernhard J. Stempfle**  
Executive Director

### Supervisory Board of Messe Düsseldorf GmbH

**Thomas Geisel**  
Chairman of the Supervisory Board  
Mayor of Düsseldorf, capital of North Rhine-Westphalia

**Andreas Ehlert**  
Vice-Chairman  
President of Düsseldorf Chamber of Handicrafts

**Andreas Hartnigk, Lawyer**  
Vice-Chairman  
Member of Düsseldorf City Council

**Gabriele Schafer**  
Vice-Chairperson, Chairperson of the Employees' Council,  
Messe Düsseldorf GmbH Employees' Representative

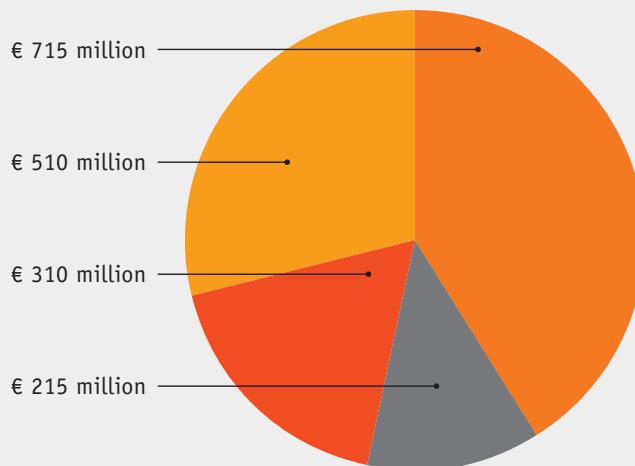
## Düsseldorf as a trade fair location

### 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 nationwide	€ 2.29 billion

\* 1 euro of trade fair sales generates total sales of 6.2 euros in Düsseldorf



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

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

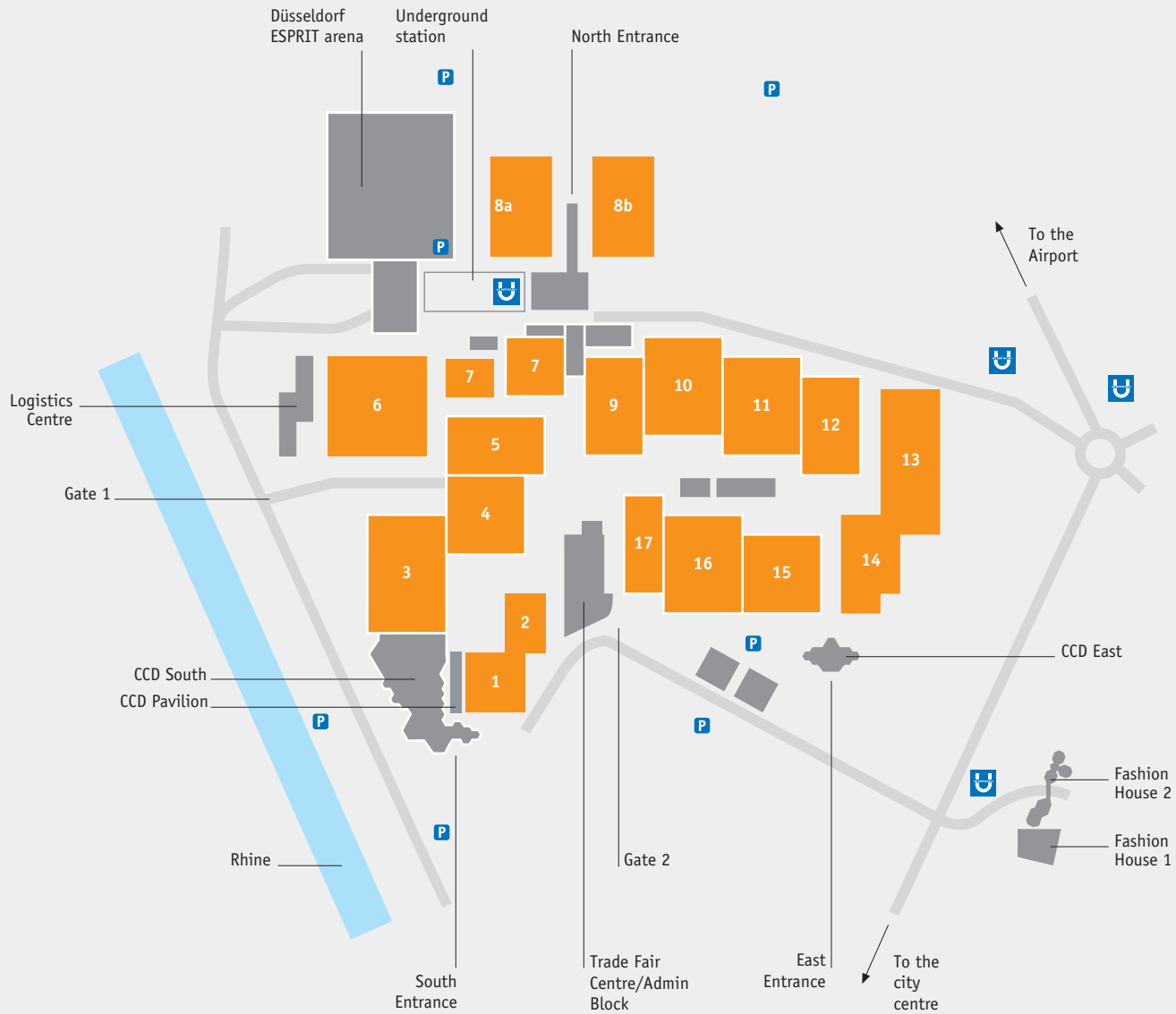
10 minutes away:  
Düsseldorf Airport  
offering 180 destinations worldwide

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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Düsseldorf