

Deutsche Messe.
Worldwide success.
Effective lead generation.

messe.de

**International Venue
Management**

Global Fairs. Global Business.



Deutsche Messe

About Deutsche Messe

10.08.2017

Global Fairs. Global Business.



Deutsche Messe

Deutsche Messe profile

The year **2016** at a glance (position as at: June 2017)



Sales revenues:

Total: € 302 million

Outside Germany: € 67 million



Employees:

Total: 1,242

Outside Germany: 247



Exhibition space:

Total: 3,6 million m²



69 events in Germany :

Total no. of exhibitors: 26,039 (from abroad: 10,676)

Total no. of visitors: 1.5 million
(from abroad: 270,870)



60 events outside Germany:

Total no. of exhibitors: 13,783

Visitors (events staged by Deutsche Messe):
2.1 million

Deutsche Messe profile

Trade fair company which sets the highest standards

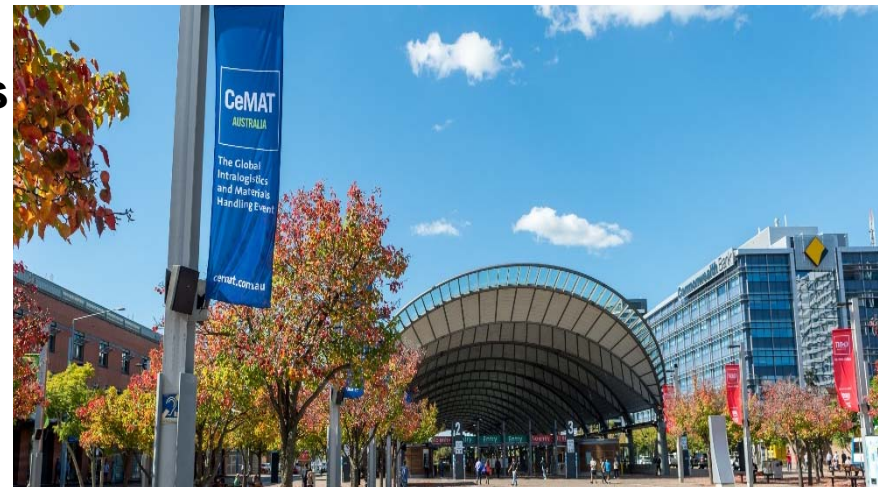
- Initiator of leading marketplaces in the field of **capital goods, HR management and consumer goods.**
- Organizer of **global flagship fairs** such as HANNOVER MESSE, CeBIT, CeMAT, DOMOTEX and LIGNA.
- Host to **international industry events** such as EMO, AGRITECHNICA, IAA Commercial Vehicles and EuroBLECH.
- Innovation leader in the area of **digital lead generation.**
- Annual media coverage: **15,000 journalists from more than 100 countries.**



Deutsche Messe profile

Excellent links with all the world's growth regions

- 58 sales partners and subsidiaries in **100 countries** worldwide.
- Database containing **approx. 12,000 international multipliers** in core countries.
- **Central networking partner** with high-quality contacts (exhibitors, visitors, trade journalists, government bodies and business organizations).
- Support in connection with **press activities** and international **advertising targeted at visitors**.
- **Network of local representatives** – no language barriers.



Global Fairs. Global Business.



Hannover Exhibition Grounds

Perfect transport infrastructure – at the heart of Europe

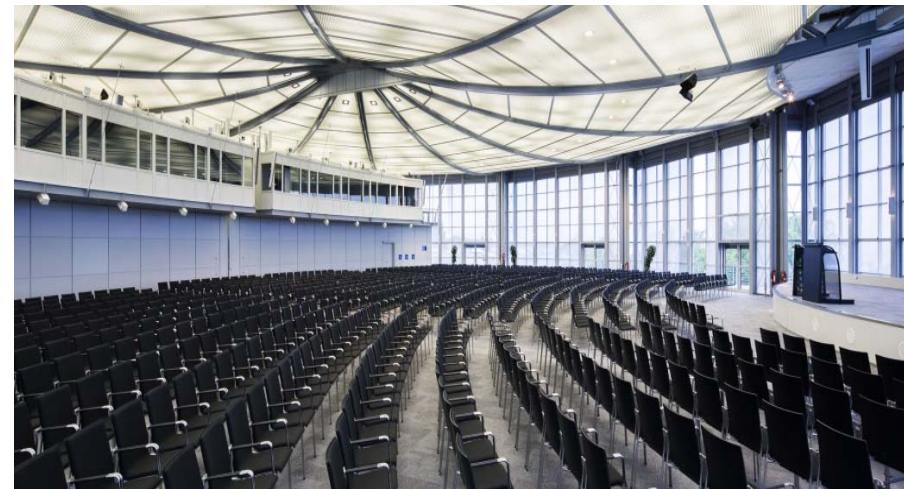
- **Within easy reach of** Western, Eastern and Northern Europe.
- **Airport with direct flights to and from 80 destinations** and links with major European cities.
- Excellent **rail and local transport links** (ICE/IC services at 30 minute intervals; Messe Nord tram stop).
- Central location in the German **autobahn network** (North-South intersection A7; East-West intersection A2).
- **26,000 parking spaces** directly adjacent to the site.



Hannover Exhibition Grounds

World's top venue for capital goods fairs

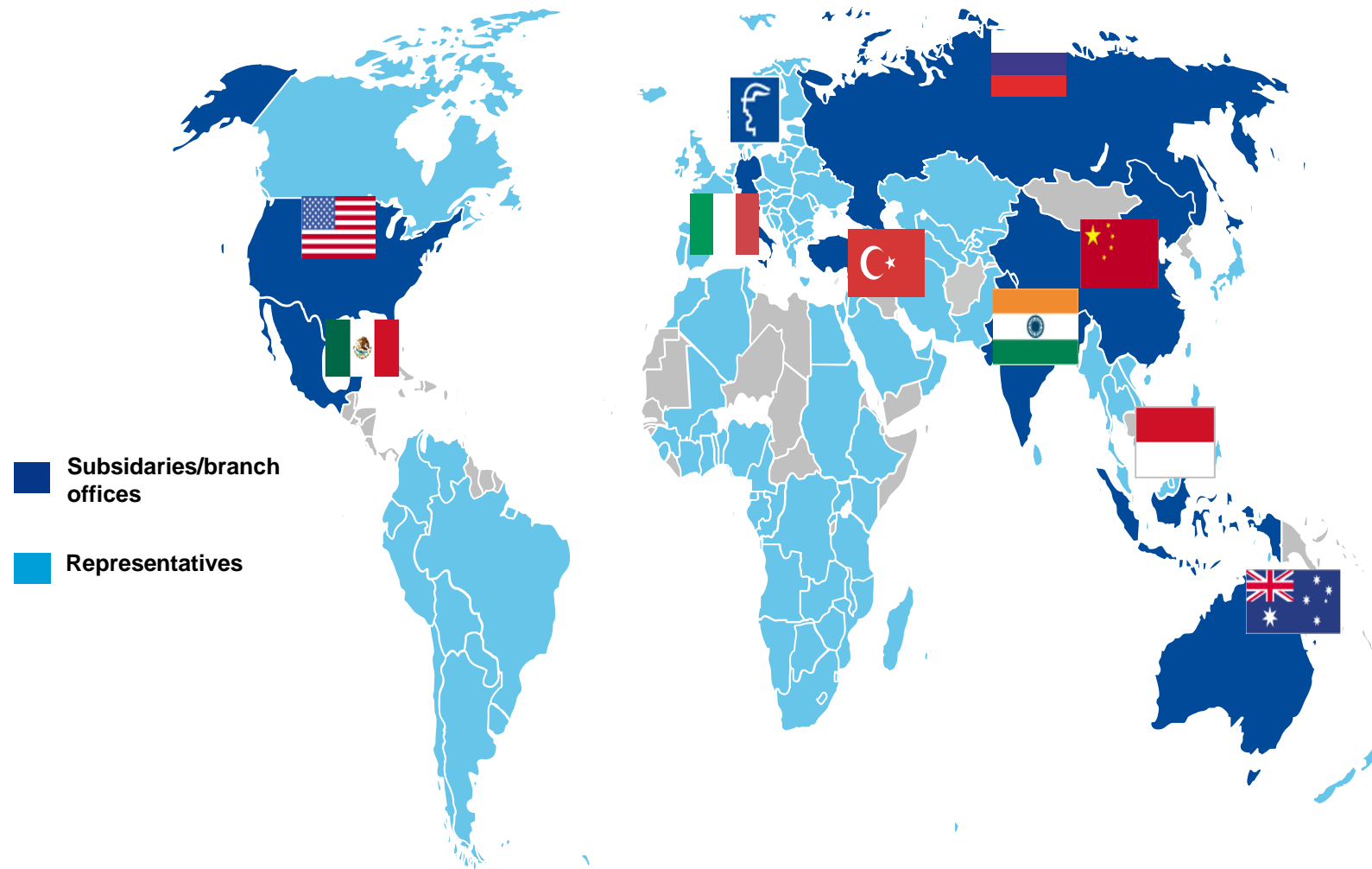
- **Direct ground-floor access to all areas;** most of the halls have been constructed without internal columns (> 463,000m² of hall space, plus 58,000 m² of space on the open-air site).
- **Modular and flexible utilization** of all the halls: from small one-day events to large-scale international trade fairs.
- **Short distances** to all sections of the site thanks to a **smart access system** with 10 entry points.
- Perfect **traffic and parking space management**.
- Centrally located **Congress Center (CC)** for conferences and events with up to 1,000 attendees.



Hannover Exhibition Grounds Impressions



International activities Network of Deutsche Messe



Dynamic growth outside Germany

We offer our customers **ideal platforms – worldwide**

- On the basis of our **extensive international skills and know-how** we create new business opportunities for our customers in foreign markets.
- We are continuously adding new thematic clusters to our trade fair portfolio.
- Together with its local subsidiaries Deutsche Messe provides highly professional services in the **BRIC countries, Turkey, Italy, Australia** and the **USA**.
- We have been operating in Turkey and China for more than 25 years and number among the most successful trade fair organizers in these markets.



Shanghai New International Expo Centre Co., Ltd. (SNIEC)



- **Established in 2000** as a German-Chinese joint venture.
- 2011: final completion of 17 halls with **200,000 m² of floor space + 100.000 m² of space on the open-air site.**
- China's **leading trade fair venue (99 events in 2013).**
- 50% Chinese partner LEC; 50% German Exposition Corporation GEC
(= 1/3 stakes held in each case by Messe München, Messe Düsseldorf and Deutsche Messe).



Indonesia Convention Exhibition (ICE)



- Our subsidiary **Deutsche Messe Venue Operations** has been running the **Indonesia Convention Exhibition (ICE)** since 2015.
- It is the **largest exhibition and conference center in Indonesia**, located in Jakarta on 22 hectares of grounds.
- **50,000 square meters of hall space, 50,000 square meters of outdoor space, 11,500 square meters at the conference facility**

Guangdong (Tanzhou) International Convention & Exhibition Center (GICEC) --- *Phase 1*

Operational Consulting by Deutsche Messe

Concept Design, Technical Design & Construction Consulting by Deutsche Messe



- **115.000 m² total venue space with:**
- **5 exhibition halls with a total area of 50.000 m²**
- **20.000 m² outdoor exhibition area**
- **10.000 m² convention center and meeting facilities**
- **3.500 adjacent parking spaces**

Guangdong (Tanzhou) International Convention & Exhibition Center (GICEC) --- *Phase 2*

Operational Consulting by Deutsche Messe

Technical Design & Construction Consulting by Deutsche Messe



- 106.000 m² total venue space including:
- 5 exhibition halls with a total area of 50.000 m²
- 4.700 m² outdoor exhibition area
- 9.000 m² convention center and meeting facilities
- 16.000 m² Robotation Academy
- 4* Hotel with 321 rooms (separately)

Services

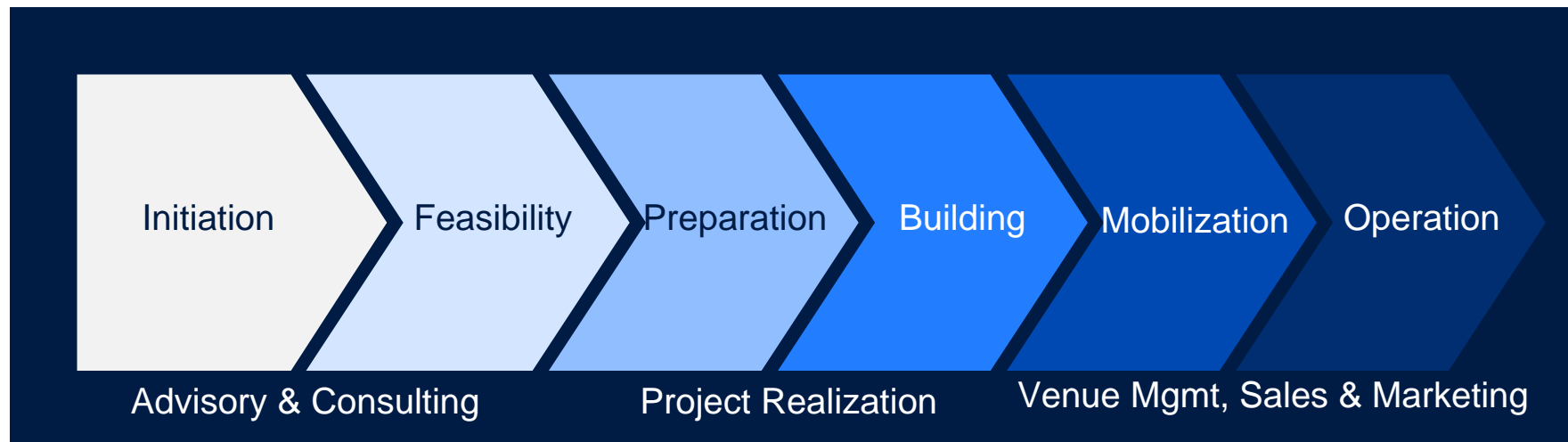
Global Fairs. Global Business.



Deutsche Messe

Deutsche Messe Services

- Because of its 70 years of experience and the fact that Deutsche Messe owns & operates the largest trade fair venue in the world, Deutsche Messe is the perfect partner to successfully consult and manage your venue project
- With its proven international track record of success and experience Deutsche Messe is a leading expert in venue management and offers customized business solutions for all life cycle phases
- Our unique team of subject matter experts has the ability to support all processes at each single stage



Venue consulting and operation

Service Area - Consulting

Our venue consulting services are tailored to individual client requirements while at the same time reflecting highest exhibition industry standards and demands.

DMAG provides business data analysis, strategy formulations, planning and construction consultancy as well as internationalization and operational efficiency programs

Business Analysis	Technical Requirements and Construction QA	Pre opening and pre operation services
<ul style="list-style-type: none">■ Feasibility Study■ Market Analysis■ Business Plan development■ Operating Strategy■ ROI outlook	<ul style="list-style-type: none">■ Technical requirements■ MICE Industry Standards■ SD, DD, CD Drawing review■ Workshops■ Onsite Quality Assurance■ Investor representation	<ul style="list-style-type: none">■ Operator Team build up■ Exec Level Recruitment■ Internationalization■ Performance Improvement■ SOP design and implementation■ Full technical audit pre Operation

Venue consulting and operation

Service Area - Operation

DMAG operating services reach from long term on-site consultancy and board advisory functions to full operation services as contracted service provider or even joint venture partner in large size projects.

Operational Consulting	Operation Service Provider	Joint Venture Operator Company
<ul style="list-style-type: none">▪ Short to long term engagement▪ Advisor function to the owner or operator▪ International representation of the venue▪ Definition of operating strategy and SOP▪ Brand positioning	<ul style="list-style-type: none">▪ Mid to long term engagement▪ Management of operating company▪ International venue representation▪ Definition & Implementation of operating strategy and SOP▪ Executive Level recruitment▪ Brand positioning	<ul style="list-style-type: none">▪ Long term engagement▪ Set-up & Management of operating JV company▪ International venue representation▪ Definition & Implementation of operating strategy and SOP▪ All staff recruitment & management▪ Brand positioning

Thank you for your attention



Global Fairs. Global Business.



Deutsche Messe