



Messe München
International

Connecting Global Competence

Internationalization made by Messe München –

International Conference „Export – engine of the development“

Dr. Nina Schniering, Zagreb, March 22th 2013



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Messe München International Part I – Facts and Figures



Messe München International - at a glance

Key Facts of Messe München International



- 180,000 m² of indoor exhibition space
- 360,000 m² of outdoor exhibition space
- 14 leading international trade fairs: home of the world's largest trade fair bauma
- > 40 specialist trade fairs
- > 250 third-party events
- 35,000 exhibitors from more than 100 countries*
- 2 million visitors from more than 200 countries*

- 10 subsidiaries
- 19 brand shows exported
- Overall more than 40 shows outside of Munich
- Shareholder and joint venture partner of SNIEC
- Sales presence in > 90 countries

- Pioneering role in environmental and climate protection
- One of the largest photovoltaic roof system worldwide
- First trade-fair company with geothermal energy for heating
- First trade-fair company worldwide to gain certification for its environmental initiatives (TÜV SÜD)

Messe München developed a leading international trade fair portfolio which is divided into three clusters

Capital Goods



New Technologies

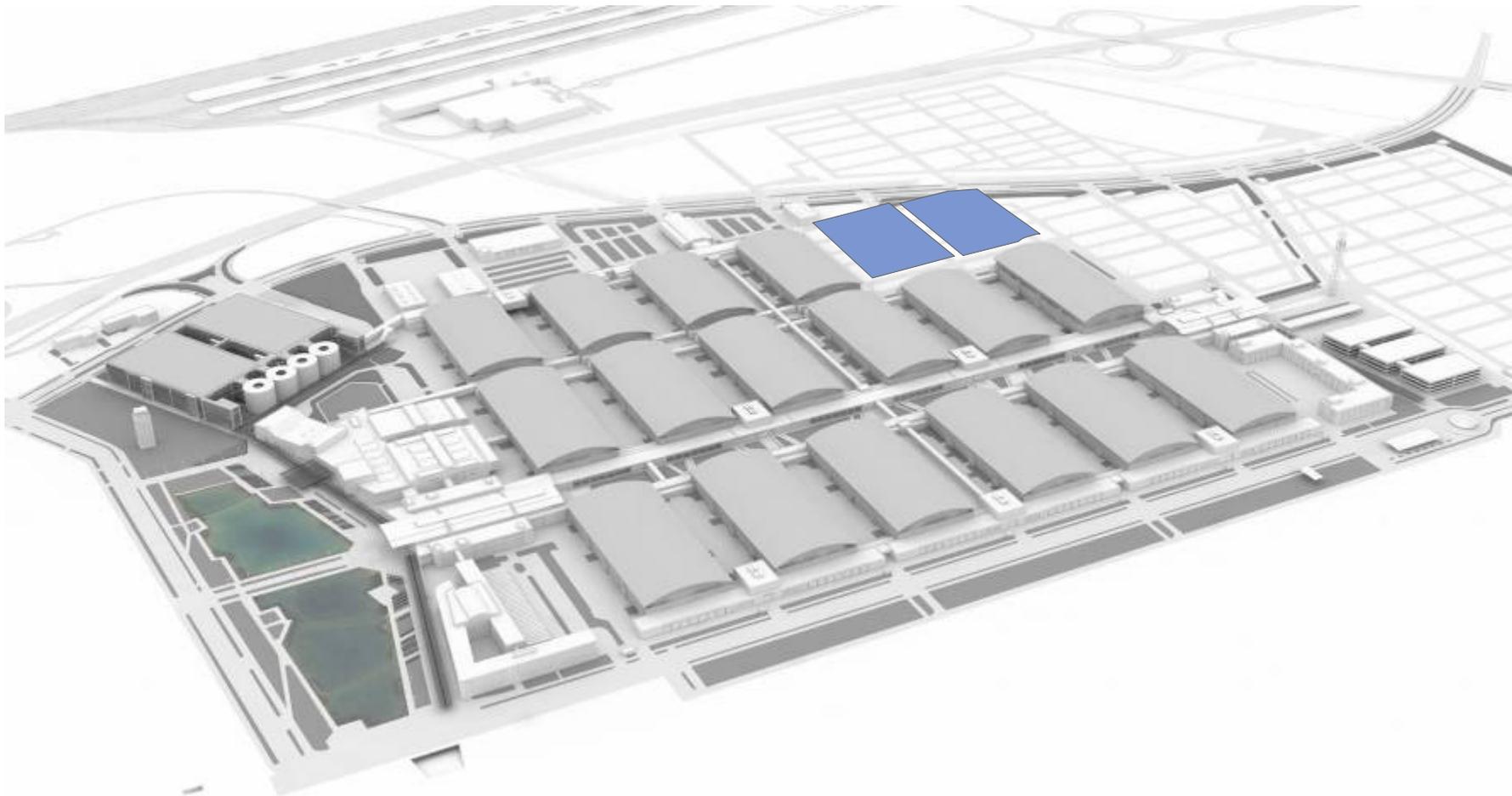


Consumer Goods

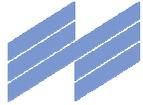


Focus on B2B Shows

Starting 2016 we will build two additional halls and therefore contribute to the completion of the trade fair site



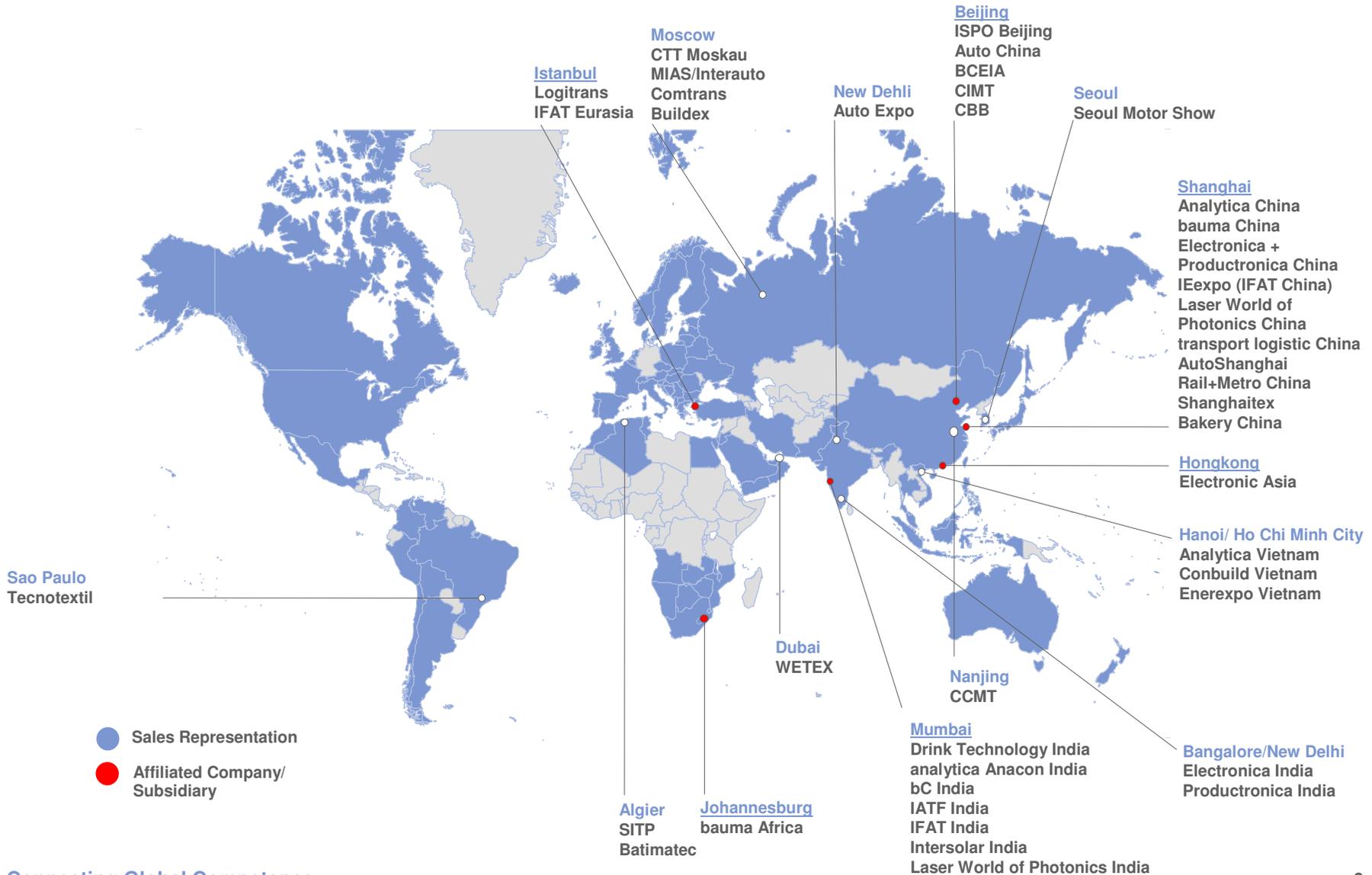
Final expansion: 200,000 m² of indoor space
360,000 m² of outdoor space



Messe München International



Worldwide activities of Messe München



Shanghai New International Expo Centre (SNIEC)

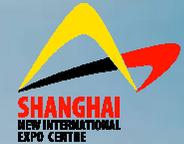


JOINT VENTURE PARTNERS:

Messe München International
Messe Hannover

Messe Düsseldorf

Shanghai Lujiazui Exhibition
Development Group



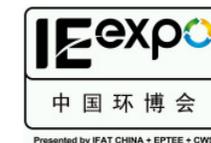
A success story from the beginning – the Shanghai New International Expo Centre (SNIEC)



- A first-rate event center that meets international standards
- Continuous expansion since its opened in 2001
- 200,000 m² of hall space
- 120,000 m² outdoor site
- Already home to seven shows with well renowned Munich brands

LASER World of **PHOTONICS** CHINA 

bauma
China



 **analytica China**
October 16–18, 2012 | Shanghai New Expo Centre | Shanghai
6th International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics

 **transport**
logistic China

 **productronica** China

 **electronica** China



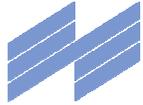
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Messe München International Part II – Strategy for international growth

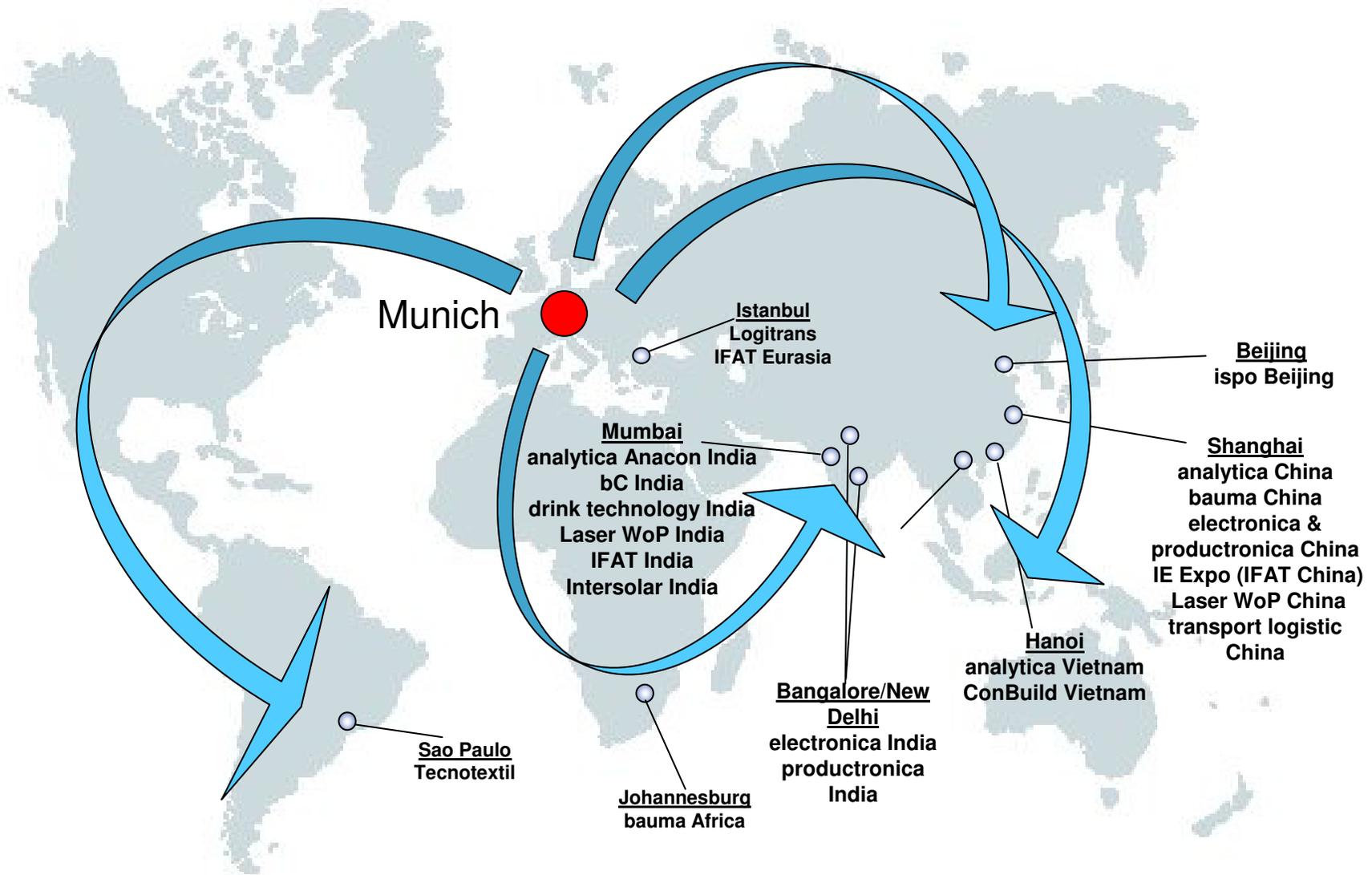


The corporate strategy department is the cross-departmental driver of all growth and efficiency activities





Export of exhibition brands to foreign markets





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Internationalization made by Messe München – international export success of bauma



Messe München developed a worldwide cluster for the building machinery industry

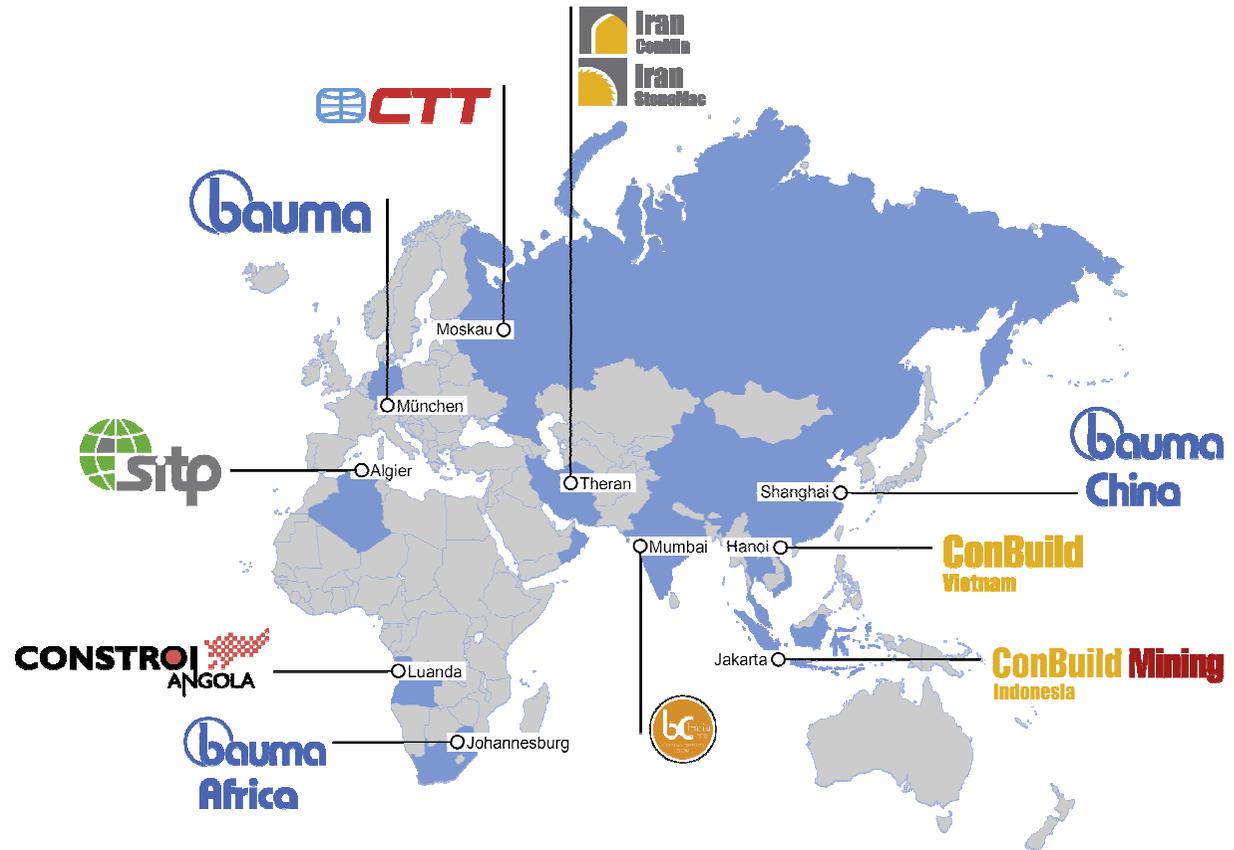
Budilding machinery fair with international focus



Budilding machinery fair with regional focus



Sales partnership



bauma München – the world's biggest trade fair show

Next event: April 15-21, 2013 in Munich

555.000 sqm total space

3.256
Exhibitors from more than 50 countries

420.000
Visitors from more than 200 countries

60%
International exhibitors

bauma China – the biggest trade fair show in China

Next event: November 25-28, 2014 in Shanghai (SNIEC)



300.000 sqm
total space (+ 30 %)

2.718 Exhibitors (+ 46 %)
40 % international

More than 180.000 Visitors (+ 16 %)

Highest number of exhibitions and highest international share
at a trade fair for building machinery in India

508

Exhibitors from more than
30 countries

70%

International exhibitors

88.000

sqm total space

25.000

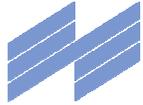
Visitors from 70 countries



bauma Africa - forthcoming
Premiere: September 18-21, 2013 in Johannesburg



400 international exhibitors
50.000 sqm total space



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Thank you for your attention!

Dr. Nina Schniering

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