



## Press release

### **Trade fairs in Bavaria to restart beginning August 1, 2021: Messe München is ready for fall fair season**

July, 20 2021 | In today's cabinet meeting on July 20, 2021, the Bavarian government granted official approval for trade fairs beginning on August 1, 2021. The decisive factor for this was the successful implementation of the hygiene and infection protection concept at the pilot event TrendSet, which took place from July 10 to 12 on the grounds of Messe München. With an increase in visitors of almost 30 percent, the guest event demonstrated the strong demand for in-person meetings. Upcoming events, such as IAA MOBILITY (September 7-12, 2021), OutDoor by ISPO (October 5-7, 2021), EXPO REAL (October 11-13, 2021) and productronica (November 16-19, 2021) can therefore take place as planned.

The leading international trade fair location of Bavaria can take off again: The pilot trade fair TrendSet took place successfully and was accompanied by a practical check from the Commissioner for Bureaucracy Reduction. The framework hygiene concept proved its worth. As a result, trade fair operations can be resumed beginning August 1, 2021. This is an important signal for the export-oriented Bavarian economy.

Klaus Dittrich, Chairman and CEO of Messe München, on the decision by the Bavarian Cabinet: "The hard work by our employees and those responsible at TrendSet on the concept and implementation of hygiene and infection protection measures has now been rewarded. We have taken all measures to ensure safe trade fair operations. With the approval of the political authorities, we are now ready for the fall trade fair season. The IAA MOBILITY is a beacon for the relaunch of trade fair operations and at the same time a symbol of the economic awakening that the entire industry urgently needs. Now our entire focus is on the upcoming events so we can give our customers an outstanding restart."

The main cornerstone for safe trade fair operations is the "VCR"-concept, which allows for only those who have been vaccinated, checked or recovered to attend the trade fair. In addition, digital registration and access systems, optimal ventilation, seamless contact tracing, space and capacity management, visitor guidance and professional testing concepts all contribute to safe trade fair

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operations. Until further notice, the [framework concept for trade fairs and exhibitions in the version from June 11, 2021](#) is applicable.

### **Successful outcome for TrendSet pilot event**

The success of TrendSet – International Trade Fair for Interiors, Inspiration and Lifestyle – paved the way for the official opening of the trade fair beginning in August. During the pilot event from July 10 to 12, Messe München demonstrated optimal implementation of the Bavarian government’s framework concept for hygiene and infection protection. Trade visitors were able to attend TrendSet in summer 2021 according to the “VCR”-concept (vaccinated, checked or recovered). Contacts were verified for traceability during online ticket purchase. The contactless entry system to the fair provided additional safety. On the grounds, security personnel monitored compliance with distance, hygiene and masking requirements. Over the three days of the event, a total of more than 16,000 people – an increase of almost 30 percent compared to the previous year – visited TrendSet on the grounds of Messe München.

### **Messe München**

Messe München is one of the world’s leading networking platforms. In a reflection of the slogan “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München’s portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers’ requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.