



Press release

Messe München responds to the coronavirus crisis by offering new hybrid platforms

October 1, 2020

- **Starting on September 1, in-person trade fairs became possible once again thanks to a comprehensive safety and hygiene concept**
- **Innovative hybrid events to create platforms for successful business contacts**
- **New digital products can reach international audiences in spite of travel restrictions**

Messe München is devising new digital formats during the intensifying coronavirus crisis and is enabling exhibitors and visitors to take part in trade fairs despite international restrictions on travel by offering hybrid events. Flexibly deployable platforms and services are being created in close cooperation with customers. Special hybrid versions of EXPO REAL, BAU and ISPO will combine the best of both worlds.

Messe München offers a wide array of the world's leading trade fairs. Even in times of far-reaching travel restrictions, the internet facilitates international contacts. Klaus Dittrich, the Chairman and CEO of Messe München, said: "The coronavirus is a transformative accelerant in many industries. We, too, have responded to the current restrictions by quickly and agilely offering new business platforms to our customers. The extensive experience in digital products that we have gained over the years gave us a huge boost. Our customers really appreciate the efforts we are undertaking now to jointly apply new approaches and provide them with opportunities to cultivate business relationships and begin new ones even during times of crisis. Hybrid, that is, a mix of online and in-person events, has become the 'new normal.' Even if many of us will hopefully be

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meeting in person again soon, no one will want to forgo the digital opportunities offered as part of our events.”

Special hybrid editions facilitate global participation

The strategic focus of Messe München remains on in-person events. Digital enhancements will continuously be made to globally established trade fairs like ISPO, BAU, bauma, electronica, IFAT and drinktec. The following special hybrid editions of trade fairs are now being planned:

- **EXPO REAL** will be held from October 14 to 15 as a special edition of EXPO REAL Hybrid Summit with up to 3,700 individuals on site and a high-quality online program to serve once again as a presentation platform for new developments and a world of experience in the real-estate industry.

exporeal.net

- **BAU**, the world’s leading trade fair for architecture, materials and systems, will be held from January 13 to 15, 2021, in a special hybrid edition. It will give exhibitors an opportunity to present their innovations to a broad audience.

bau-muenchen.com

- **ISPO Munich**, the world’s largest platform for the sporting goods industry, will be held at the end of January 2021 as a newly conceived hybrid event.

With the help of this format, the trade fair will provide those people who cannot attend the exhibition in person because of travel restrictions with an opportunity to still take part. ispo.com

In-person trade fairs with a regional focus

In-person trade fairs can now be held in Munich thanks to a comprehensive registration system of all participants, policies governing physical distancing and far-ranging hygiene measures. Exhibitors and visitors from areas that are not affected by travel restrictions can safely meet in person at the event. The



execution of and participation in trade fairs or congresses are unaffected by current coronavirus-related contact restrictions. The restrictions announced recently apply solely to private events where it is not possible to trace contact or observe hygiene regulations. A well-conceived safety and hygiene concept will be used during all trade fairs:

- Within this framework, Heim+Handwerk, southern Germany's largest trade fair for living and furnishing, will be held from November 25 to 29, 2020, at the exhibition grounds in Riem. Seventy percent of exhibitors have already registered.

- f.re.e, Bavaria's largest trade fair for travel and leisure, will be held from February 24 to 28, 2021. This trade fair focuses on caravanning and camping, travel, bicycling, outdoor activities, water sports, health and spa services. The trade fair's partner country will be Croatia next year. The exhibition will also offer visitors a multifaceted supporting program and test areas, all of which will be provided in compliance with the strictest hygiene standards.

Entirely digital events will also be produced in the facilities of Messe München as complements to the company's in-person trade fairs and hybrid events:

- **analytica virtual** (October 19-23, 2020) analytica.de

- **INHORGENTA TRENDFACTORY #ReInspire** (October 22, 2020) in-horgenta.com/de/trendfactory/trendfactory-digital/

- **electronica virtual** (November 9-12, 2020) electronica.de



Messe München (messe-muenchen.de)

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, among others, 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.