



MESSE
MÜNCHEN

Press release | 24. June 2026

Messe München achieves record results in mega year 2025

“Messe München delivered its best-ever fiscal year results in 2025,” said Dr. Reinhard Pfeiffer and Stefan Rummel, the CEO dual leadership of Messe München, at the presentation of the company’s results. “Achieving such excellent figures amid economic headwinds also underscores the vital role trade fairs play in driving economic growth and fostering international dialogue.”

In a year packed with trade fairs, the Munich exhibition grounds welcomed large crowds at the 18 own events, participations, and partnerships hosted—including ten of the now 14 world-leading trade fairs—plus 74 guest events. The 34,600 exhibitors and over 2.5 million visitors who came to Messe München contributed significantly to sales growth. Together with the sales generated by Messe München’s foreign subsidiaries, this gives consolidated group sales of EUR 594 million, group EBITDA (earnings before interest, taxes, depreciation and amortization) of EUR 175 million and consolidated net income of EUR 99 million.

The Munich trade fair location is right at the heart of this success. One of the main reasons for that is the mega year with the high number of world-leading trade fairs such as BAU, automatica, drinktec, transport logistic, and of course bauma, as well as IAA MOBILITY. As a result, the Munich location generated sales of EUR 517 million and EBITDA of EUR 152 million. Net income came in at EUR 88 million. This will be lower next year due to the rotation of trade fairs.

Activities abroad boost growth and strengthen resilience

The foreign subsidiaries also contribute to the high group result. The 42 events held outside Germany attracted more than 1.8 million visitors and a total of 17,000 exhibitors. Last year, efforts to further develop the North American market were stepped up with analytica USA and transport logistic Americas. In China, one of our focus markets, IE expo and the technology fairs Laser China, productronica China, and electronica China generated considerable interest among exhibitors and visitors. India hosted several flagship fairs from Messe München’s portfolio: IFAT India, electronica India, and analytica Lab India.

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“Our foreign business is an important pillar for further growth and makes us more resilient to market volatility. In line with our strategy, we will continue to invest in expanding our international presence,” said CEOs Pfeiffer and Rummel. This will also benefit Munich as an exhibition venue: “A great many of our customers come across our brands abroad and then travel to the world-leading trade fair in Munich.” Last year, 40.7 percent of the visitors and 60.2 percent of the exhibitors at Messe München’s own events came from outside Germany.

The investments have also enhanced year-to-date performance in 2026. After acquiring U.S.-based event solutions provider Tradeshow Logic in January 2026, Messe München founded a new subsidiary for the North American market, and IFAT Saudi Arabia marks the most successful entry into the international market to date for the premier environmental technology fair.

Messe München expects a higher contribution from its international business in fiscal 2026 due to the rotation of events. This year, for example, bauma will take place in India and China. Due to high demand, the November 2026 edition of bauma in Shanghai will be held across two exhibition centres for the first time.

Positive assessment for the current year to date

Following the mega year 2025, the main location, Munich, will now return to a regular trade fair calendar featuring 15 own events, participations, and partnerships, plus 93 guest events. Despite geopolitical and economic challenges, the mid-year assessment is very positive.

Munich consolidates reputation as a hub for the healthcare industry and medical technology

This year, Munich will consolidate its reputation as a leading innovation hub for the healthcare industry and medical technology. Around 60,000 medical professionals and industry representatives from this segment will be coming to Munich to attend as many as five major international conferences, including the European Society of Cardiology Congress in August. As one of the world’s largest medical conventions, it draws over 30,000 healthcare professionals and serves as a lead format for top-level research in the field of cardiology.

Preparations for DMEA 2027 are also underway. Starting from next year, Europe’s leading event for digital health will be hosted by Messe München.

Messe München is investing EUR 80 million in ongoing efforts to enhance the appeal of its hub and improve energy efficiency and is implementing an AI action plan

To further enhance the appeal of its exhibition venue, Messe München is making selective investments in infrastructure and further modernization of the grounds, with total capital expenditure expected to reach approximately EUR 80 million by 2030. The measures include a technical upgrade of the north outdoor area, expansion of the PV installations on the rooftops

of the west parking garage, and installation of digital signage displays throughout the exhibition grounds. In addition to benefiting exhibitors and visitors alike, this will also reinforce Messe München's standing as a venue for high-profile, sophisticated large-scale events and conventions. What is more, Messe München is increasingly leveraging artificial intelligence across its trade fair business and management activities with an AI strategy. Current implementation efforts are primarily focused on solutions for individualization, matchmaking, analytics, and lead generation.

Messe München's EUR 4.45 billion economic impact

The events organized by Messe München not only drive significant business growth but also have a positive economic and social impact in the region. A recent study conducted by economic research institute Prognos on the economic impact generated by Messe München in an average trade fair year shows that its events add value of EUR 4.45 billion and safeguard 34,400 jobs across Germany. A large share of these benefits remain in Munich and the surrounding region.

About Messe München

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. These include 14 of the world's leading trade fairs such as bauma, BAU, IFAT and electronica, cooperative events such as the IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its around 1,200 employees in the Group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the U.S., and Saudi Arabia.

Around 150 events held annually attract more than 50,000 exhibitors and around three million visitors in Germany and abroad. That makes Messe München an important economic driver, triggering purchasing power effects in the billions.