

Press Release | January 30, 2026

Messe München celebrates 25 years of successful presence in China

Messe München is celebrating the 25th anniversary of its subsidiary Messe Muenchen Shanghai Co., Ltd. Since its founding in 2001, the company has grown to become the most important international unit of the enterprise, with sales of up to €128 million, and also contributes significantly to strengthening Munich's position as a globally networked business and innovation location

“With the founding of our subsidiary in Shanghai, the shareholders of Messe München took a bold and visionary step at the time. Today, China is not only Messe München's strongest foreign market, but our local presence also provides important impetus for trade, networking, and growth for the domestic and international economy,” said Messe München's two CEOs, Dr. Reinhard Pfeiffer and Stefan Rummel, on the occasion of the anniversary.

Location in China ensures increase in sales

With over 170 employees in Shanghai, Beijing, and Shenzhen, Messe München Shanghai now organizes more than 15 events from the company's trade fair portfolio as well as other cooperative events, making an important contribution to the group's sales. In 2024, the Chinese subsidiary's best financial year to date, it achieved record sales of €128 million. With events such as bauma China and electronica China, Messe Muenchen Shanghai is a magnet for visitors in the region and brings together decision-makers from numerous key markets. “Last year, more than 12,000 exhibiting companies met over 1.6 million visitors at our events in China”, said Pfeiffer and Rummel. They added: “Messe München is one of the most important trade fair companies in the Asian region.” In Shanghai itself, Messe München also has a stake in the Shanghai New International Expo Centre (SNIEC).

Strengthening Munich as a trade fair location

The international presence in the key market of China also strengthens Munich as a trade fair location. The events in China ultimately generate international reach for our own trade fair formats and contribute to higher exhibitor and visitor numbers in Munich. Customers get to know the brands there and then come to the world's leading trade fair in Munich. This is reflected in the statistics: last year, more than 17,000 guests and more than 2,000 exhibitors from China

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visited Munich. This makes China one of the most important participating countries at trade fairs in Munich.

With its international activities, Messe München is pursuing a clear growth and diversification strategy and, in addition to China, is also represented in India, Singapore, Brazil, and Turkey, and, since January 2026, in the USA with its own group companies and subsidiaries.

About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies.

This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events.

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

Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.