

Press Release | January 12, 2026

## New subsidiary in the USA: Messe München acquires Tradeshow Logic

**With the acquisition of the full-service event solutions company Tradeshow Logic in January 2026, Messe München continues to advance its international growth strategy, strengthening its presence and market development efforts in North America. Messe München is focusing on further growth in foreign markets.**

In 2025, Messe München intensified its market entry in North America with the launch of analytica USA and transport logistic Americas. The acquisition of Tradeshow Logic, headquartered in Atlanta, Georgia, USA, in January 2026, now enables the development and execution of proprietary events from the Messe München portfolio in North America, while maintaining the high standards of quality, exhibitor performance, and operational excellence for which Messe München is known. Together with its new U.S. subsidiary, the company establishes Tradeshow Logic as its U.S. operating platform and continues to invest and support growth across the world's largest trade fair market.

Widely recognized for its exhibitor-centric philosophy and its ability to translate market insight into measurable event growth, Tradeshow Logic brings more than 25 years of experience delivering end-to-end event solutions in the North American market. Tradeshow Logic operates as a full-service provider of event solutions and trade fair management, including strategy, sales, marketing, exhibitor support, logistics and planning.

“The acquisition of Tradeshow Logic is an ideal addition to our international growth strategy. Their many years of local market experience, deep expertise, and high standards of quality strengthen our presence in North America and support the successful execution of our leading trade fairs in the region,” explain the two CEOs of Messe München, Dr. Reinhard Pfeiffer and Stefan Rummel, in a joint statement.

“This strategic acquisition represents the next chapter in Tradeshow Logic’s evolution,” said BJ Enright, President & CEO of Tradeshow Logic. “Messe München brings the global reach, brand strength, and resources of a world-class trade fair organizer. Tradeshow Logic brings deep U.S. market knowledge, an entrepreneurial spirit, and a proven ability to grow events with precision.”

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The acquisition of Tradeshow Logic will not affect the existing outbound business from the USA for trade fairs in Munich and other Messe München trade fairs abroad. The AHK New York will remain responsible for outbound business as before.

### **Experience as an international trade fair organizer**

Messe München has been operating as an international trade fair organizer for over 25 years, and has subsidiaries in key global markets, including China, India, Southeast Asia and Brazil. With the continued expansion of its leading trade fair portfolio in North America, Messe München expects further growth and is strengthening the diversification of its international business.

With a multi-local approach, Messe München's company-wide standards are being established in foreign markets, while at the same time taking into account regional expertise and entrepreneurial freedom in order to respond to the respective market conditions.

### **International business strengthens Munich as a trade fair location**

Messe München's activities support global growth while at the same time reinforcing Munich as a leading trade fair destination. "Our presence in international markets allows us to build relationships with new exhibitors and customers, many of whom go on to participate in our world-leading trade fairs in Munich," said Pfeiffer and Rummel.

Messe München and Tradeshow Logic have agreed not to disclose the details of the arrangement. Tradeshow Logic will continue operating under its own brand as a Messe München company. BJ Enright will remain CEO, with the existing leadership team and workforce continuing in their current roles to ensure continuity for clients and existing business relationships of Tradeshow Logic.

### **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.