



# MEGA YEAR 2025

International Platform  
for Innovation, Growth,  
and Encounters

ANNUAL REPORT 2025



# FOREWORD BY THE MANAGEMENT BOARD OF MESSE MÜNCHEN

The year 2025 was a landmark year for Messe München in many respects. Hosting around 100 events, including ten world-leading trade fairs and more than 74 guest events, Munich experienced nothing short of a Mega Year—one that occurs just once every twelve years. The momentum was palpable throughout the city and the wider region and perceptible every day at our exhibition grounds.

Our guests represented key sectors and industries from all over the world. The two trade fairs with the highest visitor numbers in Germany—bauma and IAA MOBILITY—were held in Munich. Our technology fairs such as automatica, productronica, and LASER World of PHOTONICS provided impressive evidence of why Munich and Bavaria are among the world's leading high-tech locations.

From a financial perspective, 2025 was the most successful year in the company's history. We climbed to new heights with group sales of EUR 594 million and consolidated net income of nearly EUR 99 million. The Munich site remains a key pillar of our economic strength, contributing

EUR 517 million in sales. This result is testament to our clear strategic direction and particularly to outstanding teamwork. Special thanks in this regard go to our employees, business partners, shareholders, and customers.

Our international positioning is a critical success factor: 42 events outside Germany are a calling card for the strength and impact of our global network. We have been active internationally for over 25 years, now with twelve subsidiaries and participations at over 20 locations worldwide in addition to robust trade fair formats in the most important markets.

This strengthens not only our growth and our resilience, but above all the Munich location, as many international customers first come across our brands abroad and then travel to Germany to attend our world-leading trade fairs. We welcomed a total of around 2.5 million visitors in Munich during 2025, with large numbers coming from outside Germany.



We are committed to carrying this momentum forward. Through strategic investments, including in the United States, and new events in fast-growing markets like Saudi Arabia, we are steadily increasing our international footprint and meeting the growing demand for our lead formats.

Along with Messe München's own events, guest events also make an important contribution to our overall success. The 74 guest events we hosted once again demonstrated the attractiveness of our location. We continuously invest in our exhibition grounds and our infrastructure to create ideal conditions for our customers going forward.

A look back on the past year also demonstrates the importance of trade fairs as platforms for innovation, forums for exchange, and catalysts for economic growth. Particularly in challenging times they provide orientation, strengthen networks, and open up new perspectives. Encounters create meaningful moments, and our goal is to deliver exactly that for our customers—Moments that matter.



**Dr. Reinhard Pfeiffer**  
Managing Director | CEO

**Stefan Rummel**  
Managing Director | CEO

# FOREWORD BY THE SUPERVISORY BOARD OF MESSE MÜNCHEN

Even against a backdrop of geopolitical tensions and economic headwinds, Messe München continues to give its customers direction and grounds for optimism. The events it hosts provide German and foreign companies—from startups to small and mid-sized enterprises to large corporations—with a gateway to the world and the opportunity to showcase their innovations and cutting-edge technologies.

Periods of heightened uncertainty underscore the indispensable role that personal encounters, trust, and dialogue play in driving economic activity. In this context, 2025 was a year of superlatives in the exhibition business—a landmark year in which ten of the now 14 world-leading trade fairs took place. Such an extraordinary density occurs in this form just once every twelve years.

Around 2.5 million visitors from all over the world came to Munich to find out about the latest developments in key industries, interact with business partners, and establish new business relationships. Participants at trade fairs and conference in Munich forge valuable connections and take advantage of new opportunities, so it is not surprising that companies that attend Messe München's events look forward with optimism.

The steady growth in the international contingent of exhibitors and visitors clearly demonstrates the considerable relevance of the program. Munich's reputation as a world-leading trade fair destination enhances the international visibility of the region as a business hub and helps to safeguard the continued competitiveness of Bavaria as one of Europe's premier economic centers.



Messe München's activities also have a significant general economic impact that benefits the entire region. The events hosted add value running into billions of euros, increase job security, and boost numerous industries far beyond the core business, from taxis and hospitality to retail and the service sector.

The tourism industry is benefiting in particular from the strong influx of visitors. Generating an economic impact of approximately EUR 4.5 billion, Messe München is a major driver of the German economy, with the purchasing power effects concentrated in the state capital and the surrounding region.

From a commercial perspective, 2025 was an exceptionally successful year: Messe München achieved record-high sales and earnings. Flagship fairs such as bauma, BAU, automatica or transport logistic and guest events

like The smarter E underlined the portfolio's strength and attracted millions of visitors. The extension of the contract to host IAA MOBILITY until at least 2031 also sent an important signal for Munich as an industrial hub.

This success is the result of a solid team effort. We would like to thank the management team and all of our employees in Munich and at our international locations for their tremendous dedication, outstanding professionalism, and exceptional commitment during the 2025 Mega Year. Together we look forward with confidence.



**Hubert Aiwanger, MdL**

Chairman of the Supervisory Board  
State Minister, Bavarian Ministry of Economic Affairs,  
Regional Development and Energy



**Dominik Krause**

First Deputy Chairman of the Supervisory Board  
Lord Mayor of the Bavarian Capital of Munich

# A NETWORK FOR THE FUTURE



Messe München's own events, participations and partnerships in Germany



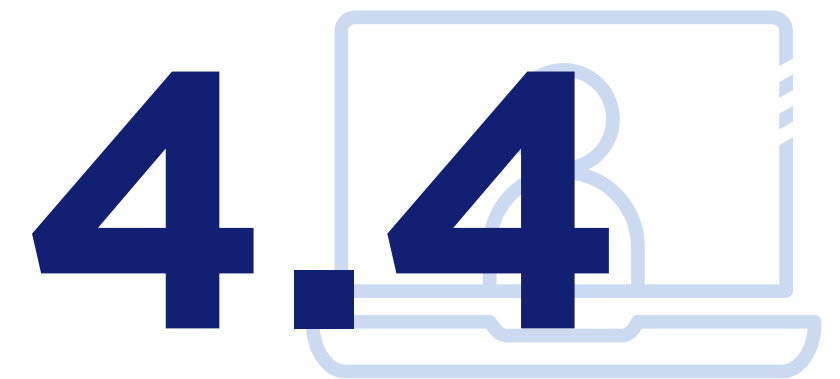
Guest events



Messe München's own events, participations and partnerships abroad



Events worldwide



Million visitors in Germany and abroad (total number)

# A MEGA YEAR IN MUNICH

**2025 was nothing short of a blockbuster year for Messe München. Ten of the now 14 world-leading trade fairs were held in Munich, along with other leading trade fairs from Messe München's portfolio plus over 74 guest events. We welcomed more than 2.5 million visitors and around 34,600 exhibitors.**

## **BAU**

The world's leading trade fair for architecture, materials and systems attracted well over 180,000 visitors. The exhibition grounds were fully booked. For the first time, over 50 percent of exhibitors came from outside Germany.

## **INHORGENTA**

More than 1,300 brands from 37 countries exhibited their products at the leading trade fair for jewelry, watches and gemstones. Visitors' growing interest in higher-priced products helped INHORGENTA to consolidate its position in the premium and luxury segment.

## **f.re.e**

Bavaria's largest travel and leisure trade fair, which was held in parallel with the International Motorcycle Exhibition (IMOT), captivated over 120,000 visitors. Some 1,000 exhibitors from 48 countries showcased the latest trends in travel and leisure.

## **bauma**

Around 600,000 visitors from over 200 countries and regions traveled to Munich to attend the world's largest trade fair in terms of area. A total of 3,548 exhibitors from 57 countries presented cutting-edge machinery, technology and innovations on 614,000 square meters of exhibition space.





### **transport logistic**

This trade fair underlined its position as a leading international trade fair with 2,719 exhibitors from 73 countries and over 77,000 trade visitors from more than 130 countries. The share of international exhibitors rose to 65 percent. The trade fair was opened by Patrick Schnieder, Germany's new Federal Minister of Transport.

### **Laser World of Photonics**

The world's leading trade fair for photonics components, systems and applications set a new record for exhibitors: more than 1,350 companies from 41 countries showcased the entire range of photonic technologies. In 2025, Europe's largest photonics conference, which is held alongside the trade fair, welcomed two Nobel laureates in physics: Anne L'Huillier and Ferenc Krausz.

### **automatica**

In 2025, the world's leading trade fair for smart automation and robotics took place at the same time as the Laser World of Photonics. From June 24 to 27, some 800 exhibitors from 40 countries presented their innovations along the entire value chain at the Munich exhibition grounds.

### **IAA MOBILITY**

The combination of summit and open space concept proved successful, attracting around 500,000 visitors to Munich. The number of trade visitors at the IAA Summit rose by 13 per cent compared to 2023. Based on this success, the next three editions of IAA MOBILITY will also take place in Munich, as agreed in September by the two cooperation partners, the German Association of the Automotive Industry and Messe München.

## drinktec

Held for the first time under the umbrella of Yontex and attracting more than 1,100 exhibitors and 58,000 visitors—around 70 percent of whom came from abroad—the trade fair again cemented its position as the world’s leading trade fair for the beverage and liquid food industry. The trade fair returned just three years after its 2022 edition and will be back in Munich in 2028.

## EXPO REAL

As the central platform for the real estate industry, the trade fair held in October provided important impetus and showed that the real estate sector is regaining confidence after a period of uncertainty. Approximately 42,000 visitors attended the event, representing an increase of around 5 percent.

Messe München also provided an important arena for guest events with the events with the Messe München LOCATIONS. In 2025, these included The smarter E with over 107,000 visitors and the ESMO Breast Cancer Congress with 3,600 visitors.

## productronica

The trade fair celebrated its 50th anniversary in November with an increase in visitors of more than 10 percent and exhibitor growth of around 20 percent. Among the approximately 1,600 exhibitors were seven companies that have been there from the very beginning. The international representation among exhibitors also reached a record high, with 58 percent coming from abroad.

## ISPO

The trade fair year concluded with ISPO, which will be strategically realigning itself for the coming years together with a joint venture partner.



# NEW MILESTONES IN INTERNATIONAL BUSINESS

Messe München's international business contributed to group's success in 2025 with 42 events, around 1.8 million visitors and 18,000 exhibitors abroad. Strategically important milestones were reached in the markets: the first analytica USA and transport logistic Americas mark the trade fair's entry into the U.S. market. In China, its most important foreign market, Messe München's trade fairs continue to guarantee good figures. Despite the difficult economic environment in the trade fair industry in China, Messe München's events, including technology fairs such as IE expo, Laser China, productronica China and electronica China, are bucking the trend and performing well.

Here, too, Messe München benefits from the concentration of exhibitors and visitors at leading trade fairs in top exhibition venues. Messe München is also firmly established as a trade fair organizer in India. In 2025, 14 events took place there, including IFAT India, Indian Ceramics Asia, electronica India, productronica India, Laser World of Photonics and analytica Lab India. In Saudi Arabia, Messe München is preparing to enter the

market together with an experienced partner. The first IFAT Saudi Arabia was held in January 2026, to be followed by bauma Saudi Arabia in 2027.



# RECORD FIGURES AFTER A YEAR OF SUPERLATIVES

**The Mega Year is also reflected in Messe München's financial figures.**

Across the Group, sales of EUR 594 million and consolidated net income of EUR 99 million were achieved. The Munich location contributed the lion's share with sales of EUR 517 million, reinforcing Messe München's standing as a leading player in the national and international exhibition industry.



The background features abstract geometric shapes. On the left, a dark blue parallelogram is partially visible, with a thin light blue line extending from its right side towards the top right. On the right side, a light blue parallelogram is partially visible, with a dark blue parallelogram overlapping its top edge.

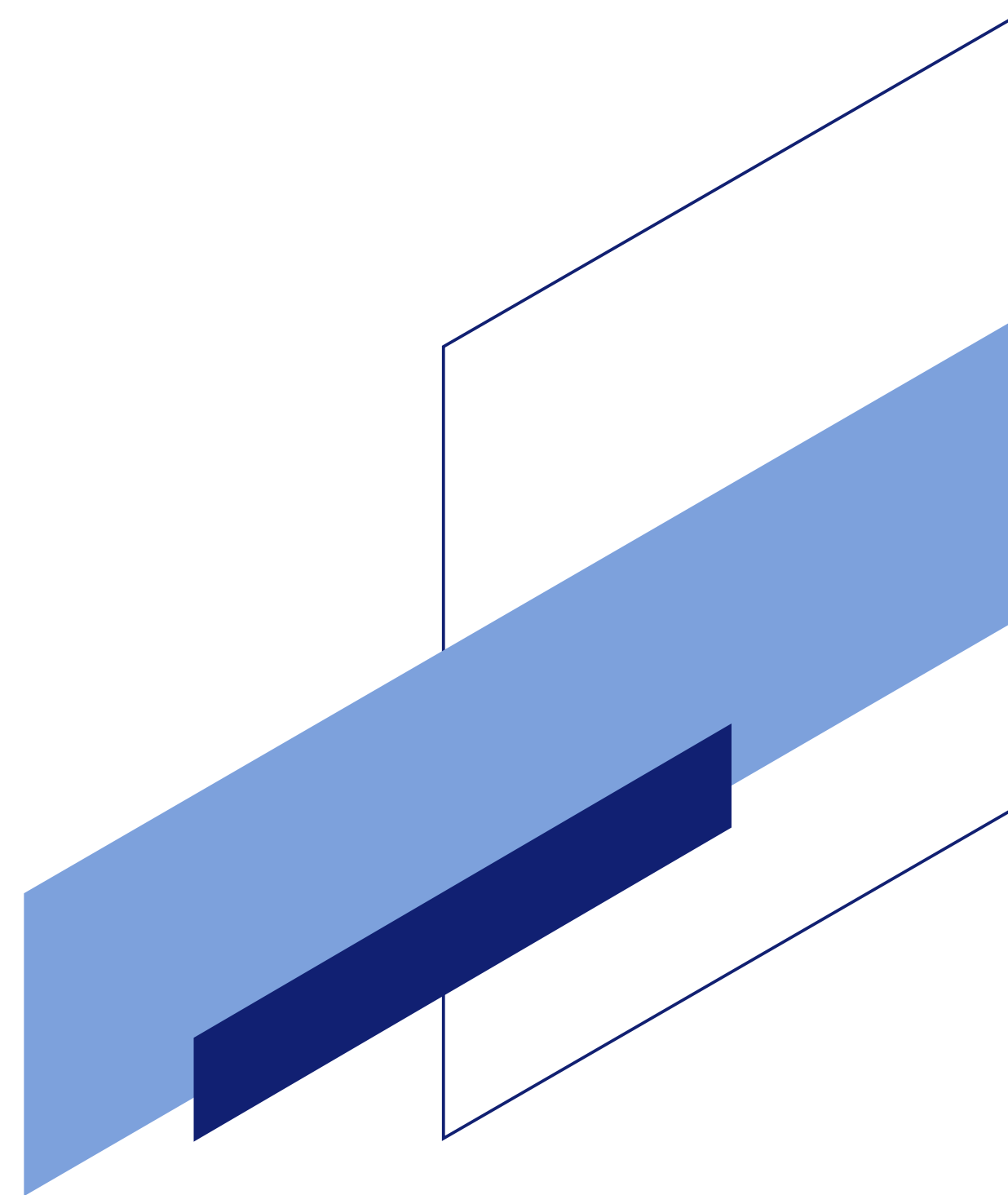
# **ANNUAL FINANCIAL STATEMENTS 2025**

# RESULTS OF TRADE FAIRS IN 2025

in Germany

TRADE FAIRS 2025 IN GERMANY	EXHIBITORS	PERCENTAGE OF EXHIBITORS FROM ABROAD	VISITORS	PERCENTAGE OF VISITORS FROM ABROAD	NET SPACE IN M <sup>2</sup>
automatica	798	38	49,284	38	35,890
BAU	2,244	53	186,038	42	125,873
bauma	3,548	70	605,974	44	421,179
EXPO REAL	1,743	25	41,737	33	40,987
f.re.e	952	48	124,592	3	36,516
INHORGENTA MUNICH	885	53	25,259	40	28,588
ISPO Munich	1,752	94	22,469	67	43,477
Laser World of Photonics	1,393	68	44,854	49	28,676
LOPEC	169	55	2,331	52	2,214
productronica   SEMICON	1,686	58	47,696	58	56,636
transport logistic	2,719	66	77,626	53	88,856
World of Quantum	160	36	24,232	43	3,326
drinktec	1,107	71	58,281	68	75,862
TrendSet Sommer	701	31	17,139	25	32,136
TrendSet Winter	711	29	20,464	24	31,102
IAA MOBILITY	748	57	533,621		72,028
Bauzentrum Poing	60		51,066		
Guest events Messe München	8,774		427,773		
ICM - International Congress Center Messe München			51,558		
Guest events MOC - Event Center Messe München	4,485		138,006		
<b>TOTAL</b>	<b>34,635</b>		<b>2,550,000</b>		<b>1,123,346<sup>1)</sup></b>

<sup>1)</sup> Relates only to Messe München's own events, participating interests and partnerships

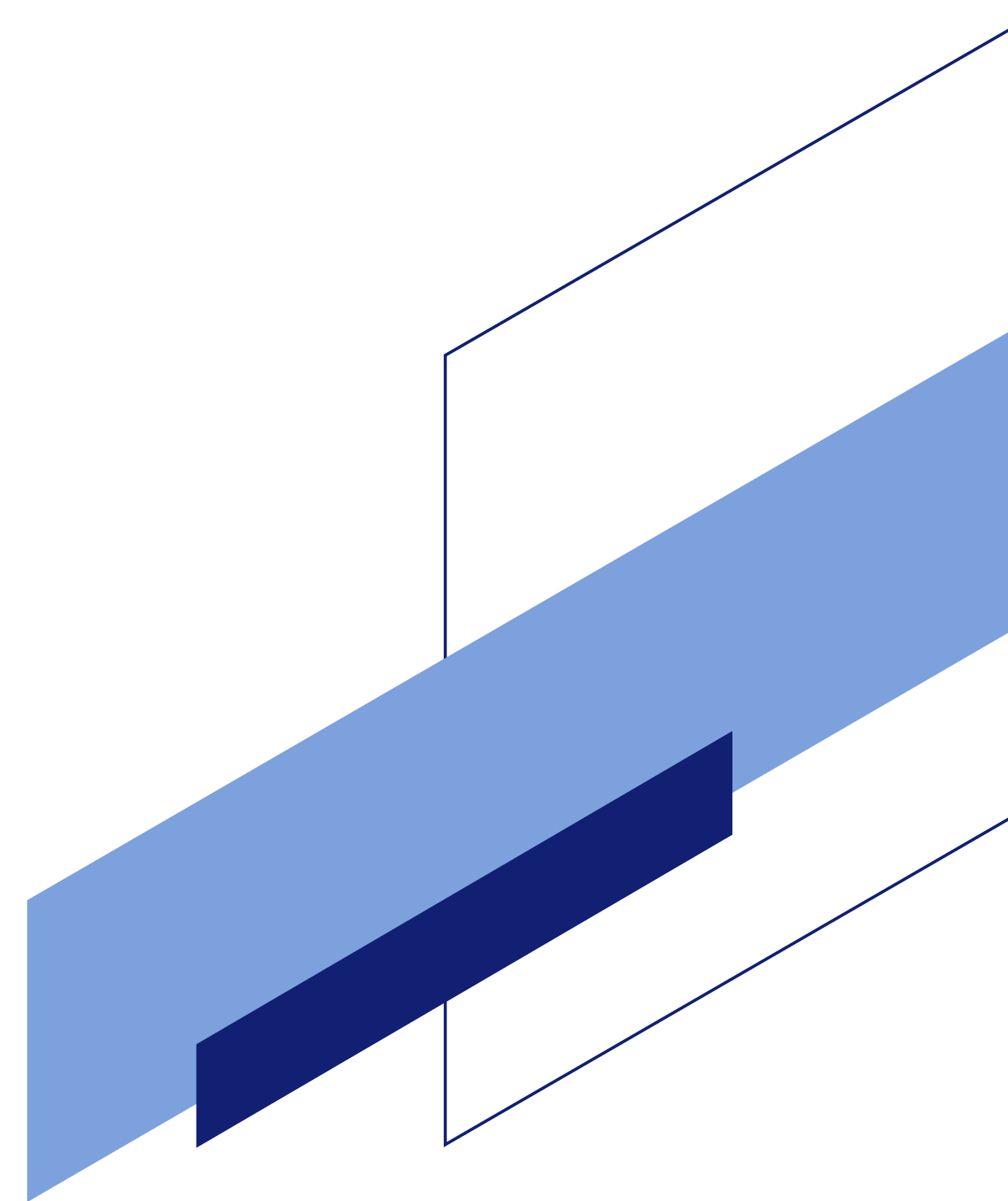


# RESULTS OF TRADE FAIRS IN 2025

## Abroad

TRADE FAIRS 2025 ABROAD	EXHIBITORS	PERCENTAGE OF EXHIBITORS FROM ABROAD	VISITORS	PERCENTAGE OF VISITORS FROM ABROAD	NET SPACE IN M <sup>2</sup>
analytica Anacon India / ILE Hyderabad	288	3	8,772	1	8,951
analytica Anacon India / ILE Mumbai	167	5	6,502	1	3,857
analytica Lab Africa	100	24	5,641	6	3,013
analytica USA	270	33	1,295	22	3,959
analytica Vietnam	191	68	5,907	8	2,702
ceramics Thailand & stone Thailand	70	89	1,663	24	678
electronica China	1,754	3	66,960	6	52,055
electronica India + productronica India	617	42	27,247	3	26,007
Glasstech Asia	140	90	3,265	11	1,693
IFAT Africa	160	71	3,017	5	2,840
IFAT Brasil	228	34	7,912	7	6,577
IFAT India	568	34	18,043	2	15,344
Indian Ceramics	117	11	2,401	5	5,044
ISPO Beijing	280	3	24,645	2	12,260
ISPO Shanghai	480	2	29,072	4	13,413
Laser World of Photonics China	1,405	2	52,835	5	43,066
Laser World of Photonics India	124	31	6,002	2	2,114
productronica China	1,101	2	60,182	4	45,733
SmartTech Asia	56	11	1,081	1	851
Sports Carnival	124		8,857	3	4,292
transport logistic Africa	56	91	3,001	99	1,510
transport logistic Southeast Asia	120	64	8,149	39	2,556
World Tea & Coffee Expo	16	13	480		138
<b>TOTAL</b>	<b>8,432</b>		<b>352,929</b>		<b>258,653</b>

Only Messe München's own events



# KEY FIGURES 2025

		2025	2024	2023 <sup>1)</sup>	2022
Available hall space, Messe München	m <sup>2</sup>	200,000	200,000	200,000	200,000
Available outdoor exhibition space, Messe München	m <sup>2</sup>	414,000	414,000	414,000	414,000
Available exhibition space, MOC – Event Center Messe München	m <sup>2</sup>	37,400	37,400	37,400	37,400
Messe München's own events, participations and partnerships in Germany <sup>2)</sup>		18	16	19	17
Guest events		74 <sup>3)</sup>	93	93	88
Messe München's own events, participations and partnerships abroad		42	47	40	21
Gross space <sup>4)</sup>	m <sup>2</sup>	2,845,018	2,400,000	2,391,614	2,664,341
Turnover ratio <sup>5)</sup>		12	12	11	11
Net space <sup>6)</sup>	m <sup>2</sup>	1,123,346	621,653	695,594	1,082,158

Due to the great variations in the number and structure of trade fairs held each year, the key figures for any given year are comparable only to a limited extent.

<sup>1)</sup> **New counting method as of 2023.** Unless otherwise stated, figures refer to all Messe München events (including ICM – International Congress Center Messe München, Bauzentrum Poing and MOC – Event Center Messe München) and all trade fairs not held in Munich, such as BrauBeviale in Nuremberg.

<sup>2)</sup> Only own events, participations and partnerships of Messe München GmbH in Germany (including digitalBau in Cologne), not including other third-party events (= guest events)

	2025	2024	2023 <sup>1)</sup>	2022
Total number of exhibitors in Germany	34,635	32,004	32,355	28,783
Exhibitors from abroad at Messe München events, participations and partnerships in Germany <sup>2)</sup>	12,495	9,813	9,699	9,757
Total number of exhibitors at Messe München events, participations and partnerships abroad	17,052	22,585	14,656	2,817
Total number of exhibitors in Germany and abroad	51,687	54,589	47,011	31,600
Total number of visitors in Germany	2,550,000	1,276,553	1,965,521	1,436,773
Visitors from abroad at Messe München events, participations and partnerships in Germany <sup>2)</sup>	558,982	209,081	264,475	453,114
Total number of visitors at Messe München events, participations and partnerships abroad	1,826,114	1,191,100	830,229	161,925
Total number of visitors in Germany and abroad	4,376,114	2,467,653	2,795,750	1,598,698

<sup>3)</sup> 34 guest events at the exhibition center, 40 at the MOC – Event Center Messe München

<sup>4)</sup> Total hall space and outdoor space occupied by MMG

<sup>5)</sup> Ratio of total occupied hall space (gross) and hall capacity of Messe München and the MOC – Event Center Messe München

<sup>6)</sup> Total rented space (hall space and exhibition grounds) MMG overall including approx. five percent special show space; excluding the ICM – International Congress Center Messe München, MOC – Event Center Messe München, guest events and Bauzentrum Poing

		2025	2024	2023 <sup>1)</sup>	2022
Sales Messe München GmbH	million EUR	517.0	336.8	353.5	413.4
Group sales	million EUR	594.4	488.2	441.3	438.8
EBITDA Messe München GmbH <sup>7)</sup>	million EUR	152.1	71.9	63.5	123.3
Employees Messe München GmbH <sup>8)</sup>		711	663	624	563
Employees, group <sup>8)</sup>		1,142	1,019	1,043	941

<sup>7)</sup> Earnings before interest, taxes, depreciation and amortization—domestic only

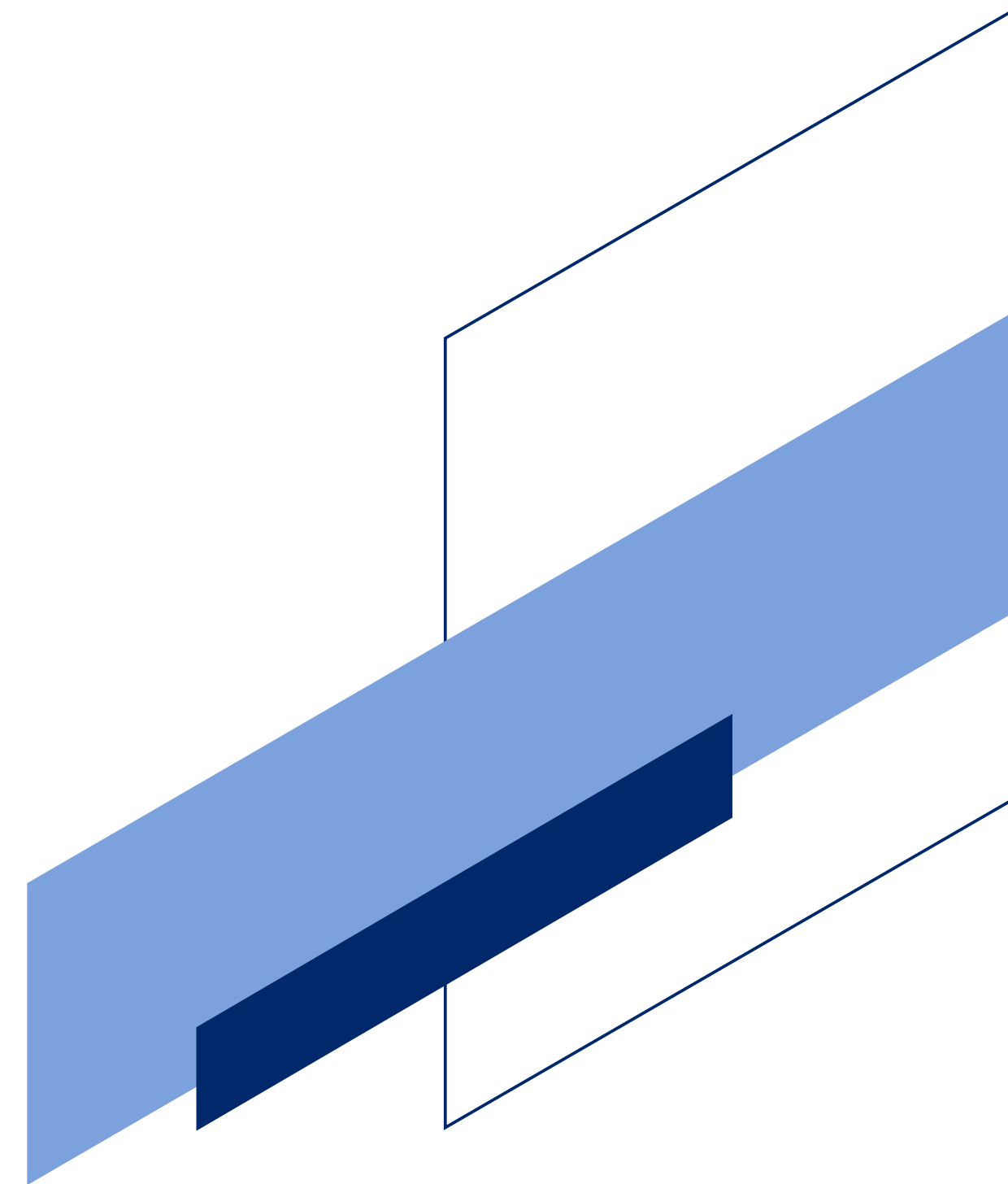
<sup>8)</sup> As of 2013, also includes the average number of temporary staff members

# MANAGEMENT REPORT AND GROUP MANAGEMENT REPORT 2025

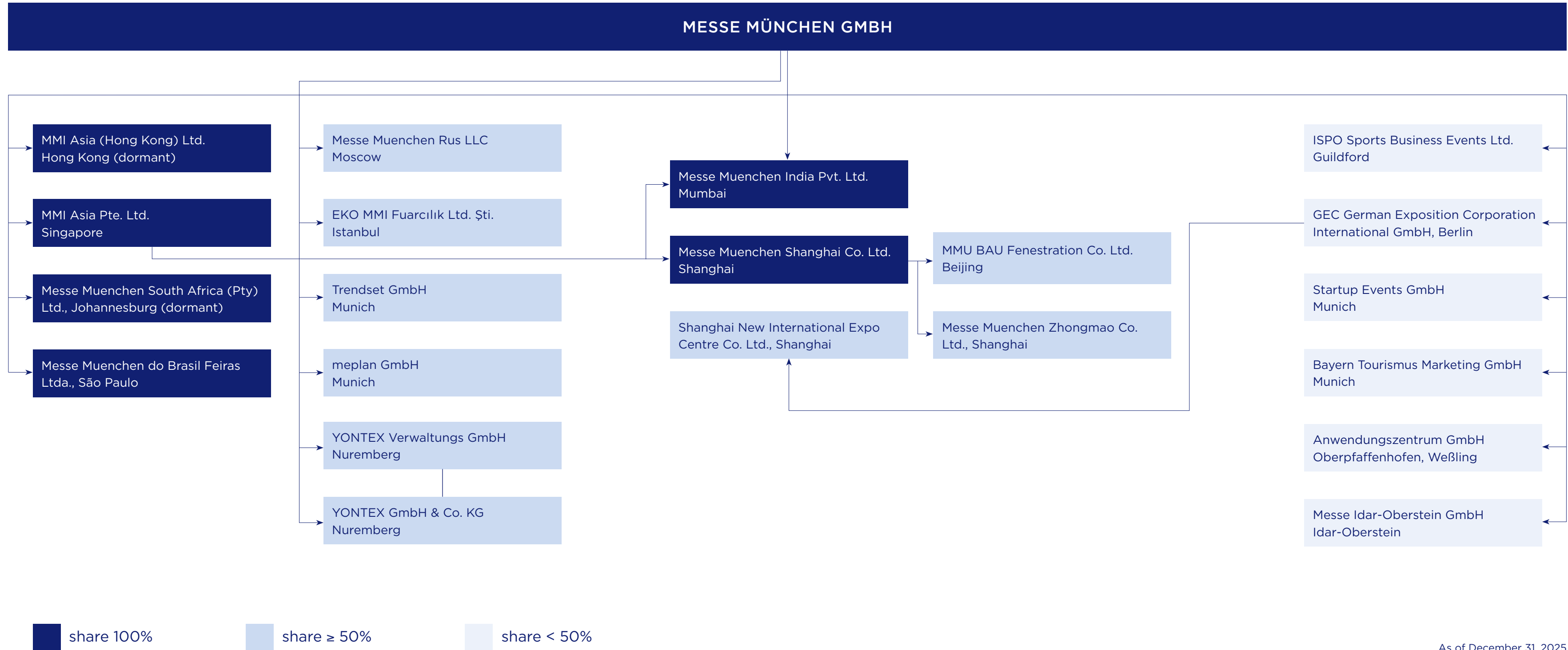
Key figures for the 2025 fiscal year are as follows:

<b>SIGNIFICANT KEY FIGURES 2025</b>	<b>2025</b>	<b>PREVIOUS YEAR</b>
Sales, Messe München GmbH (MMG)	EUR 517.0 million	EUR 336.8 million
Positive net income	EUR 88.1 million	EUR 19.9 million
Group EBITDA	EUR 175.3 million	EUR 141.9 million
Group sales	EUR 594.4 million	EUR 488.2 million
Consolidated net income for the year	EUR 99.0 million	EUR 69.6 million
EBITDA	EUR 152.1 million	EUR 71.9 million
Group equity	EUR 498.5 million	EUR 419.5 million
Group balance sheet total	EUR 1,236.0 million	EUR 1,245.1 million
Exhibitors at Messe München (MMG events)	21,000	17,300
Visitors at Messe München (MMG events)	1.9 million	0.6 million
Total gross exhibition space, MMG	2.8 million m <sup>2</sup>	2.4 million m <sup>2</sup>

The key performance indicators used by Messe München GmbH are sales, positive net income and EBITDA. The group uses group sales and consolidated net income (loss) for the year as its key performance indicators.



# SHAREHOLDING STRUCTURE



As of December 31, 2025

## Legal Notice

Published by Messe München GmbH

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