

Messe Muenchen India signs strategic MOU with mac. brand spaces Singapore Pte. Ltd and meplan to strengthen services for international pavilion organisers and exhibitors

mac. brand spaces Singapore Pte. Ltd and meplan will provide design, planning and construction support across Messe Muenchen India's portfolio of trade fairs.



Mumbai: Messe Muenchen India has announced a strategic cooperation with **mac. brand spaces Singapore Pte. Ltd.**, a creative and live-communication specialist, and **meplan**, an agency for brand spaces and stand construction.

International pavilion organisers will receive a fully managed, single-partner solution covering booth construction, additional services, supplier coordination, logistics and on-site execution. By combining international trade fair standards with local delivery capabilities, the partnership will help organisers maintain quality, manage costs, and reduce coordination efforts among participating exhibitors.

Bhupinder Singh, President IMEA, Messe München and CEO, Messe Muenchen India, said, "India's trade-fair market is seeing growing participation from international companies, country pavilions and industry associations, along with higher expectations for design, quality, sustainability and delivery. This arrangement brings together Messe Muenchen India's trade fair experience, mac. brand spaces' creative and regional execution capabilities, and meplan's construction expertise. It will offer pavilion

organisers and exhibitors a coordinated path from planning to on-site delivery, while strengthening the quality and international character of our trade fairs.”

A dedicated mac. brand spaces team will manage delivery, construction partners, on-ground services and timelines.

Jackie Soh, Managing Director, mac. brand spaces Singapore Pte. Ltd., said, “International pavilion organisers require consistency across every exhibitor space, but they also need the flexibility to accommodate different brands, objectives and budgets. Managing this across several partners can quickly become complex. Our role is to bring creative thinking, structured project management and regional execution together. By working with Messe Muenchen India and meplan, we can help organisers maintain a coherent pavilion identity while giving individual exhibitors the support they need to present their businesses effectively in India.”

International exhibitors will receive booth design, planning and construction support tailored to their space, budget and communication needs. A single point of contact will coordinate graphics, furniture, hospitality and other on-site services.

Booth concepts will focus on visibility, practical layouts, visitor movement and spaces for product presentations and business discussions. Modular, reusable and resource-efficient options will also be available, supported by cost-conscious planning and defined timelines.

Siegbert Hieber, Managing Director, meplan, said, “Successful trade-fair construction depends on design, materials, systems, logistics and on-site execution being planned as one connected process. This becomes particularly important when an international concept must be delivered consistently in a local market. Through this strategic cooperation, we will bring modular, scalable and resource-conscious exhibition solutions to India. These solutions can be adapted to the requirements of different organisers and exhibitors while maintaining the quality, functionality and reliability expected from an international trade-fair presence. Additionally, sustainability will play an important role in our design approach.”

The arrangement is expected to create a more consistent trade fair experience across Messe Muenchen India trade fairs. Clearly designed pavilions will help visitors identify countries, industry clusters and exhibitors, while supporting easier movement and focused discussions.

About Messe München GmbH

Messe München is one of the world's leading trade fair organisers and operates four event venues in Munich: the **Trade Fair Center Messe München**, the **ICM – International Congress Center Messe München** and the **CCN – Conference Center North Messe München in Munich Riem**, as well as the **MOC – Event Center Messe München in the north of Munich**. Through its subsidiaries, affiliated companies and foreign representatives across Europe, Asia, the United States and South America, Messe München serves customers in more than 130 countries. Its trade fairs, congresses and events provide international platforms for business development, knowledge exchange and engagement across industries.

About Messe Muenchen India

Founded in 2007 as a wholly owned subsidiary of **Messe München GmbH**, Messe Muenchen India is one of India's leading organisers of B2B trade fairs. The company manages a growing portfolio of more than **25 large-scale trade fairs** in India, covering sectors such as electronics and electronic production, construction machinery, environmental technologies, laboratory and analytical technology, pharmaceutical processing and packaging, beverage, dairy & liquid-food processing, transport & logistics, renewable energy, and more. Its portfolio includes trade fairs like **electronica India**, **productronica India**, **bauma CONEXPO India**, **IFAT India**, **analytica Lab India**, **drinktec India**, and **The smarter E India**, among other industry platforms, fostering innovation, business growth, and strategic networking.

About mac. brand spaces Singapore Pte. Ltd.

mac. brand spaces is an international full-service live communications company that develops and delivers physical, hybrid and digital brand experiences, from strategy and creative design to production and onsite execution. Headquartered near Frankfurt, Germany, the group works with clients in more than 35 countries and operates across key markets in Europe and Asia.

About meplan

meplan GmbH is a Munich-based full-service exhibition and brand-space agency with long-term experience on the Indian market. The company supports organisers and exhibitors across the complete project cycle, from consultation, concept and design to technical planning, construction and onsite delivery. meplan completes more than 5,300 projects worldwide each year and supports around 70 trade fairs, congresses and events. Its ISO 20121:2024-certified management system and growing portfolio of modular and circular solutions reflect its focus on cost-efficient, resource-conscious and professionally managed exhibition experiences.
