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Messe München and UnternehmerTUM have agreed on a partnership to advance the international scaling of innovations

Messe München and UnternehmerTUM are combining their strengths in a strategic partnership. The goal of the collaboration is to enable start-ups to gain access to new international markets and customers, as well as to forge partnerships with key industry players and identify investment opportunities. In doing so, the partners are combining Messe München's international reach with UnternehmerTUM's leading European innovation and start-up ecosystem.

"Innovation emerges where industry, science, investors and start-ups combine. Together with UnternehmerTUM, we showcase start-ups' pioneering technologies, open doors to international markets and customers, and connect them directly with established key players and fresh capital. With our approximately 150 trade fairs and events worldwide, we offer the innovation community a global stage," said Messe München's two CEOs, Dr. Reinhard Pfeiffer and Stefan Rummel, in a joint statement.

Two strong ecosystems with international reach

UnternehmerTUM connects start-ups, established companies, academia, investors, the public sector and talented individuals within a unique innovation ecosystem. More than 140 scalable tech start-ups are launched there each year. The start-ups in the ecosystem of UnternehmerTUM also raise approximately two billion euros in venture capital annually.

"Innovations only have an impact once they successfully reach the market. The partnership with Messe München connects our innovation ecosystem with international industry platforms and creates new opportunities for start-ups and companies to grow globally. Together, we build a bridge between technological excellence and access to international markets," said Prof. Dr. Helmut Schönenberger, CEO and Co-Founder of UnternehmerTUM GmbH, and

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Christian Mohr, Managing Director and CCO of UnternehmerTUM.

In addition to the extensive international reach of its events, Messe München has many years of experience in establishing industry platforms, as demonstrated by numerous leading trade fairs in its portfolio across the sectors of automation, construction, real estate, the circular economy, mobility, electronics and quantum technology.

With around 150 events worldwide, a potential reach of around three million visitors, and active subsidiaries in China, India, Brazil, Singapore, the USA and Turkey, Messe München offers start-ups and companies access to international markets and relevant industry networks.

Working together to advance technologies of the future

The partnership focuses on future-oriented sectors already covered by Messe München's portfolio, as well as the identification and further development of new thematic areas. The aim of the collaboration is to raise the profile of innovations, best practices and practical application examples, to develop new innovation formats, and to promote dialogue between start-ups, industrial companies, investors and research institutions. Furthermore, the partnership aims to systematically expand international growth opportunities for emerging technologies and companies.

Successful collaboration as the foundation

The partnership builds on previous successful joint initiatives. As part of the leading trade fairs automatica and World of Quantum, initial innovation formats have already been implemented to promote exchange between technology companies, start-ups and industry partners. The strategic partnership is now building on this experience and systematically developing its collaboration with automatica, World of Quantum and other leading trade fairs organized by Messe München, both nationally and internationally.

About Messe München

As one of the 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, Kenya, Türkiye, Singapore, Vietnam, Hong Kong (SAR), 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.