

Munich, 24-Feb-2012

Press release

Two New Hotels for Attendees of Trade Shows and Congresses in Munich

Alexander Mohanty
Leiter Unternehmens-PR
Tel. +49 89 949 20734
alexander.mohanty@messe-
muenchen.de

- "RiemHotels", right next to Messe München, scheduled to open in fall 2013
- Two hotels, offering a total of 535 rooms, in two price segments
- Trade-fair CEO Klaus Dittrich: Excellent news for the trade-fair location of Munich

At the moment all you can see are piles of sand and miscellaneous excavation equipment, but in fall next year, the first guests will be checking in at brand new hotels on this site. Under construction here, within sight of the Messe München exhibition center and the ICM – Internationales Congress Center München, is the "RiemHotels" complex, comprising two hotel buildings, in different price categories, offering a total of 535 rooms. This major project, between Olof-Palme-Strasse and Joseph-Wild-Strasse, has been developed by the Munich-based Fondara corporation. It promises to enhance still further the attractiveness of the two event locations – for exhibitors, visitors and guest organizers. Already the "RiemHotels" project has received the highest sustainability rating (Gold) from the German Sustainable Building Council (Deutsche Gesellschaft für Nachhaltiges Bauen – DGNB). As such it fits perfectly with the Messe München exhibition center, which itself is a pioneering example of environmental and climate protection in the international exhibitions sector.

Each year around two million visitors come to Messe München and the ICM to attend the leading trade fairs of Messe München International and the guest events held there. Klaus Dittrich, Chairman & CEO of Messe München International, is delighted with the new development: "More hotel capacity close by – that's excellent news for Munich as a trade fair location. The new hotels, within walking distance of the ICM and the West Entrance to Messe München, will also be an added benefit in our efforts to attract further major international congresses and corporate events to Munich. Here we are in competition with many other cities in Germany and abroad, and it is important to offer an attractive overall package." In many cases this means not only event space itself, but also the availability of hotel capacity.

Trade-fair boss Dittrich is particularly pleased with the concept worked out by the future operator, Hospitality Alliance AG, which involves two hotels, with different price categories, in a single buildings complex. The "Ramada München Messe Hotel & Conference Center" will offer 330 rooms in the mid-price business segment, while the "H2 Hotel München Messe" will be a design-oriented budget

hotel, with a choice of 205 rooms. In particular for exhibitors who travel to the fair with a large team of people, this presents an opportunity to reduce hotel costs.

Messe München International

Messe München International is one of the world's leading trade show companies. In

Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.