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## Press Release

# Messe München International braces itself for future growth in international business

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### - Managing Director Eugen Egetenmeir takes over central control of all group activities outside Munich

Messe München International has restructured its organization in order to brace itself for the future growth in international business. As of April 2012, all of Messe München's activities abroad will be centrally controlled by Managing Director Eugen Egetenmeir. Six new posts are being created in the relevant departments in order to put the company in a competitive position. The tasks involved cover analyzing growth markets, preparing strategic acquisitions as well as the controlling of the international activities.

Klaus Dittrich, Chairman & CEO of Messe München International: "Our intention is to increase sales at trade shows abroad by 50 percent by the year 2016. With the new executive responsibility within the Management Board and the new posts in the divisions, we will now drive this forward."

Messe München International is one of the world's leading trade show companies, hosting 14 international leading trade shows in Munich. In addition, Messe München organizes trade shows abroad, in particular in growth markets such as China and India. These trade shows are either called after their established brand names (e.g. bauma China, ISPO Beijing or electronica China) or they are organized in cooperation with local partners. This approach also ensures that both exhibitors and visitors obtain the same quality of service that Messe München is renowned for.

### 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

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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.