

Munich, 11-Jun-2012

## Press Release

# Messe München Locations top for AGMs

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- Seven AGMs in just three months
- MAN celebrates a successful premiere in two exhibition halls

Corporate business is booming at Messe München International: A total of seven stock-market listed companies have held their 2012 annual general meetings (AGMs) in the three locations of Messe München: the Messe München exhibition center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. Among these companies were leading DAX names such as LINDE, MAN and MUNICH RE, all of which have been regular customers for many years.

Whatever the size of an AGM, an optimum solution can be provided by one of the three locations of Messe München. The ICM, for example, has been regularly hosting AGMs for over ten years: As in previous years, INFINEON AG (March 8), MUNICH RE (April 26), LINDE AG (May 4), WACKER AG (May 16) and BAYWA AG (May 30) all invited their shareholders to the congress center again in 2012. The consultancy firm KPS AG (23 March) opted for the MOC Veranstaltungszentrum München as the location for its AGM.

The AGM premiere of 2012 was celebrated by MAN SE: After twelve successful annual general meetings held in the ICM, this year the Munich-based engineering corporation invited its shareholders for the first time to come along to the 2012 AGM in two exhibition halls at Messe München. It was the largest AGM ever held at Messe München. Horst Grögler, in overall charge of the AGM for MAN SE, commented: "In terms of concept and content, we had the opportunity to present ourselves to the shareholders in a brand new dimension and scale."

For MAN, the teams from the ICM and Messe München, and for all the service partners involved, this was the first annual general meeting on this scale.

The space allocated for the shareholders and the exhibition area, including all back-office facilities, covered 22,000 square meters – which is double that previously taken up by the company in the ICM. For Grögler, the detailed coordination of the logistics and the overall organization of the event by all parties had contributed greatly to the success of this premiere: "The company we engaged – Molitor&Stigler, a long-term partner of Messe München International – had already guided and successfully implemented many other large-scale projects."

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The greatest challenges involved in organizing this first AGM in the exhibition halls were solved in a way that turned them into real highlights. Horst Grögler again: "We had just six months to plan how we were going to fill the two halls. As many as 20 companies and 500 employees were involved in setting up. In the end we managed to display several buses and trucks – one of them 25 meters long – in the halls, plus a large marine diesel engine and a turbine. That really impressed our shareholders."

### **Messe München Locations**

Since 2011 Messe München International has been marketing its three event venues (ICM – Internationales Congress Center München, MOC Veranstaltungszentrum München and Messe München) through a single team, "Sales Messe München Locations". Headed by Andrea Bisping, Director of the ICM, this team advises on rooms, configurations, services and availability in line with the customers' individual requirements. The three locations of Messe München offer customers an optimum choice for their trade shows, congresses and events of all kinds and scale – at one of the most attractive destinations in Europe.

### **Messe München International**

Messe München International is one of the world's leading trade-show companies. It organizes around 40 trade shows for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events at the Messe München exhibition center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. 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 abroad – in Europe and in Asia – and over 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-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

### **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.

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