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Presseinformation

Happy 100th anniversary TrendSet! – From Messe München

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- Success story of "TrendSet – International Living and Lifestyle Fair for Consumer Goods" continues in 2012
- Over 2,500 brands and collections represented at the show from July 7 to 9
- The key to a successful event: the venue, the infrastructure, a good partnership

Messe München International congratulates TrendSet on its amazing and long-running success: For the 100th time, "TrendSet – International Living and Lifestyle Fair for Consumer Goods" is attracting visitors to the Messe München exhibition center between July 7 and 9, 2012. TrendSet's premiere was back in 1960 in Munich. That makes it one of the longest-standing guest events at Messe München. And, for this special anniversary edition, more exhibitors than ever before have signed up. On 100,000 square meters of exhibition space they are putting on a display of over 2,500 international brands and collections, plus trends and new ideas set out in "Living and Lifestyle Areas" labelled, for example, "Furniture, lamps, home textiles" and "Glass, porcelain, ceramics", etc.

Tatjana Pannier, Managing Director of the organizing company, TrendSet GmbH, is delighted: "The 100th TrendSet will be the biggest of all time. We have succeeded in establishing this fair as the leading marketplace for the sector in southern Germany." The story of TrendSet started out at Messe München's previous exhibition site on Theresienhöhe in the heart of the city. Today, this "biggest trade fair of its kind in the southern German-speaking regions" has been a customer of Messe München International for decades, moving in 1998, together with the trade-fair company, to the new exhibition center in Munich-Riem.

In the view of Dr. Reinhard Pfeiffer, Managing Director of Messe München GmbH, the long-term collaboration between Messe München and TrendSet has proven to be enormously successful: "Exhibitor numbers and occupancy levels have grown steadily since the move to the new exhibition center. For example, the amount of exhibition space taken up by TrendSet has increased from 56,000 square meters in total in January 1998 to around 100,000 square meters in January and July 2012. That's almost double!"

For Tatjana Pannier, the new exhibition center, which is one of the most modern in Germany, is the ideal place for a trade show. "The infrastructure and services we can offer our exhibitors and visitors at this venue are excellent: it's easy to reach, there's plenty of parking close by, the exhibition halls are bright, light and air-

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conditioned and they are equipped with all the latest technology. Also, the logical spatial arrangement of the facilities on site and the ease of orientation for visitors fits in nicely with the down-to-business style of TrendSet itself: arrive, park, enter the halls and start ordering!" The move to the new exhibition center enabled the show to step up a gear in terms of its display, Pannier points out: "The high ceiling height in the halls meant TrendSet exhibitors were able to modernize and enlarge their presentations at the fair."

As TrendSet became ever more established on the market, it extended its reach even further: "Munich lies right in the heart of a region which has high spending power, among the strongest in Europe. Retailers from central and southern Germany, from Austria, Switzerland and Northern Italy now travel to Munich to order at this fair." It is a success, sums up TrendSet organizer Tatjana Pannier, "that also stems from the long-standing and trusting partnership with Messe München. We look forward to doing many more projects together in the future!" (www.trendset.de)

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.