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**Press release**

## **The App for stylish addresses: The Messe München International City Guide**

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- **“Messe München – City Guide Munich” at the App Store free of charge**
- **Great service from a single source**
- **First-rate recommendations guaranteed**

Munich, December 11, 2012. Whether during bauma, ISPO Munich or EXPO REAL – everyone who visits Messe München gets a world-renowned business platform as well as a service package that will help them to explore every aspect of the attractive Bavarian capital: Effective immediately, the “Messe München – City Guide Munich” App is available at the App Store free of charge. It gives users valuable tips that are guaranteed to make their stay in Munich more enjoyable. It is transparent, user friendly and uses powerful images to describe “addresses of choice” such as hotels, restaurants, shopping and culture. Naturally, users can also compile their own discovery route.

“The international business community has plenty of good reasons to travel to Munich. It simply is up to us to familiarize our guests with this attractive city as a whole, and to do so in a user-friendly manner,” explains Klaus Dittrich, Chairman/ CEO of Messe München.

The company developed the App in conjunction with the renowned publisher teNeues, which among other things is known for its "COOL Cities" travel guides. Besides content from teNeues, Messe München had several of its own tips incorporated into the App so that users have a particularly diverse and high-quality range of selections to choose from. A similar App for Shanghai, where Messe München is very successfully involved in the Shanghai New International Expo Centre (SNIEC), comes out in the spring of 2013.

### **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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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.