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**Press release**

## **Messe München International finds subsidiary in Turkey**

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- **Three new events in Istanbul being added to exhibition portfolio**
- **Seismic Safety, INTERGEO EURASIA and IFAT EURASIA are new business and know-how platforms for Turkey, the Middle East, Central Asia, the Caucasus and northern Africa**

Messe München International is founding a subsidiary in Turkey to take the constantly growing economic significance of this market into account. Both shareholders in Messe München's Turkish foreign representatives' office, Mr. Osman Bayazit Genç and Mr. Tolga Özkarakas, and the Gesellschaft für Handwerksmessen (GHM) will be partners in the new joint venture. Besides the logistics trade fair logitrans, which is already held in Istanbul by a Turkish partner, Messe München is planning a strategic expansion of its exhibition portfolio. It will hold the first **INTERGEO EURASIA** (Trade Show for Geodesy, Geo-information and Land Management) and **Seismic Safety** (International Trade Fair for Earthquake Safety, Fire Protection and Urban Renewal) in April 2014. It also plans to hold the first **IFAT EURASIA**, an environmental technologies show, in 2015.

Klaus Dittrich, Chairman/CEO of Messe München GmbH: "As a gateway to the Middle East, Central Asia and the Caucasus, Turkey is an important anchor country for the entire region. We are very pleased that we will soon be providing our customers in this fascinating growth market additional high-quality platforms for their products and services." The events in Istanbul can also look forward to a great deal of visitor potential from neighboring countries because it has either no visa requirements or simplified visa procedures for incoming guests. This makes the country an important international economic center.

The newly developed international trade fair **Seismic Safety** is Messe München's way of delving into the area of earthquake safety, which is an important topic in the region, as well as the related topics of fire protection and urban renewal. The risk of earthquakes is very high in large portions of the country as well as in neighboring countries such as Syria, Iran, Iraq, Azerbaijan, Georgia and Armenia. The Turkish government recently started an extensive program to rehabilitate endangered buildings and cities. The program calls for investments totaling 400 billion US dollars over the next 20 years and is expected to give strong impetus to the construction industry in particular. The program focuses on preventative measures for earthquake safety. For this reason, Seismic Safety will revolve around the topic of prevention. A unique trade-fair concept has been developed

for Turkey that addresses the entire range of prevention in the construction and infrastructure sector – from urban planning, measuring techniques, measuring technology, construction measures and building materials to associated research and development.

**INTERGEO EURASIA**, a congress and exhibition that focuses specifically on requirements in this economic region, will be held in the Bosphorus metropolis of Istanbul at the same time as Seismic Safety in 2014. It is a trade fair and a congress that deals with the topics land management, geo-information, the construction industry and the environment, so it will create a great deal of synergy with Seismic Safety. The event is being organized by Hinte GmbH in conjunction with Messe München in a strategic partnership. The DVW (Society for Geodesy, Geo-information and Land Management) supports efforts to make this topic more international, among other things by using the INTERGEO brand in Turkey. Hinte is a DVW partner and has been responsible for organizing INTERGEO in Germany since 1995.

By establishing **IFAT EURASIA** in the spring of 2015, Messe München is expanding its international expertise in the sector for trade shows and exhibitions for environmental technology and environmental services. As a Trade Fair for Water, Sewage, Waste and Recycling, IFAT EURASIA is an addition to the brand family of the international trade fair IFAT in Munich. There are strong forces that are driving expansion of the environmental infrastructure in Turkey. Examples include increasing urbanization, strong economic growth during the past few years and a heightened awareness of sustainability against the backdrop of regions and landscapes that are attractive tourist destinations and must be protected. Messe München already organizes two of the industry's established events, i.e. IFAT in Munich, which is the world's largest trade fair for environmental technology, and IE expo in Shanghai. Thanks to IFAT INDIA (Mumbai, October 2013) and IFAT EURASIA (Istanbul, spring of 2015), it is creating two additional platforms in emerging markets.

### **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.