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**Press release**

## **Wireless and free – Messe München International to launch WiFi service for trade fair visitors**

Alexander Mohanty  
Leiter Unternehmens-PR  
Tel. +49 89 949 20734  
alexander.mohanty@  
messe-muenchen.de

- **New service to be offered for first time at drinktec 2013**
- **WLAN available in all 16 exhibition halls and the atrium**

Effective immediately, Messe München International is offering its visitors free WiFi service at the trade-fair center. The new service is being launched today at drinktec 2013, the World's Leading Trade Fair for the Beverage and Liquid Food Industry (September 16 – 20, 2013), and will then be available at all events organized by Messe München. Klaus Dittrich, Chairman/CEO of Messe München: "These days, having free access to the Internet is a must, especially for the many visitors who attend our trade fairs. Our guests, a large percentage of which come from abroad, can now use their terminal devices to check e-mails, look things up on the Internet, Skype or communicate in social networks without incurring high roaming fees with their mobile providers. This new WiFi service is our way of putting the high service quality of Messe München to the test and making attending fairs in Munich more pleasant than ever."

Messe München's free WiFi service offers bandwidth of up to 1.5 Mbit/second. Download volume is limited to 50 MB per user per day. Messe München's new WiFi infrastructure survived its baptism of fire in April during bauma, the largest trade fair in the world with a total of 570,000 square meters of exhibition space. Up to 20,000 users used the service every day. The areas that have WiFi service include the exhibition halls as well as the atrium area between the A and B halls, which is very popular among visitors. Many people go there to enjoy the open air, take a break from the hustle and bustle of the fair, or even for meetings.

Effective immediately, organizers of guest events and guest conferences can book the WiFi service for their events at attractive rates.

Regardless of its free WiFi service for visitors, Messe München will continue to offer telecommunication services and Internet access to its exhibitors. As in the past, exhibiting companies that require higher bandwidths or higher security standards for their data connections can still order them. In the near future, these services will also be available as WLAN packages.

**Munich – A leading address for mobile communications**

Thanks to Messe München's new WiFi service, the capital of Bavaria is strengthening its reputation in the area of mobile communications. When they arrive at the Munich Airport, trade-fair visitors can already take advantage of the WiFi service that is available there free of charge. Free WiFi service was recently installed at Munich's Marienplatz, and the city of Munich is planning to successively expand its service at other central and highly frequented locations such as the square in front of the main train station, Karlsplatz (Stachus), Odeonsplatz and Sendlinger Tor. Messe München CEO Dittrich: "Free WiFi for people visiting Munich, whether they are tourists or attend trade shows, has become an important location factor."

### **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.