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Press release

One Phone Call – Three Locations – One Solution

- **Messe München restructures its CRM activities**
- **Single contact point for ICM – International Congress Center, M,O,C, Event Center and New Munich Trade Fair Center**

Munich, October 20, 2011. Messe München International is restructuring its customer management activities to focus more closely on the needs of corporate clients, event organizers and associations from Germany and abroad. The task of marketing all three of the attractive locations run by the company – the ICM - International Congress Center Munich, the M,O,C, Event Center and the New Munich Trade Fair Center – has now been placed in the hands of a single team. The new team, called "Sales Messe München Locations" and headed up by ICM Director Andrea Bisping, can be contacted as follows:

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Dr. Reinhard Pfeiffer, Managing Director of Messe München GmbH: "By restructuring our CRM activities we are further highlighting the unique selling point that we have within Europe. The three locations run by Messe München give customers an optimal choice of venue for their expositions, congresses and other events, both large and small. Without a doubt this is one of the most attractive expo and congress destinations in Europe."

What this means in practice for the customers of Messe München is explained by Monika Dech, authorized signatory at Messe München GmbH and the Business Unit Director with overall responsibility for marketing the three centers: "Customers have a single contact point for all inquiries regarding the offering, services and availability of all three event locations. As of now it's 'one phone call – one solution' for anyone looking for an event venue in Munich."

Close collaboration

ICM Director Andrea Bisping is looking forward to heading up the Sales Messe München Locations team: "Working closely with our customers we aim to develop precisely the right space and event concept to suit their individual requirements. All customer inquiries are handled in close collaboration with the project teams in all three venues."

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The New Munich Trade Fair Center provides over 180,000 square meters of indoor and 360,000 square meters of outdoor space, all ideally suited for the successful planning and implementation of international expositions for a specialist and general audience, for congresses and other events.

Located directly adjacent to and spatially connected with the New Munich Trade Fair Center is the ICM – International Congress Center Munich, which provides 20 exclusive individual halls and 8,000 square meters of own exhibition space for national and international scientific congresses and corporate events.

The M,O,C, Event Center offers a total of 30,000 square meters of space, comprising four exposition halls and two atria, around which 142 showrooms are organized on two levels. Thanks to a modular arrangement, this venue opens up unique opportunities for small and expanding events.

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.