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Press release

ICT autumn at the M,O,C,: Messe München's event center to host two first-rate events for the ICT industry

September 14, 2011. The M,O,C, Event Center has two new networking platforms for the ICT industry in its program of events – i.e. Communication World and the TechData FORUM. Both events have already made a name for themselves in the industry.

These two new events represent an important addition to the portfolio of Messe München's event center. "Munich is one of the world's leading locations for ICT enterprises. The industry needs platforms for setting trends and discussing innovative approaches," explains Norbert Bargmann, Deputy CEO of Messe München International.

As a congress that accompanied SYSTEMS, Communication World had already established itself as a networking event. But it was not continued when SYSTEMS ended. Given the rapid pace of development in the mobile communications sector, there is currently a great deal of demand for a networking platform for the mobile future. "The potential applications for mobile applications in the private and commercial sectors are almost unlimited. The comeback of Communication World gives the company an appropriate platform for the exchange of information about developments and trends," says Bargmann.

Networking is also the focus on the subsequent TechData FORUM, which is being held at the M,O,C, for the first time this year. "Last year our specialty exhibition for distributors in the IT sector came very close to pushing its limits with regard to space. That is why the move to the M,O,C, is a logical consequence and necessary so that we can provide all of our exhibitors sufficient space and exhibition alternatives," says Isabelle Roux-Buisson, General Manager Germany and Austria at TechData.

Approximately 120 trade fairs, conferences and congresses are held at the M,O,C, in northern Munich each year. "The flexible room concept at the M,O,C, allows us to support the development and growth of new, dynamic events in an optimum fashion," explains Veröffentlichung kostenfrei – Beleg erbeten / Reproduction free of charge – sample copy requested Christine Heizmann, Head of the M,O,C, Events Division. The commercial property exposition EXPO REAL, for example, is also a project that got its start at the M,O,C,. After three years of continuous

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growth, it moved in 2001 to the New Munich Trade Fair Center in Riem and has now established itself as the leading international trade fair for that sector.

Dates

October 11 – 12: Communication World

www.communication-world.com

October 13: TechData FORUM

www.techdata-forum.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.