

Essen, November 25th, 2014

Modernisation Project

Go-ahead for the “New Messe Essen“

Reconstruction allows for cutting-edge exhibition conditions in Essen

Great news for exhibitors and visitors: Messe Essen will implement the modernisation of the fair site as planned. With the reconstruction, Essen will provide one of the most state-of-the-art exhibition centres in Germany and thus become a contemporary and competitive marketplace. The modernisation measures will not only be architectonically genuine eye-catchers but will, above all, fully meet the exhibitors' and visitors' demands on a modern fair site. Inviting entrance areas, a spacious, completely one-storey hall structure in a consistent look & feel plus latest technology - this mix makes Messe Essen ready for the future. The ground-breaking ceremony for the construction project with an investment volume of Euro 90 million will take place on May 2, 2016.

"The modernisation is an important step towards making our fair venue attractive and competitive," says Oliver P. Kuhrt, CEO of Messe Essen. "I am very pleased that our conversion concept fulfills the wishes of exhibitors and visitors. Short distances, contemporary architecture as well as a spacious, one-storey hall structure with easy access – the ‘New Messe Essen’ will provide perfect conditions for both trade and consumer fairs."

The most important demand on the conversion includes the elimination of the previous two-storey halls while retaining the area requirements. Five new, large hall areas with optimised logistics are planned instead of the 14 small-scale halls in the north part today. In the east entrance area, the conversion also makes provision for a modern glass foyer with an area of around 2,000 m² as well as new facades in the east and the north.

Moreover, the modernisation of the entire fair site will also encompass the energy supply and the air conditioning. For example, ultramodern ventilation technology will ensure that a stable temperature and a high air quality will exist across various halls. The concept also includes the creation of additional rooms in the area of today's foyer in order to widen the available range of conference and congress

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areas. A new, classy guest lounge and a VIP club with separate access complete the performance of the New Messe Essen.

"The new plans will create a fair venue which will more than satisfy all the requirements of our current and future fair portfolios," according to Oliver P. Kuhrt. "Now we will get on with the next planning stages and the invitation to tender for the construction measures in order to adhere to the planned ground-breaking ceremony on May 2nd, 2016."