

Messe Düsseldorf Expands into the Gulf Region

New Trade Fairs Planned in Dubai Starting in 2026

Messe Düsseldorf is now represented in the economic hub of Dubai with the new "Messe Düsseldorf Gulf Office." This management company, acting exclusively on behalf of Messe Düsseldorf, is set to organize new trade fairs in the Gulf region starting in 2026. With this move, the trade fair company strengthens its position in the Middle East, one of the world's fastest-growing exhibition markets.

Düsseldorf, January 22, 2025. Venturing into new markets: Messe Düsseldorf has commissioned a management company to systematically grow its business in the strategically important Gulf region, the company shared at its annual press conference today. Formally known as "Messe Duesseldorf Connex Gulf Exhibition Organizing LLC" (Messe Duesseldorf Gulf Office, for short), the new entity will be headquartered in Dubai. "With this decision, we're embarking on a path towards sustainable future success in one of the world's most dynamic economic regions," explains Messe Düsseldorf President & CEO Wolfram N. Diener. "With Dubai serving as a hub that connects Europe, Asia and Africa, it's the perfect platform for the expansion of our international business."

Trade Shows in the Gulf Region to Start in 2026

Ingo Klöver will serve as the sole shareholder of the management company, bringing to the table decades of industry experience and his vast network in the Gulf region. "Messe Düsseldorf stands out with its unique portfolio of world-leading events across a wide range of industries. That's why I'm so thrilled to consistently support and expand Messe Düsseldorf's activities in the Gulf region," Klöver stressed. In recent years, the Gulf States have significantly diversified their economies, creating new potential and connection points that align with the numerous industries represented by Düsseldorf's leading global trade fairs. Starting in 2026, regional editions of EuroShop, A+A, and REHACARE will take place in Dubai for the first time. Also playing an important role in planning, organization and implementation will be Tarek Sibai, the future managing director of the Dubai-based management company.

Positive Feedback Effects for Our World-Leading Düsseldorf Trade Shows

The economic output of Gulf Cooperation Council (GCC) countries nearly doubled between 2010 and 2024, benefiting industries across the board, including the trade fair sector. The Middle East is expected to see a 5.5% annual growth in rented exhibition space through 2030, the highest rate worldwide. This growth is primarily driven by the United Arab Emirates and Saudi Arabia. Over the past 20 years, the capacity of event venues in the Middle East has nearly doubled, and forecasts suggest this trend will continue. In Dubai, for example, significant expansions to exhibition facilities are planned in the coming years. Additionally, rising foreign direct investment and strengthened trade partnerships are key drivers of the region's ongoing economic transformation.

New Doors Opened by the Management Company

"To remain at the forefront of the global trade fair market, one must have a presence in the Gulf region," emphasizes Petra Cullmann, Executive Director at Messe Düsseldorf. "Our expansion further strengthens our position in the global trade fair industry, also enabling us to attract even more international exhibitors and visitors to Düsseldorf in the future." By commissioning the new management company, Messe Düsseldorf is continuing its internationalization strategy while underscoring its role as a global player in the trade fair business.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 70 events. The corporate group's global network encompasses 77 foreign representatives for 142 countries – including seven international subsidiaries.

Contact:

Dr. Andrea Gränzdörffer
Head of Corporate Communications/Press Spokesperson
Tel.: +49 (0) 211/4560-555
E-mail: GraenzdoerfferA@messe-duesseldorf.de