

Contract extended ahead of second league opener: Messe Düsseldorf remains partner of Fortuna Düsseldorf

Fortuna Düsseldorf kicked off the new second division season on Sunday. The season got off to a successful start with a match against Darmstadt. This season and next, Fortuna will once again be supported by Messe Düsseldorf as a partner. The trade fair organizer has extended its contract with the traditional club for another two years.

Düsseldorf, August 05, 2024. Messe Düsseldorf has been a partner of the Fortuna Düsseldorf soccer club for 20 years. Just in time for the start of the new second division season, this partnership has been extended for the next two years. The focus of this collaboration continues to be on the topic of inclusion, which Messe Düsseldorf is also promoting in other areas. For example, the trade fair organizer's logo will appear on the shirts of the blind and amputee soccer teams for at least the next two years. The footballers will also be guests at REHACARE at the end of September. The leading international trade fair for rehabilitation, prevention, integration and care has featured a sports center at its events for years, where inclusive sports opportunities are presented and exhibited. "Fortuna Düsseldorf is an incredibly important club for the region, which is why we were delighted to continue our partnership and continue to support Fortuna on its exciting journey with the "Fortuna for all" concept. We have long been committed to more inclusion, especially in the field of disabled sports, and Fortuna is doing important work with its blind and amputee soccer team, which we support," explains Wolfram N. Diener, CEO of Messe Düsseldorf.

Messe Düsseldorf has been involved in local and international sports sponsorship for decades. In addition to the partnership with Fortuna Düsseldorf, the trade fair organizer also sponsors the record table tennis champion Borussia Düsseldorf as well as the ice hockey team of Düsseldorfer EG. The German House at the Olympic and Paralympic Games is also co-organized by Messe Düsseldorf as a long-standing partner of Deutsche Sport Marketing.

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 141 countries – including seven international subsidiaries.

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