

Messe Düsseldorf gives sports a home

Commitment on behalf of Team Germany and Team Germany Paralympics: Messe Düsseldorf contributes its expertise to the setup of the German House

Largest German House of all time at the Stade Jean-Bouin rugby stadium in Paris 2024

Partnership extended to Milano Cortina 2026 and Los Angeles 2028

The Olympic and Paralympic Games embody team spirit, top performance and peace among nations – values that are cherished by Messe Düsseldorf, as well. Since the Olympic Games in Sydney in 2000, the trade show organizer has been an important partner of Deutsche Sport Marketing (DSM) supporting the organization and setup of the German House. In 2010, this commitment was extended to include the Paralympic Games, and now the collaboration is set to continue for Milano Cortina 2026 and Los Angeles 2028. The German House at this year's Olympic and Paralympic Games in Paris will be the largest ever.

Düsseldorf, July 8, 2024. The partnership between Messe Düsseldorf, Team Germany and Team Germany Paralympics through Deutsche Sport Marketing (DSM) as the marketing agency of the German Olympic Sports Confederation (DOSB) and the German Disabled Sports Federation (DBS) has existed for over 20 years. Event organization and implementation experts, the Messe Düsseldorf team contributes its experience from 10 German venues to the organization, project management and implementation of the event on behalf of DSM – and will continue to do so. Even before the official start of the Paris Olympics, Messe Düsseldorf is able to report a major win: The company will remain a key partner of Team Germany and Team Germany Paralympics at the Olympic and Paralympic Winter Games in Milano Cortina in 2026 and the next Summer Games in Los Angeles in 2028, once again bolstering the project team in charge of setting up the respective German Houses.

“The basic tenets of sports, such as fairness and motivation, play a major role in the identity of Messe Düsseldorf, which is why we consider the German House at the Olympic and Paralympic Games a heartfelt passion project. The dedication shown by everyone involved in this project is truly infectious. That's why we're all the more pleased about the extension of the contract with DSM for the German House in Milano Cortina 2026 and Los Angeles 2028,” says Wolfram N. Diener, President & CEO of Messe Düsseldorf.

Paris will be the center of the sports world from July 26 to September 8 when athletes from all over the world will come together there for the 33rd Olympic and 17th Paralympic

Games. Following a pandemic-induced hiatus at the 2021 Games in Tokyo and the 2022 Winter Games in Beijing, the German House will return to the French capital.

With a floor space of 3,000 square meters (32,300 square feet), the largest German House ever will be built for the Olympic and Paralympic Games in Paris at the Stade Jean-Bouin. It will serve both Team Germany (July 26 to August 11) and Team Germany Paralympics (August 28 to September 8) as a central meeting point during the competitions. Construction of the German House will begin just six days before the start of the Olympics – the shortest setup time in history. Up to 400 people will be involved before, during and after the competitions in order to turn the rugby stadium into a “German House for all.”

The history of the German House at the Olympics goes back to 1988, when the idea of creating a central hub for athletes, partners, businesses and the media to exchange ideas and celebrate successes together was born for the Winter Games in Calgary. DOSB press conferences, live TV broadcasts of the competitions and many other events have been an integral part of the Olympics for 36 years, and since 2010 the same activities have been offered at the Paralympics in partnership with the DBS.

Planning for the German House typically begins several years before the competitions. Initially, one of the biggest challenges is finding a suitable location. Available space, distance to the Olympic/Paralympic Village and the competition venues, transportation links, and accessibility are just some of the points that have to be taken into account when selecting the site. Over the past two decades, Team Germany and Team Germany Paralympics have used starkly different locations as their homebase. In Sydney, the German House was built at the Balsam Pacific Building, which belongs to the manufacturer of Tartan tracks. At the 2002 Winter Games in Salt Lake City, there were two locations, actually: one at a University of Utah alumni building and one at a Park City racquet club.

A school (Athens 2004) and a hotel (Beijing 2008) also served as venues for medal celebrations and networking in a casual, sports-minded atmosphere. In Vancouver 2010, the German House was again set up at two different locations: on the campus of Simon Fraser University in the middle of the Canadian city and at the Nicklaus North Golf Club in Whistler. That year marked the first time Team Germany Paralympics was also hosted there.

“The partnership with Messe Düsseldorf to create these special venues for the athletes of Team Germany is characterized by great trust and reliability. In a project where so many details have to dovetail perfectly, having a global partner with international event expertise and experience is particularly valuable. It was thus a logical step for us to continue the collaboration beyond the Paris Games, such that we’ll now have a dependable partner like Messe Düsseldorf at our side for Milano Cortina 2026 and Los Angeles 2028, as well,” says DSM Managing Director Claudia Wagner.

Fans can look forward to a real highlight this year, in particular. Featuring live broadcasts of the competitions and countless activities, the “Fan Zone” will for the first time make up an integral part of the German House. A matching [supporting program](#) will complement the lineup of experiences.

Moreover, a strong contingent of German visitors is expected because of Germany's direct proximity to France. The stadium provides ideal conditions for the German House to also serve as a central point of contact for the large number of fans. During the weeks when competitions take place, up to 1,500 guests from all over the world and up to one hundred athletes are expected at the stadium each day. Located just 10 kilometers (6 miles) from the Olympic Village, it's also easily accessible for German athletes. A number of key milestones are still to happen before the Paris Olympics and Paralympics commence, including the outfitting of Team Germany and Team Germany Paralympics, which will be staged in cooperation with the DOSB, DBS and DSM at the Messe Düsseldorf site. During that time, a total of more than 1,000 athletes, coaches and support staff will stop by the Parisian-themed world of experience in Hall 10 to try on the approximately 80 items from the adidas collection before packing them in bags. Traditionally, the outfitting event also proves popular as an opportunity for the media to conduct final interviews with the athletes before the start of the Games.

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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