

Figures subject to final accounting

Messe Düsseldorf Records One of Its Most Successful Business Years in Two Decades

Expansion to Dubai and New Architecture at the Düsseldorf Exhibition Center

The strategic course set by Messe Düsseldorf GmbH is paying off: 2024 was a tremendous trade show and business year – with around €363 million in sales, nearly €60 million in profits after taxes, and 76 trade shows in Düsseldorf and worldwide, including numerous new events. The expansion will continue to pick up speed in 2025. A new management company in Dubai will work exclusively to expand its portfolio in the Gulf region on behalf of Messe Düsseldorf. A strong economic foundation enables Messe Düsseldorf to invest in the future using its own resources: in new trade fair projects, a new headquarters (the “Messe Düsseldorf Cube”), in new solar panels, in a new Hall 9 with a new North Entrance and in digital services for its customers. Together, these initiatives will serve to optimally position the Düsseldorf exhibition venue in the global competitive landscape.

Düsseldorf, January 22, 2025. Messe Düsseldorf used the past year to expand its position as one of the world’s leading trade show organizers. Even though fewer events were held at the Düsseldorf home base in 2024 (22 trade shows) than in the previous year (27) due to event rotation, the company recorded one of the top-performing years of the past two decades. Group sales reached approximately €392 million (previous year: €422.5 million), while Messe Düsseldorf GmbH’s sales amounted to about €363 million. Subject to final accounting, an after-tax profit of just under €60 million is expected (previous year: €87 million). “Once again, Messe Düsseldorf demonstrates its excellence, further strengthening its position on the international stage,” says a delighted Dr. Stephan Keller, Mayor of the state capital Düsseldorf and Chairman of the Supervisory Board of the trade fair company. “These results underscore the great importance of the company’s world-leading trade shows, the global appeal of our trade show hub and the vitality of the company whose strategies are paying off.”

Focus on the Middle East

Messe Düsseldorf is continuously expanding its leading global position. After moving into Türkiye in 2024 (with a new subsidiary in Ankara) and the Mexican market (with two new events, GIFA Mexico and wire Mexico), the focus in 2025 will shift to the Middle East. From its base in Dubai, the new “Messe Düsseldorf Gulf Office” is set to expand its trade fair portfolio in the region. The office will be managed by the management company “Messe Düsseldorf Connex Gulf Exhibition Organizing LLC,” which operates exclusively on behalf of Messe Düsseldorf. Starting in 2026, regional editions of Düsseldorf’s leading global trade fairs—EuroShop, A+A, and REHACARE—are planned to take place in Dubai. Even earlier, in 2025, the company will debut seven trade fairs in Saudi Arabia: wire, Tube, GIFA, METEC, THERMPROCESS, NEWCAST, and VALVE WORLD.

“The Arabian Peninsula represents one of the most dynamic trade show markets in the world,” emphasizes Wolfram N. Diener. “The Gulf states have massively diversified their economies recently, unleashing new potential for our business activities in the region. With the management company, we’re charting a strategic course to best harness the great growth potential of the Middle East. Doing that will further strengthen our position in the global trade show industry, which in turn will bring even more international exhibitors and attendees to Düsseldorf in the future.”

Düsseldorf: Number of New Events on the Rise

In 2024, seven new events took place in Düsseldorf and worldwide; 17 more will follow this year – including six in Düsseldorf. “The number of new events in Düsseldorf is higher than it’s been in years, and we’re covering relevant emerging topics with high market potential,” Diener points out. Examples include XPONENTIAL Europe for autonomous technologies, the Circular Valley Convention for the circular economy and GRIDexpo for smart power grids. With the introduction of “The Art of Beauty & Health,” the company is also complementing its leading trade shows BEAUTY and TOP HAIR by adding a new high-caliber event for end consumers. New guest events coming to Düsseldorf in 2025 include Asia Apparel Expo and iba, the world’s leading trade show for the baking, confectionery and snacks industry.

The Significance of Düsseldorf’s World-Leading Trade Shows

Nearly 25,000 companies exhibited at the 22 trade shows in Düsseldorf in 2024, including the eight partner and guest events (previous year: 26,866 at 27 trade shows), reaching more than 1 million attendees (previous year: 1,146,874). With 76% of exhibitors from outside Germany (previous year: 78%) and 39% of attendees hailing from abroad (unchanged from the previous year), international participation at the company’s own trade shows remains high – exceeding even pre-Covid numbers (2019: 73% and 37%). Marius J. Berlemann, Messe Düsseldorf’s Chief Operating Officer since August 1, welcomes this amazing response: “2024 has shown that Düsseldorf’s leading global trade shows are the linchpins of their respective industries. This was vividly evident at drupa, which reunited the global printing industry after eight years, as well as at CARAVAN SALON and wire, both of which were larger than ever. REHACARE and glasstec also showcased significant growth, reaffirming their roles as the premier meeting places for their industries.”

More Shows Outside Germany, and the New Asian Hub

A key success factor for Düsseldorf is the growing number of trade shows outside of Germany. “All around the globe, our events bolster the position of Düsseldorf’s world-leading trade shows in the international competition, and they serve as valuable showcases for Düsseldorf as a trade show city,” says Berlemann. In 2024, 54 trade shows were held outside Germany (previous year: 46).

In addition to its new-business efforts, Messe Düsseldorf also reorganized its structure specifically for Asia in 2024. To fully capitalize on the potential of the strong Asian economy, the company has consolidated its five subsidiaries – located in New Delhi, Singapore, Hong Kong, Shanghai and Tokyo – into a centrally coordinated network. In April, Singapore-based “Messe Düsseldorf for Asia” (MDfA) began gradually coordinating the company’s sales and visitor acquisition efforts across Asia – covering both regional trade shows and Düsseldorf’s leading global trade fairs. The starting point

will be marked by the seven Asian healthcare shows that have been brought together under the MEDICARE ASIA umbrella.

Boosting Investments at the Düsseldorf Site

To ensure that Messe Düsseldorf keeps its edge well into the future not just with exciting trade show formats but also with an attractive exhibition center and new digital services, the company is gradually ramping up investments, from €17 million in 2024 to €31 million this year to €69 million in 2026. By the next drupa in 2028, the company will modernize Hall 9 and the North Entrance at a cost of €200 million while also building a cutting-edge new corporate headquarters for €100 million. In the process one of the two existing high-rise buildings (Tower B) will be completely refurbished, while the other high-rise building (Tower A) will be replaced by the new “Messe Düsseldorf Cube.” Bernhard J. Stempfle, Managing Director Finance & Infrastructure, highlights the benefits: “With our new headquarters, we’re laying the foundation for an open and modern working environment, which will increase not only the satisfaction of our employees but also their ability to perform at the highest level for our customers.”

Expansion of Renewable Energy

Both the new administrative complex and the new Hall 9 will be equipped with photovoltaic systems. As early as 2025, Messe Düsseldorf will install PV systems on five hall roofs, covering a total area of 79,000 square meters. They will supplement the three existing PV systems, which, in conjunction with Messe Düsseldorf’s energy management measures, made possible a considerable success: “We have already achieved the 2035 climate targets of the City of Düsseldorf – and we continue to invest in sustainability,” stresses Bernhard J. Stempfle. “Our strong economic base enables us to make these investments using our own resources.”

New Digital Services

Additional investment flows are targeted at the digital transformation, an area with no fewer than four new tools: the new 3D advertising configurator makes it possible to virtually experience ad placements in advance. This service is based on the new 3D hall and site map, a detailed reconstruction of the exhibition center, both inside and out. While this tool – one of a kind in the trade show world – is designed to simplify exhibitor preparations, the new “Fair Match” matchmaking tool is aimed at all trade show attendees. Starting with ProWein 2025, that app will bring together registered members according to their interests, making trade show visits even more effective with search and filter features, suggestions for relevant contacts and an integrated chat. Messe Düsseldorf is also enlisting AI to support trade show preparation and participation: an AI-powered chatbot was tested for the first time at MEDICA 2024.

Mayor Dr. Stephan Keller emphasizes: “Messe Düsseldorf shows how to shape the future. Its initiatives will ensure that internationally operating companies continue to come together in Düsseldorf – an important pillar of prosperity for our city and region.”

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.

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