

IN THE HEART OF THE CITY

ANNUAL REPORT 2012



**Hamburg Messe
und Congress**

KEY FIGURES OF HAMBURG MESSE UND CONGRESS GMBH

	2012	2011	2010	2009	2008	2007
FINANCIAL FIGURES (in million EUR)						
Revenue	94.4	59.1	76.1	54.1	79.2	48.1
Total assets	117.8	121.7	121.7	124.6	128.0	136.2
PERSONNEL						
Number of employees (FTE)	242	242	243	241	246	252
Number of trainees (average)	20	21	21	19	16	17
HAMBURG MESSE						
Number of exhibitors	12,547	10,432	11,797	10,930	12,271	9,734
of which own events	6,901	3,801	6,906	4,051	7,313	4,339
of which guest events	5,646	6,631	4,891	6,879	4,958	5,395
Total number of visitors	742,469	670,634	700,342	747,505	839,555	848,746
of which own events	473,047	361,412	487,954	444,961	610,747	554,542
of which guest events	269,422	309,222	212,388	302,544	228,808	294,204
Total gross area used (excl. outside space) in sq. m	850,265	812,351	891,961	914,717	911,463	738,385
Number of fairs and exhibitions	36+1*	43+1*	42	43	48	45
of which own events	10+1*	9+1*	10	9	11	9
of which guest events	26	34	32	34	37	36
ABROAD						
Number of fairs and exhibitions	20**	17	22	16	20	19
of which joint events	18	17	18	14	20	19
Number of exhibitors	589	982	623	921	782	823
of which joint events	589	982	571	666	782	823
CCH - CONGRESS CENTER HAMBURG						
Number of events	245	270	276	276	371	315
of which conventions and conferences	156	165	158	170	239	195
of which other events	89	105	118	106	132	120
Number of participants	332,392	335,758	321,539	336,480	336,568	358,821
of which conventions and conferences	192,156	172,646	134,446	149,493	147,318	148,781
of which other events	140,236	163,112	187,093	186,987	189,250	210,040

*external event **in case of two events, no exhibitor numbers were recorded

HAMBURG MESSE UND CONGRESS IN THE HEART OF THE CITY

The location in the heart of the city makes the eleven Hamburg trade fair halls and the neighboring CCH – Congress Center Hamburg with its 23 rooms stand out nationally and internationally. Worldwide, there is virtually no other trade fair and congress hall from which all the sights of a metropolis can be reached on foot. More than one million visitors attended the events at the CCH and the trade fair halls in 2012 alone.



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HMC ON COURSE FOR CONTINUED SUCCESS

With record sales revenues of 94.4 million euros, 2012 was the most successful year in the history of Hamburg Messe und Congress GmbH (HMC). Adjusted by the special effect amounting to 12 million euros concerning the organization and implementation of the German pavilion at the 2012 world exhibition fair in Yeosu/Korea, this represents an increase in sales revenues of 8.3% in relation to the year of reference 2010.





In the trade fair area, the pillars of the success were, above all, the SMM – shipbuilding, machinery & marine technology international trade fair hamburg, as well as INTERNORGA, Europe's most important trade fair for the hotel industry, gastronomy, public catering, bakeries and cake shops, which were both fully booked. Thereby the SMM which was carried out for the 25th time was able to further build on its position as the most important international platform for the maritime economy and register a record presence of 2,082 exhibitors from 62 countries in the anniversary year. At the 86th INTERNORGA, 1,122 exhibitors filled the entire trade fair complex, as well as a self-constructed light weight hall.

The CCH – Congress Center Hamburg also enjoyed unprecedented success, achieved sales revenues in excess of 10 million euros for the first time. Here, the strategy of HMC of assigning events with less than 500 participants to the Hamburg Convention Bureau and concentrating above all on medium and large special congresses, especially in the field of medicine, was decisive. Thereby the number of participants in this segment, which is particularly important for the city, was able to be increased by 20,000 to more than 190,000 congress visitors.

A highlight of the commitment overseas was the organization and implementation of the German pavilion at the Expo 2012 in Korea, in respect of which HMC was commissioned by the German Federal Ministry of Economics and Technology. The pavilion finally received the gold award of the Korean exhibitors for the best realization of the theme of the expo, "The Living Ocean and Coast". On a strategic level, specialized professional trade fairs are the focus of HMC.

Evidence that HMC can also successfully achieve crowd pullers is not just due to the expo pavilion in Korea and trade fairs such as REISEN HAMBURG, hanseboot or DU UND DEINE WELT. For several years, HMC has also been organizing the HAMBURG PORT ANNIVERSARY (photo), which is a large party for the people of Hamburg and their guests. In 2012, approximately 1.4 million people celebrated the maritime flair of the traditional trade metropolis of Hamburg and became ambassadors of the Hanseatic city in their home towns with their enthusiasm.



SMM



"With the SMM, Hamburg possesses the undisputed number one of all worldwide trade fair events for the maritime economy. Despite the continued difficult global situation for ship construction and shipping, the SMM has been able to continue to be the most attractive magnet for the entire branch and assert itself as the center for the exchange of information, a stage of innovation and as an economic barometer. And this will continue for the foreseeable future!"

Dr. Herbert Aly,
Chair of the Managing Board
Blohm + Voss Shipyards GmbH

The SMM – shipbuilding, machine and marine technology international trade fair Hamburg has asserted and built upon its position as the **worldwide leading trade fair for the maritime economy**. 2,082 exhibitors on an area of almost 90,000 square meters and 50,000 professional attendees from all over the world made the 25th SMM in September 2012 the most successful event in its history. Both offshoots of the **SMM in India and Turkey** contributed to the success and sustainable fixture of the event in the important markets of the future. The offshoots have been dedicated to the regional increase in contracts and the special development of these markets since 2009.

The largest visitor groups in 2012 were shipping lines and passenger ship companies, followed by the ship construction and shipbuilding industries, as well as engineering and plant construction businesses. For the first time, the marine and defence industries represented the fourth largest group. This is also thanks to the integration of the **Maritime Security and Defence (MS&D)** specialist conference, which took place for the first time within the framework of the SMM. A corresponding themed exhibition area was created in a newly constructed light weight hall, which was very positively received. A total of 14 delegations of international marines and coast guards visited the SMM.

In addition, the specialist **gmec conference – global maritime environment congress** struck a huge chord.

At the SMM, new developments in energy saving and in the maritime protection of the environment were an important focal point. Especially in the current difficult economic environment of the maritime economy, the demand for more efficiency and lower operational costs, which benefit the environment, is growing.

A further focus of the SMM was on the offshore area, particularly on the oil and gas industries, as well as offshore wind energy. A total of 30 country pavilions and numerous huge feature exhibits rounded off the full and colorful picture of the maritime world at the SMM.

The SMM also broke new ground on a communications level. With more than 62,000 Facebook fans, especially in the focus regions of Asia, India and South America, the leading world congress also took on a pioneering role here.

smm-hamburg.com, smm-india.com,
smm-istanbul.com, msd-smm.com,
gmec-smm.com





INTERNORGA





"INTERNORGA is an absolutely essential event for professionals in the gastronomy and public catering sectors. A trade fair place which stands for inspiration and innovation – all in one of Germany's most exciting cities. Unique!"

Gretel Weiß,
Provider of gv-practice, food-service,
FoodService Europe und Middle East,
Deutscher Fachverlag GmbH,
Frankfurt am Main

With sold out halls, almost 100,000 visitors and many trends and novelties, INTERNORGA 2012 once again proved its position as a leading trade fair and impulse giver for the outside house market. More than 1,100 companies showcased products, services and concepts for the diverse hotel and gastronomy, public catering, bakeries and cake shops markets at the specialist international trade fair.

Thereby the 86th INTERNORGA was once again able to increase its specialist level. This judgment of the exhibitors was also reflected in the results of an independent survey of the visitors. More than half of the visitors were managers in their respective companies. The assessment of the visitors from Germany and abroad also underlines the importance of INTERNORGA as the most important communication platform for the industry. Almost all the visitors (93 percent) said that their expectations were at least fulfilled, a third said that their expectations were exceeded.

With important future orientated topics, the traditional specialist trade fair brought out the main points. The accompanying congresses once again deal with subjects which are

currently highly relevant. The 31st International Foodservice Forum, Europe's largest congress for professional gastronomy, achieved new records with more than 1,700 participants from all over the world. The **Deutscher Kongress für Gemeinschaftsverpflegung**, the largest of its type in Germany, dealt with current trends and challenges concerning the provision of food in company canteens, hospitals and nursing homes. And at the **INTERNORGA-Forum Schulcatering**, which took place for the second time, experts discussed healthy and high quality but affordable food for children and young people.

In the newcomer's area, new exhibitors introduced themselves with innovative products. A focus of INTERNORGA was also on the topic of sustainability. With the INTERNORGA future prize, excellent products and company managements were once again given awards.

internorga.com



HANSEBOOT

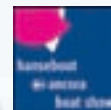
hanseboot strengthened its profile and focused strongly on the North German Riviera. "The North in its Element" stated the new slogan. The clear focus resonated positively with the exhibitors and partners and was also reflected in the closing balance. Exhibitors from all sectors confirmed that, especially at the weekends, noticeably more visitors from Denmark and Sweden came to Hamburg.

Alongside several boats and yachts of varying types and sizes and trends from the watersports branch, new offers within the specialist and action-rich framework program of the boat congress attracted beginners and experienced sailors to the congress halls. Around 80,000 visitors came to the hanseboot in 2012, however, no In-Water hanseboot took place due to complex building works at Hamburg harbor. The visitors proved themselves to be extremely knowledgeable and willing to spend. According to an

independent survey, more than 20% are now from the field. At the same time, the proportion of first time visitors increased significantly to 25 percent. The new **hanseboot Refit arena** proved to be a magnet to the public. During the trade fair, old and damaged boats were repaired and upgraded in the presence of the public, whereby experienced owners also received valuable advice.

At the **hanseboot ancora boat show** in the spring, a beacon project of the hanseboot, 17,000 visitors experienced the sailing yachts and motorboats in their element. The event, which took place in Neustadt on Lübeck bay, achieved a record number of visitors.

hanseboot.com,
hanseboot-ancora.com





GET NORD



“For our industry, as well as for us as a sole proprietorship, the GET Nord was the expected strong and attractive trade fair in 2012 also. For our presence in the North German economic area, GET Nord is, as a central exhibition of electro technical products, an important forum for compact, intensive and essential personal contact with customers.”

Walter Mennekes,
Managing Director and Shareholder
MENNEKES Elektrotechnik GmbH & Co. KG

The focus was on energy efficient solutions and deployment opportunities for renewable energy in buildings: The GET Nord, which took place for the third time in 2012, has established itself as the only joint **specialist trade fair for electrics, plumbing, heating and air conditioning**. It takes stock of the developments in the technical equipment of buildings, which is no longer thinkable without the networking of the trade and the integration of controlling engineering and energy supply. Innovative exhibitors showcased the most up-to-date technology.

40,000 professional attendees – craftsmen and artisans, architects and planning engineers – were informed about the products of 500 exhibitors and the most up-to-date

developments in the area of building technology. In a representative survey, 98 percent stated that their visit to the trade fair was worthwhile. Two thirds of the visitors were decision makers in their respective companies.

The GET Nord 2012 was also accompanied by numerous specialist seminars and special exhibitions concerning e-mobility, the houses of the future and barrier-free baths. Within the framework of the trade fair, the Bund Deutscher Architekten once again held its international architect forum, in order to promote important dialogue between manufacturers and architects.

get-nord.com

GET Nord

REISEN

You want to live your dreams on holiday: The visitors of **REISEN HAMBURG** attach particular importance to holidays. Although the weather was wintry and icy, 64,000 visitors with itchy feet made their way to the trade fair halls in February 2012. Here, they were on the lookout for ideas for their holidays, information concerning travel destinations and comprehensive advice. At the trade fair in the heart of Hamburg, they enjoyed the inspired atmosphere and numerous participation campaigns. 800 exhibitors from around 70 countries showcased their home countries as

holiday destinations at the largest **tourism and caravanning trade fair** in the North of Germany. City breaks, beach holidays and activity holidays were the real trend setters. Interest in German destinations also increased further. The caravanning offers also resonated with the visitors. The enthusiasm of the exhibitors was also positive – especially those from Malta, the partner country of 2012.
reisenhamburg.de

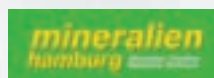


MINERALIEN

“Rummage, marvel, find treasures”: More than 20,000 visitors followed the motto of **mineralien hamburg** in December 2012 and visited the trade fair site located under the TV tower. The special exhibition “Volcanism: Iceland, Germany and Hawaii” proved to be a magnet to the public. Also thanks to the participation of the renowned universities of Milan to Strasbourg and Göttingen, the **35th international conference of minerals, fossils, gemstones and jewelry** offered an engaging program. The visitors proved to be very willing buyers. Above all, the visitors

were interested in minerals and high-quality jewelry, and ensured positive receipts for the exhibitors from Germany and abroad which numbered almost 400. One attraction was the world’s largest hauyn crystal, which was on public display for the first time in Hamburg. It is worth more than 100,000 euros – a collector found it in the Eifel range in Germany.

mineralien-hamburg.de



HANSEPFERD

For horse riders, the **HansePferd Hamburg** is one of the highlights of even years: The diverse breeds of horses, the high quality products on offer, the framework program with over 100 performances per day and the numerous seminars by experts thrilled the visitors in 2012. In a survey, more than 90 percent rated the show as good or very good.

Over an area of 46,000 square meters, around 450 exhibitors from 15 countries showcased everything that is needed for sport with horses, ranging from keeping to transportation. In addition, 300 horses and ponies of more than 40 different breeds were on view. Of the 45,000 visitors, 85 percent stated that they

were active riders themselves, 70 percent own a horse and almost half take part in tournaments. A highlight of the fair was once again the training ring where horse fans young and old were able to observe top trainers at work. The forums "health" and "horse competence" were well received. Whether a rider or "just" an observer who loves horses. The large gala show NO LIMITS, which showcased the art of riding in its diversity, also impressed all the visitors.

hansepferd.de



DU UND DEINE WELT

In the age of the Internet and online shops, consumer trade fairs have their own special appeal. Touch, take part, experience trends – all this was on offer to the visitors at **DU UND DEINE WELT**.

By means of exciting live performances and unusual campaigns, the stroll through **Hamburg's shopping and experiences trade fair** was a special experience. At the special "E-mobility and Energy Conservation" exhibition over 12,000 square meters in 2012, the visitors were able, amongst others, to

test electric cars and to experience an energy self-sufficient detached house. Or they visited the workshops of the new special exhibition "Beauty in Oneself – Self-Created Fashion & Style". In 2012, a total of 80,000 visitors were inspired by the products of the 500 exhibitors from 16 countries – and many left the trade fair center in the heart of Hamburg with full shopping bags.

duunddeinewelt.de



COTECA

COTECA has established itself: In 2010, the **specialist coffee, tea and cocoa trade fair** took place for the first time at the Hamburg Messe. By 2012, the number of exhibitors at the fair, which takes place biannually, had increased by 20 percent. The exhibitors represented 30 nations. In 2010, the number was 20. Many manufacturers from overseas, some from as far away as South America or Asia, showcased their raw products. Alongside the producers, trade houses and machine manufacturers, roasters and the working industry were represented. The tea area experienced particular growth. The visiting public was also of an international

nature: around one third were from overseas. Scandinavia, Eastern Europe and the Middle East were particularly strongly represented. The fact that the trade fair has been able to sustainably establish itself in Hamburg is also due to the port: The Hanseatic city has a long tradition as the location of large coffee, tea and cocoa wholesalers. The next COTECA – Coffee Tea Cocoa Global Industry Expo will take place in 2014.

coteca-hamburg.com



SEATRADE EUROPE

The European cruise market is booming: In the last few years, the cruise companies have experienced double digit growth rates. The **Seatrade Europe** exhibition, which takes place biannually, has also been able to take advantage of the new love of holidays on the water. Seatrade is Europe's **leading cruise industry trade fair** and the most important event of its kind outside of the USA. Seatrade showcases trends and ongoing projects and is accompanied by a specialist congress for experts. Around 250 exhibitors from 50

nations presented their products in 2011. More than 300 have already registered for 2013. And in 2015, the specialist trade fair will become even more enticing. From 2015, the fair will take place at the same time as the Hamburg Cruise Days, which bring hundreds of thousands of people to the port of Hamburg every two years.

seatrade-europe.com



NORTEC

Focus on manufacturing technology: **NORTEC** is Northern Germany's most important meeting point for experts and decision makers in engineering and plant construction. The main target group of the **specialist trade fair for production technology** is mid-sized companies. Last year, 10,000 visitors came to Hamburg to experience the manufacturing methods, machines and engineering services showcased by more than 400 exhibitors. The visitors were given an important stimulus by means of a top class framework program,

in which many scientists from leading universities were involved. Amongst others, this included the VDMA (workshop concerning new products, materials and procedures), the special show and the presentations on "computer aided engineering", as well as the laser innovations congress.

nortec-hamburg.de



on Halls
12
B6
Eingang Süd
South Entrance
Eingang Ost
East Entrance
U S DE

H2EXPO

At the **H2Expo** – e-mobility, fuel cells, hydrogen & storage solutions, the focus is on the topics of **electro mobility, hydrogen, combustion cells and energy saving solutions**. In order to be able to optimally use synergies, the next H2Expo from September 23 to 26, 2014 will take place at the same time as WindEnergy Hamburg. This is the first specialist trade fair in Europe

dedicated to the topics of energy saving and stationary conservation solutions in connection with a wind fair.

h2expo.com



THE MANAGING BOARD HAMBURG MESSE UND CONGRESS GMBH

The Managing Board from left to right:

EDGAR HIRT

Senior Vice President, Conventions and Events

LARS KANBACH

Senior Vice President, Technology and Infrastructure

DR. ULLA KOPP

Managing Director

BERND AUFDERHEIDE

President and Chief Executive Officer (CEO)

BIRGIT CZERNOTZKY

Senior Vice President, Marketing

MICHAEL STROHMENGER

Senior Vice President, Human Resources and Accounting





WELCOME TO HAMBURG MESSE UND CONGRESS GMBH!

The title of our 2012 annual report is "In the Heart of the City", as the CCH – Congress Center Hamburg and the Hamburg trade fair halls are located in the center of a pulsating metropolis – unlike any other in the world. "In the Heart of the City" also expresses our role as a service provider and ambassador of our Hanseatic city both in Germany and abroad.

Whether the carrying out of the HAMBURG PORT ANNIVERSARY, organization of the German Protestant Kirchentag, supporting exhibitors from Germany or Hamburg at trade fairs abroad, whether hosting world congresses or holding popular public events, such as REISEN HAMBURG, the DU UND DEINE WELT and other trade fairs: With its know-how, Hamburg Messe und Congress significantly contributes, year on year, visible to all and in the background, to making congresses and major events an unforgettable experience for millions of people.

The economy of the city and the Hanseatic city itself benefits significantly from our major leading trade fairs such as the SMM or INTERNORGA, but also from important guest events such as the Aircraft interiors EXPO and the transfairlog, or the important medicine congresses in the CCH. Since these events do not just bring an international public to Hamburg, rather they directly strengthen the important economic clusters, such as the maritime industry, aviation, medicine, renewable energies or logistics and thereby the economic location generally.

In case of a million visitors and the same number of overnight stays, it is not just the major international

companies headquartered in Hamburg which benefit from the activities of Hamburg Messe und Congress GmbH: regional craft undertakings, hotels, restaurants, taxi firms and retailers also profit from these events. According to a study by the Münchener ifo Institut für Wirtschaftsforschung, for each euro of revenue for the HMC, a further 7.60 euros are spent by our visitors and exhibitors in the city. In 2012, this amounted to approximately 717 million euros. Furthermore, according to the study, HMC sustains approximately 4,100 jobs in the Hanseatic city outside of the company.

Some of these jobs are in our direct vicinity – in the small restaurants, cafes and shows in the neighboring Karoiviertel. We will introduce you to two of these in this annual report. As well as Kita Karoline, with whom we enjoy a very special friendship. Furthermore, alongside the numbers, you will find an overview of our activities in the report. In some parts you will find QR codes, behind which there are short films which should make our activities a little more known.

We are happy to hear of your interest in Hamburg Messe und Congress GmbH and hope you enjoy reading this annual report. Please feel free to contact us should you have any further questions.

Kind regards,

Bernd Aufderheide
President and Chief
Executive Officer (CEO)

Dr. Ulla Kopp
Managing Director

BE PART OF IT — TRAINING AT HMC

Hamburg Messe und Congress trains its own future employees. Andrea Miller from the Human Resources Department supervises the trainees with a great deal of commitment.

Andrea herself is a shining example of the use of her work. “I trained at the HMC myself,” says Andrea from the Human Resources Department, who is responsible for the trainees at Hamburg Messe und Congress. After graduating from the College of Commerce, she began an apprenticeship as an office administrator at HMC in 1986 and has remained with us ever since. The 47-year-old is not a unique case. “We endeavor to offer permanent employment to our trainees. We place great value on them during their period of training” according to Miller. Therefore the responsibility of identifying the right applicants is even greater.

Training places at HMC are in demand from school leavers, not just from Hamburg. In relation to future specialists for event technology, which primarily work in the CCH, between 30 and 50 young people compete annually for a training position. Most have the intermediate school leaving certificate or a technical Abitur (German high-school diploma). A basic prerequisite is that the candidates are of full age. Not only because the trainees sometime have to work until the night. “From the beginning they have close contact to our customers” explains Miller. “It is possible that a trainee has to go onto the stage in order to provide the chief executive of a major company with a microphone”. Most 16 year olds do not possess the necessary personal skills for such situations.

There is even more interest for the office communication role. However, most candidates apply for the dual course of study, which Hamburg Messe und Congress has been offering for ten years. The aim is to achieve a Bachelor of Arts in Trade Fair, Congress and Events Management. Between 100 and 150 candidates with an Abitur compete for the one place which HMC has available each year. They wish to combine the theory taught at the university with practical experience in a company. The prospective events sales people, of which four begin training with the company each year, usually have the Abitur.

Alongside an excellent academic qualification, the most important training objectives of the Hamburg Messe und Congress are the strengthening of self-initiative and self-confidence. From the beginning, the trainees are integrated into the processes, and are allowed to / should supervise and carry out partial tasks on their own responsibility. As an example, the trainees gain great experience at the yearly Training

and Vocational trade fair Einstieg Hamburg. They design and supervise the stand by means of which Hamburg Messe und Congress introduces itself as a training provider. Of course, the young people must first gain approval before commissioning a trade fair constructor to realize their plans. “However, as a rule, we go with their ideas” says Miller.

Two years ago, the stand was designed as a bus stop with the slogan “make a stop at our place.” And in 2012, there was a large photo with the theme “fully integrated rather than just being there.” Six trainees were pictured, plus the shape of one person, which was to symbolize



the place for future colleagues. As Einstieg Hamburg is a guest event, and therefore not organized by Hamburg Messe und Congress itself, the trainee with his or her stand there becomes a customer of the customers. They experience an exchange of roles. "Our trainees experience what it is like to be an exhibitor" according to Miller.

The trainee stand of the Hamburg Messe und Congress is always popular with young people. "Everything connected to events is attractive to young people," says Miller. School pupils who are particularly interested and leave their contact details at the stand are later invited to a workshop and issued with a participation certificate. Some of them go on to start training with the company.

If the school pupils secure one of the in-demand traineeships, they start with a company orientation week. Then the more experienced

trainees give the new joiners a first orientation and introduce them to the different departments. In each department, the trainees have a contact person who assists with problems.

On completion of their traineeship, many trainees stay with the company. However, not every trainee can work in his or her first choice department. This was also the case for the current HR manager Miller. Following completion of her training, she joined the HR department instead of her first choice department, events management. Initially, this was a disappointment. Now she knows that the decision of her supervisor had a silver lining. At the time, the right decision was taken, as her duties are important to her and varied. "Each year I get to know more young people, who HMC helps start their careers. It's really exciting." And her job has an added bonus: "The young people with their new ideas also make me feel young at heart."



GUEST EVENTS – A VARIETY FOR HAMBURG

The attractive location is growing: 26 national and international guest events came to the heart of the Hanseatic city in 2012 - the themes ranged from art, design and catering to golf and motorcycles, as well as packaging and logistics.





Oliver Lahndorf, Director of the German **Affordable Art Fair** explains the new choice of location for one of the world's most popular trade fairs by saying, "Hamburg has wonderful artists, very committed galleries, many collectors and lots of people who are interested in art but are not yet buyers in the classical sense". For the third time, the Affordable Art Fair was chosen under the CoolBrands, the coolest brands of the world.

For the Germany premiere, the organizers chose Hamburg. Following the debut in Hamburg, the organizers of the Affordable Art Fair stated on their website "We were very pleased with the fantastic atmosphere in the trade fair halls." The trade fair for contemporary art at affordable prices was such a success that the Affordable Art Fair will return to Hamburg Messe in 2013.

For guest organizers, Hamburg is an extremely attractive event location with its Hanseatic and maritime flair, as well as highly developed infrastructure. In 2012, 26 international and German guest organizers found the ideal space and necessary technical and other facilities at Hamburg Messe und Congress. For Hamburg, this means the gaining of high quality events from many sectors and with it, numerous exhibitors and even more visitors, who bring sales to the hotels, restaurants and cultural events.

For many organizers, the focus and economic clusters of the Hanseatic city are an important reason for the choice of location. Already established in Hamburg and with the topic of the aviation cluster of Hamburg as a focal point, the **Aircraft interiors EXPO** took place in the trade fair halls in 2012. The trend in favor of two class cabins with different offers was once again a focal point of this trade fair for the internal equipment of aeroplanes. The partner exhibition of Reed Exhibitions and HMC put forward two

new things at its eleventh event to be held in Hamburg. This time, the event was accompanied by the World Travel Catering & Onboard Services EXPO trade fair, at which innovations and ideas for further improved service culinary experiences were showcased. On the day before opening, the Aircraft interiors EXPO was preceded by a conference, in which the focus was on innovation for the aeroplane cabin and future strategies for the industry.

At the **transfairlog**, the three-day international specialist trade fair for transport and logistics management, the focus was on the economic area of all North Sea and Baltic Sea adjacent states. Over 20,000 square meters, over 200 exhibitors from 10 countries showcased practical transport and logistics solutions. The idea of the EUROEXPO Messe und Congress GmbH to launch a new trade fair in one of Europe's strongest economic centers, bringing together transport logistics and the flow of materials, was received extremely positively by exhibitors and visitors.

The trade fair duo **VERPACKUNG und LOGISTIK** has established itself as an important platform for the packaging and logistics industry in the North of Germany. In 2012, both events were carried out by easyFairs parallel to the specialist trade fair for production technology of Hamburg Messe, and thereby further synergy effects for the visitors were created. VERPACKUNG 2012 was comprised of the core areas of packaging machines, packaging materials, identification technology and services. LOGISTIK 2012 showcased applications and solutions for the entire logistics chain.

Twice yearly – in accordance with the order deadlines of the customers, the Hamburger Lifestyle trade fair **early bird** takes place. In July 2012, the exhibitors from the areas of home and decoration, design, floristry, cooking

**Hamburger
Motorrad Tage**



and tasting showcased their products. This included presents, new trends in gaming and handicrafts, as well as accessories and fashion for the autumn and winter collection of the sellers.

The **Hamburger Motorrad Tage (HMT)** also occupies a regular slot in the trade fair calendar of the Hanseatic city, which traditionally has opened the motor biking season in the North of Germany for several years. For the 18th time, nearly all renowned motorcycle and accessories dealers showcased their products in the trade fair halls.

Germany's largest forum for training and higher education, **Einstieg Hamburg**, achieved a record number in 2012 with more than 350 exhibitors. 22,000 school pupils made use of Einstieg Hamburg in February, in order to find out more about their future careers. Over two trade fair days, colleges of higher education and universities from ten countries showcased their courses and well renowned companies provided information

concerning dual vocational education and careers. In the handicrafts forum, corresponding careers were also able to be tried out in practice.

The development of golf into a trendy sport was once again reflected at the trade fair for fans of the game. The **Hanse Golf** exhibition celebrated its tenth anniversary with a new record number of visitors and exhibitors. At Europe's largest indoor golf facility, set up in one of the trade fair halls, the 830 participants had a great deal of fun playing the game.

In respect of all things connected to children, **BabyWelt** took place for the fifth time in the Hanseatic city. 120 exhibitors offered parents to be and young parents with children aged up to six years a comprehensive overview of the newest trends and preserved products. And as with numerous other guest events, the BabyWelt will return to the Hamburg trade fair halls on a regular basis in the future.

BabyWelt



Hanse Golf



early bird

IN ITS 40TH YEAR, CCH HAS ENJOYED UNPRECEDENTED SUCCESS

In 1971, Hamburg's construction senator called it a "bold project". In April 1973, the German newspaper *Welt am Sonntag* wrote: "Herbert von Karajan, the Hamburger Symphoniker, James Last and Les Humphries have already concluded contracts". And the *Hamburger Morgenpost* mentioned the "largest press conference in the history of the Hanseatic city" on April 14, 1973. In the 1960's and 70's, Hamburg politicians, the media and the population were involved in the planning, construction and opening of the first congress center in Europe. For the opening of the CCH – Congress Center Hamburg on April 13, 1973, alongside "thousands of prominent heads" as written by Spiegel, "1,400 selected citizens" were also involved.

Since this time, the CCH has made history and told stories. Nobel peace prize winners, German presidents and chancellors find their public audience here, at party conferences, policy decisions are taken, Dax companies invite their shareholders to annual general meetings and at 8,000 congresses up until now (of which 130 have been world congresses) plans for the future were made and are being made. Also in the 40th year since its opening, the Congress Center Hamburg is an in-demand events location and is enjoying unprecedented success.

Important congresses have a long tradition in Hamburg and some of the decisions taken continue to have effect today. In 1997, the delegates of Unesco passed the "Hamburg Declaration on Adult Learning and Agenda for the Future" in the CCH, the universal instrument of carrying out literacy campaigns in many countries. Other major events invite people to smile on reflection: No less than 17,700 participants joined the European Microwave Congress in 1974 in order to exchange points of view concerning the ground-breaking technology. And the *Weltpostkongress* in 1984 was, with a duration of 40 days, the longest congress in the history of the CCH.

People exchanged ideas concerning dredgers or the future of tailoring – and sometimes the title of a past event demonstrates just how much the world has changed in 40 years. When the international designers met in the CCH in 1974, the gathering was called the "AIDS World Congress". Nobody thought of the disease which would later bring great devastation on the world. AIDS merely stood for "Association of Interior Decor Specialists".

However the CCH was and is not only the showcase arena for important congresses, Hamburg's congress center is also used as a film location. The most famous scenes were

shot by the film director Helmut Dietl, when he filmed the media scandal concerning the hoax of the Hitler diaries under the title "Schtöck" with the actors Götz George and Harald Juhnke. The legendary press conference at which the magazine *Stern* presented them with awards in 1983 was held by 500 extras in room 2 of the CCH.

Here and in the larger room 1, world music stars from A for Abba to Z for Zappa have performed concerts. Even though in the meantime numerous new concert venues have sprung up in Hamburg, leading artists from around the world are always happy to come to the CCH. For example, in 2012, the Bolschoi Ballet, Chris Rea and Alanis Morissette thrilled their audiences.

Above all, the medicine congresses are of world significance, which have created and secured Hamburg's position as a center of medical research together with the Eppendorf University Hospital. Important medical congresses to take place in 2012 were the 93rd German X-Ray Congress with 7,500 participants and the XXth World Congress of Psychiatric Genetics.

However, the 10th German Seniors' Day with Federal President Joachim Gauck and Chancellor Angela Merkel as guest speakers,

as well as the Chaos Communication Congress with more than 6,000 participants, were two of the highlights of the year.

With sales revenues of 10.4 million euros, the CCH can look back on the most successful year in its history. Above all, this is thanks to the new strategic direction, in accordance with which Hamburg Messe und Congress is focussing more on the carrying out of mid-sized and large specialist congresses and meetings over several days. Smaller congresses and one-day meetings are being referred on to the Hamburg Convention Bureau. The number of participants in the large congress segment in the CCH increased by 20,000 to more than 190,000 visitors in 2012 compared to the previous year. The hotels, restaurants, taxi firms and retailers in the city are able to benefit from this. As according to a study carried out by the Münchener ifo Institut für Wirtschaftsforschung, each congress and meeting participant spends an average of 436 euros per visit to Hamburg.

Since 1973, approximately 17 million people have visited approximately 15,000 events in the CCH, which is preparing for extensive renovation following four decades of service to the city. With regards to the successful history, unity prevails in Hamburg concerning the decision to re-equip the CCH for the future.



KAROVIERTEL INSTEAD OF CANTEEN

They enjoy going to the restaurants on the Karolinenstraße at lunchtime.
Visitors, exhibitors and the employees of Hamburg Messe und Congress.



The "Variable"



The “Kochkontor”

GUESTS LIKE THE HEARTY MEALS AT THE “VARIABLE”

The location of the trade fair center in the heart of the city is ideal: For exhibitors and visitors because they can easily reach the center, and at the same time, experience the live and let live atmosphere of an exciting city district; for the employees of HMC because there are so many possibilities on the doorstep at lunchtime – and also for the restaurant owners around. “Here in the Karoviertel, the visitors experience the colorful side of Hamburg. Yuppies, students and the unemployed live here and it is totally multicultural,” says Kourash Azimi, who runs the “Variable” pub at Karolinenstraße 23. He was born in Iran, grew up in Hamburg and knows everyone who lives here.

20 years ago, his father took over the pub and renovated it himself. The dark wood paneling on the walls, the cassette decorated wooden benches, the turned columns – it all makes for a warm and cozy atmosphere. Many trade fair visitors and employees enjoy the homely atmosphere, at least one has been a regular for several years. “The people like to be well fed, they like our food,” says Azimi. The trainees at the company especially like the wood burning oven in the rear guest room: They like to order pizza – the “Variable” has 29 different varieties on the menu.

When a trade fair is taking place in the halls, the HMC employees meet their customers here. “Lots of Americans and British people come, but also people from Finland and Sweden. Very nice people,” according to Azimi. He is convinced: “The trade fair does not just benefit pub landlords in the Karoviertel, but anybody who runs a business here.”

LUNCH IN THE COOKBOOK STORE

It was the light rooms, which convinced Martina Olufs straight away. And then this floor plan: A back room upstairs! A conservatory! Olufs knew straight away that she could realize her dream here: A cookbook store, in which food is also served. She then rented the premises at Karolinenstraße 27, furnished them with white chairs and tables and opened her “Kochkontor” at the end of 2006. From Monday to Friday, a healthy lunch is served, and the menu changes daily. If the customers enjoyed the food, they can buy the cookbook with the recipe.

Even in the Karoviertel with its numerous small shops, hip cafes and iconic pubs, there had not been such a place before. The concept is also popular with the employees of Hamburg Messe. Many regularly frequent Olufs, in order to try the fish fillet with couscous, honey-saffron chicken and the lemon risotto. As the trade fair center does not have its own canteen, the company co-operates with various pubs in the locality, which guarantees the employees an especially variable choice. The “Kochkontor” also accepts the meal vouchers of the HMC.

The trade fairs provide even more customers. It is particularly noticeable during international events according to Olufs: “Then, more people go out in the vicinity.” The 42-year-old would never have guessed the benefits which the location would bring to her. “I benefit totally from the trade fair,” she says, laughing. “But they benefit from me as well.”

LOCATION PLAN



DIRECTIONS TO THE HAMBURG MESSE:



Central parking house, CCH underground car park, east underground car park



DB/S Dammtor



S1 airport to central train station (Hauptbahnhof)
Change to S21 or S31 at the central train station to Dammtor or Sternstraße



U1, U2, U3
S Sternschanze, S Dammtor
Metro buses: 4 or 5 to Dammtor
Express buses: 34 to Dammtor, 35 to east entrance or central entrance.



Bus stops at all entrances.



Park Pflanzen un Blumen

CCH – Congress Center Hamburg



Dammtor

CCH Underground Car Park 



East Entrance

KOREA WITH A CHILD

To work at the German pavilion at the World Expo, HMC staff member Miriam Carstens moved to Asia for six months – along with her husband and young daughter.



In late 2010 at Hamburg Messe und Congress preparations were well underway for the World Expo in South Korea. The company was to look after the German pavilion there in 2012. For Miriam Carstens this was a milestone in her still young career. She had been appointed chief of protocol to look after the German delegations and international VIP visitors at the fair. It is a job that is full of responsibility and exciting. And it was then Miriam Carstens found out she was pregnant. What now? To live in Asia for six months, in a time-consuming job – and do all that with a child?

The protocol officer had worked for HMC for more than two years at the time. She had studied Spanish and had been appointed as a protocol assistant to look after visitors to the German pavilion at Expo 2008 in Zaragoza. With her knowledge of Spain and her engaging, affable manner, everyone warms to her. She enjoys her job. "I realized from the start that if I'm really keen on something, then it's this job," Miriam recalls. "We were a fantastic team in Zaragoza and it was an exciting time for us." She was also keen to be part of it in Korea in 2012. Miriam Carstens was lucky – her husband Robert knew what her commitment to the Expo meant. He would take parental leave, travel to Korea as well and take care of their baby. Miriam was delighted



**Expo 2012 paved the way to the 21st century
for the small Korean coastal town of Yeosu.**

with his proposal. But what would her bosses say? Working at an Expo pavilion is demanding, it is not a nine-to-five job. A staff member who is always looking at her watch because her family is waiting for her would be a burden on the entire team. With butterflies in her stomach Miriam presented her plan to the pavilion director and her deputy. And the response to it was very positive. "Both of them were enthusiastic about the idea. They were well able to imagine taking me even with my baby in tow," she explains. They both knew that their staff member occupies a key position in the well-versed Expo team.

Mina was born in June 2011. Nine months later, Miriam Carstens returned to the office. Shortly thereafter the young family flew to Korea and moved into a two-bedroom apartment in a new residential block for Expo staff. "The country was a real surprise for me initially, it was very strange," the now 34-year-old Miriam recalls. She had thought of Korea as being highly industrialized – and ended up in a fishing village. The Expo was supposed to pave the way to the 21st century for the village of Yeosu and create some modern infrastructure. "It was amazing. No one spoke English, not even the doctor or director of tourism," Miriam is still surprised about even today.

The first six weeks were tough for the German team. Staff worked up to 14 hours a day, they trained the pavilion workers, obtained Expo passes, drafted schedules and organized Germany's national day. But little Mina didn't miss her mother, as she still had her dad. And wherever dad and his daughter turned up together, people were happy to see them. "The Koreans totally freaked out when they saw them," says Miriam. "Almost everyone wanted to photograph them." A little baby with light brown hair and perfectly round eyes was something many local people had never seen before. Father Robert explored the village with Mina, visited the Expo on numerous occasions and took many trips to the surrounding countryside. Miriam has never regretted her Asian adventure one little bit, on the contrary: "It was a unique time for us as a family. We learned a great deal about the country and the people's mentality. Plus, I was able to gain valuable experience professionally too." The icing on the cake came at the end when the Expo organizers awarded a prize to the German pavilion for the best expression of the Expo theme, The Living Ocean and Coast. As Miriam says, "The gold award was a wonderful happy ending for our team – and of course for me too."

HMC AT THE CENTER OF EVENTS IN 2013

Whether it's soaring steeples, big cats or long runs – the 34th German Protestant Kirchentag, the international Lions Clubs Convention and the Hamburg Marathon are only a few of the major events that provide HMC with a varied and exciting year.

In 2012, Hamburg Messe und Congress GmbH once again maintained the growth curve it has pursued. In addition to expanding existing events and a successful congress strategy, this is due to its streamlining of internal procedures and continuously optimized cost management.

In odd-numbered 2013, with normally fewer exhibitions and fairs, in its medium-term planning HMC does not expect to post any new records, unlike in previous years. Business volume is expected to be around 60 million euros. Sustained growth will continue in the coming years, however, thanks to WindEnergy 2014 in Hamburg, which is scheduled as a national wind fair in Husum in odd-numbered years plus a sustainable strengthening of proprietary events, especially consumer shows, an expansion of the guest event business and further focus on significant medium and large-scale congresses at the CCH.

In 2013, mainly large and significant guest events will play a major role. As such, two major events are about to be held, which will take place across much of the fairground site and at the CCH – Congress Center Hamburg. With a total of 400 event venues in the entire city and 130,000 participants, the 34th German Protestant Kirchentag from May 1 to May 5, 2013, which was last held in Hamburg in 1995, is one of the most significant events of the year. The fairground and the CCH will therefore be the center of attention with many events, exhibitions and as a stage for prominent speakers such as German President Joachim

Gauck, Chancellor Angela Merkel, theologian Margot Käßmann, Defense Minister Thomas de Maizière, SPD candidate for chancellor Peer Steinbrück and many others.

Two months later from July 5 to 9, around 25,000 people from around the world are expected to attend the 96th Lions Clubs International Convention Hamburg 2013. For five days visitors from every continent will explore the city of Hamburg and attend one of the largest and most important meetings at the CCH. The 96th Lions Clubs International Convention is only the Lions' third ever, annual congress in Europe. As with the church congress, Hamburg Messe und Congress is one of the main organizing bodies from the start.

At the events in the exhibition halls the early bird order show in early 2013 is a crowning moment for a long exhibition tradition with its 100th event. Tradition is also a feature of the Aircraft interiors EXPO, which like the World Travel Catering & Onboard Services Expo attracts seasoned professionals from the aviation industry to Hamburg.

Return visitors include easyFairs LOGISTIK, which together with easyFairs VERPACKUNG and easyFairs PACKAGING INNOVATIONS can count on wide-ranging interest in Hamburg. Also back with HMC, Intermodal takes place from October 8 to 10, which was last hosted



German President Joachim Gauck at the 34th German Protestant Kirchentag in the exhibition halls. In 2013 the German Radiological Society Congress will once again be among the most important congresses to be held at the CCH (photo left).





Vehicles came from around the world to be presented at the Autotage (photo above). HMC also supports events such as the Hamburg Marathon (photo right) or the international Lions Club Convention. Lions Club members at their 2012 convention at Busan in Korea were already looking forward to their meeting on the River Elbe (photo below).

in Hamburg in 2008. Following its successful debut in Germany, the Affordable Art Fair has also announced its return to Hamburg.

A returnee and major event in itself is also the Hamburg Marathon, whose starting line and finish are after a five-year intermission moving back to Karolinenstraße between the exhibition halls initially for the next five years. The exhibition site is the catering center for participants and the venue for the ENDURANCE '13 marathon expo, which returned to this site in 2012.

In its proprietary events HMC is continuing the realignment of consumer shows it initiated in 2013. Which is why hanseboot, Hamburg's international boat show, is like last year focusing on northern Europe's Baltic region, Scandinavia and the Baltic states, with the aim of maintaining its position as northern Europe's most important boat show.

At other events there will be an even stronger focus on strategies or establishing new cooperative ventures. Which is why, for instance, AUTOTAGE HAMBURG has been merged with REISEN HAMBURG from February 6 to 10 for the first time. The reason for this is that the trend among Germans is to take vacations in their own country and increasing numbers of vacationers are using their own vehicle to get there. At Hamburg's travel show site they find not only the right motorhome or appropriate caravan but also a great selection of cars thanks to their linkup with Hamburg's car show.

Another highlight in 2013 will be the Seatrade Europe Cruise and Rivercruise Convention from September 24 to 26. Two years later, Seatrade Europe will then become part of a previously unique international cruise industry event. From 2015 the Europe Cruise and Rivercruise Convention (September 9 to 11) and Hamburg Cruise Days (September 11 to 13) are scheduled very close together chronologically and therefore emphasize Hamburg's significance as one of the world's most attractive and fastest-growing cruise locations. GET Nord was also very successfully hosted in 2012 for the third time and established its position with a view to expanding and increasing its strength at the 2014 show.

The CCH – Congress Center Hamburg – after its success in 2012 continues to rely especially on medium and large-scale congresses. In 2013 these include the World Congress of Skin Cancer Diseases, the eighth World Congress of Melanoma in July with around 1,200 attendees and the Congress of the European Society of Retina Specialists with 3,000 participants, dealing with eye disorders. However, the largest events at the CCH in 2013 include the Congress of the German Radiological Society with 7,000 participants, whose accompanying exhibition will take up 10,000 square meters. At the end of 2013, around 6,000 members of the Chaos Computer Club will once again meet for a four-day conference at the CCH. The Chaos Computer Club only returned to host its annual meeting in Hamburg in 2012 after several years away.

CENTER OF EXPERTISE IN WIND ENERGY

Hamburg and Schleswig-Holstein are at the center of the international wind industry.

This is why Hamburg Messe und Congress and Messe Husum & Congress have together developed a concept to arrange wind industry fairs in Germany. As such they have followed the industry's wishes and secured the future of the leading international wind industry show in Northern Germany at the same time. Both trade fair companies will jointly organize WindEnergy Hamburg in the city from 2014. From 2015 there will also be a joint national wind industry fair in Husum in odd-numbered years. As such, the business hub of north Germany will be strengthened further as a center of expertise for wind energy internationally.

Numerous leading national and international companies in the wind energy industry have their group headquarters, large sales offices or development departments in the business metropolis of Hamburg. This concentration of

specific expertise is well known worldwide and attracts increasingly new companies that wish to participate in the development of this future-oriented industry. With its varied forest scenery, maritime expertise and excellent infrastructure, Hamburg has become Europe's wind energy capital in recent years.

Husum in Schleswig-Holstein is in turn surrounded by wind parks on the state's west coast, in which wind energy has been a major economic factor for decades. Many communities and private individuals actively benefit from citizen wind parks and citizen networks. Based on Global Wind Energy Council estimates, new area rezoning and repowering will bring approximately 10 billion euros of investment to Schleswig-Holstein in this decade.

As a trade fair location, Hamburg has sufficient expansion potential to be able to accommodate the ever-growing number of international exhibitors and visitors to a

globally leading wind industry fair. In addition, WindEnergy Hamburg 2014 is so close in terms of dates and proximity to SMM, the maritime business world fair that takes place two weeks before. Around 400 of the more than 2,000 exhibitors at SMM indicated their interest in 2012 in exhibiting at WindEnergy Hamburg 2014 as well. Shipbuilders, ship owning companies, ports, logistics companies and the maritime supplier industry, without which especially any expansion of the offshore market is impossible, now have the opportunity for the first time to benefit from the synergies of both trade fairs and rely on the experience of Hamburg Messe und Congress GmbH to conduct leading international fairs.

Industry, associations and politics have explicitly welcomed the combination of skills and the joint approach taken by trade fair companies from Hamburg and Husum. The strengths of both locations have produced ideal results and in combination they constitute just the program the wind energy



industry needs. In addition, this collaboration will in the long term ensure northern Germany is the globally most important platform for the wind industry and underlines the leading role of Hamburg and Schleswig-Holstein in bringing about the energy revolution initiated in Germany.

Today in the greater Hamburg area around 25,000 people already work in the renewable energy sector, more than half of them directly in the city itself. According to a study by Prognos

AG commissioned by Renewable Energy Hamburg, the number of employees in currently more than 1,400 industry companies more than doubled between 2008 and 2011 alone.

"Hamburg is in many respects virtually predestined to provide a future for the international wind energy show. In addition to the excellent structure in the city the conditions in both northern German states are ideal for supporting and promoting the wind industry," says Bernd Aufderheide.



A GOOD NEIGHBORHOOD

Hamburg Messe und Congress and nearby Karoline day care center help each other where they can. Both benefit from this.

The yellow brick building in Karolinenstraße 35 is a house of the past – and of the future. Until 1942 this was where the Israelite Daughters' School was located, an important place of Jewish life in Hamburg. Today, a memorial and education center is accommodated in the upper rooms and on the ground floor the children play and holler in the Karoline day care center. These are children with special needs. Most of the 20 two to six-year-olds have one or more disabilities.

Until a few years ago hardly anyone in the neighborhood knew of this little kindergarten's existence. No wonder, the house's playground lay hidden behind a nondescript fence. This was to change when Marija Kranik took over as the director in 1999. She wanted to design the rooms to be more child-friendly and to integrate the day care center in the community better. "So I went out looking for supporters," the 57-year-old Marija says.

ENTHUSIASTIC LITTLE FAIRGROUND VISITORS

Hamburg Messe und Congress responded promptly. With its help, the day care center director turned the fence into a colorful calling card and enabled the children to take part in an exciting art project at the same time. She hired the Schlumper, a group of artists with various disabilities. Together with the Karoline kids they painted the wooden fence. The result of their work together is an impressive sight – today some cheerful, mythical creatures tumble across a colorful, attractive-looking fence.

With the new work of art in the neighborhood, previously loose contacts soon developed into an ever-closer partnership. The day care center soon had an opportunity to get its own back; the Hamburg Messe needed some children for a photo-shoot who would bring some

life to a 120-year-old carousel. "The little ones had fun with that and for us it was a fantastic opportunity to provide some help," Marija explains. In the meantime her charges have acquired quite a lot of experience as up and coming models. They have sat on white horses at HansePferd, panned for gold at mineralien hamburg and clambered around on luxury yachts at hanseboot. Some of them visited the shows again later with their parents to show them with pride what they experienced there.

When the fairground expansion began in 2004, the creative team of children and disabled artists redesigned the fence that adorned Karolinenstraße for two years. In subsequent years Marija Kranik drafted a plan to redesign the day care center playground and took in almost 90,000 euros in donations for it. Bernd Aufderheide also attended the inauguration in 2011. The trade fair boss was so impressed by the grounds and its ground-level tree houses, fragrant flowers and berry bushes that he immediately pledged further support to the day care center: HMC took responsibility for maintenance and repair of the play area.

A NEST FOR CHILDREN

In the immediate vicinity of the fairground is an artistically designed nest for children, which has to be taken care of especially. From its quiet room with waterbed and the reflecting disco ball on the ceiling with its dancing points of light to the riot of color in the playground behind the house, it seems like something from the world of Pippi Longstocking. The fact that all this is possible is something the little day care center thanks its director for – and partly the good partnership with a sizable neighbor. Hamburg Messe und Congress and the nearby Karoline day care center help each other where they can. And they both benefit from it.

The Karoline day care center is a colorful place for very special children.



ANNUAL FINANCIAL STATEMENT 2012 FOR HAMBURG MESSE UND CONGRESS GMBH

BALANCE SHEET / ASSETS

on December 31, 2012

	2012	2011
All figures in KEUR		
1. Fixed assets	85,819	89,783
2. Current assets	31,939	31,904
Total ASSETS	117,758	121,687

BALANCE SHEET / LIABILITIES

on December 31, 2012

All figures in KEUR		
1. Equity	11,679	11,679
2. Borrowing	106,079	110,008
Total LIABILITIES	117,758	121,687

PROFIT AND LOSS STATEMENT

for the financial year January 1 to December 31, 2012

All figures in KEUR		
1. Total revenue	98,366	62,468
2. Personnel costs	16,546	14,856
3. Other expenses	93,349	73,964
4. Income before loss absorption	-11,529	-26,352

The company makes use of the disclosure relief as per § 264 paragraph 3 HGB (German Commercial Code). The accounting firm RBS RoeverBroennerSusat GmbH & Co. KG issued an unqualified certificate to the full financial statement and management report on March 15, 2013.

MANAGEMENT REPORT 2012 (Summary)

A. BUSINESS AND GENERAL ENVIRONMENT

1. THE GERMAN TRADE FAIR MARKET

The euro crisis, the resulting decreasing willingness to consume and invest, the throttling of economic growth and declining orders in the investment goods industry dampened the mood in the trade fair market in 2012. Despite these effects, there was slight growth in the industry in Germany overall.

An extrapolation of the exhibition and trade fair committee of Deutsche Wirtschaft e. V. (AUMA) shows that with 161 fairs and shows nationwide, there was a growth in exhibitors of 1.5 percent compared with 2011. Of the total 180,000 exhibitors 82,500 were from Germany (a growth of 0.5 percent on the previous year) and 97,500 from other countries (up 2.5 percent). The above-average increase in foreign exhibitors can be attributed to the comparatively positive consumer and investment climate in Germany. In addition, German trade fairs are used by southern European crisis countries as an export platform. In terms of rented stand space in 2012, growth of 1.5 percent was posted compared with the previous year's events. Visitor numbers were down compared to previous years by around one percent (2011: up 4 percent).

In 2013, the AUMA expects 140 national trade fairs to be held in Germany with 165,000 exhibitors, which means a growth rate of around one percent compared with previous events respectively. Similar growth is expected in stand space, which will cover a total of 6.6 million square meters. Visitor numbers are likely to continue to be just under 10 million.

2. INTERNATIONAL BUSINESS

The international business of German trade fair organizers stabilized at about the same positive level as the previous year. The number of interests in foreign fairs was 252 in 2012 (266 in 2011). The most important regions in the reporting year were Asia with around 50 percent of events and European countries outside the EU, in particular Russia, followed by the Middle East and Latin America.

3. NATIONAL AND INTERNATIONAL CONGRESS BUSINESS

Final figures for 2012 are not yet available but a slight increase is expected in the number of events and the number of participants in the national and international congress business.

The range of congress infrastructure services continues to increase both nationally and internationally. In addition to new facilities, there are some considerable expansion and renovation projects in existing properties. This will increase the competitive pressure even further.

In addition to how congress centers function, infrastructure such as transport links and hotel accommodation and the image of congress cities play a major role in the organizers' decision-making. In the national ranking of the most popular metro regions Hamburg takes fifth place as it did last year (cf Meeting- & EventBarometer 2011/2012).

MANAGEMENT REPORT 2012 (Summary)

B. BUSINESS DEVELOPMENT FOR HAMBURG MESSE UND CONGRESS GMBH

HMC achieved turnover of 94.4 million euros in 2012. Adjusted for the effect of 12 million euros from the organization and implementation of the German pavilion at Expo 2012 in Korea, its turnover increased by 8.3 percent compared with the reference year 2010. The largest percentage of sales was achieved by the Hamburg Messe division amounting to 57.9 million euros (61.3 percent). Of that amount, 11.8 million euros came from the services sector and 6.5 million euros from the guest events division.

1. HAMBURG MESSE DIVISION

HMC looks back on a year that was full of different events and exhibitions. The 2012 highlights included SMM's presentation of their shipbuilding, machinery and marine technology. With many trade visitors from around the world and a record number of 2,082 exhibitors from 62 countries, SMM has once again claimed its position for the 25th time as the major international platform for the maritime industry.

INTERNORGA is still the number one among Germany's catering and food service fairs. At its 86th event, 1,122 exhibitors covered the entire fairground and a specially constructed lightweight hall for the bakery industry.

GET Nord occupies a unique position in the trade fair industry, as there is no other trade fair in Europe that exhibits every construction industry product available in a networked context. In 2012, 501 exhibitors were present or around 17 percent more than in 2010.

At the 53rd hanseboot, the Hamburg International Boat Show 2013, around 80,000 visitors discovered the latest ideas and activities in watersports among 631 exhibitors.

The guest event sales division has developed this year as planned. A total of 26 events (2011: 34) were implemented on HMC's site. The major events were Aircraft interiors EXPO, early bird and transfairlog.

In financial year 2012 a total of 37 fairs and exhibitions (2010: 42) were carried out, including 11 proprietary events. They were attended by 742,469 visitors (2010: 700,418). The gross leased area was reduced in comparison with the reference year by 41,696 square meters to 850,265 square meters (2010: 891,961).

2. BUSINESS ABROAD

Every year, HMC organizes numerous community-related events abroad, which are conducted essentially on behalf of the Federal Ministry of Economics and Technology (BMWi) and the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV). Most of those involved were in the maritime industry, oil and gas, hospitality and catering. This year, HMC initiated nine community investments on behalf of BMWi, six on behalf of BMELV and one on behalf of the Bavarian Ministry for Agriculture and Forests. The highlight of the activities abroad was organizing and implementing the German pavilion at Expo 2012 in Korea.

3. CCH BUSINESS

In financial year 2012, CCH carried out 156 (2011: 165; 2010: 158) national and international congresses, conferences, exhibitions and presentations. With the strategy that has been implemented for the last four years of focusing on the acquisition of medium-sized events (1,500 to 3,500 participants) and large ones (3,500 to 8,000 participants) and to refer events of fewer than 500 participants to the Hamburg Convention Bureau (HCB), an increase in use of space and surface capacity was recorded compared with the previous year.

The continuous acquisition of medium-sized and large congresses has led to a definite increase in visitor numbers in this segment. In 2011 there were 172,646 visitors but in 2012 192,156 visitors were recorded, which means there were 11.3 percent more.

As in previous years, the focus of the congress and conference business was on medical matters as well as on general, member and staff meetings. The outstanding congresses cited were: the 10th German Senior Citizens' Congress with 19,500 participants, the 93rd German Radiology Congress with 7,500 participants, the 85th Annual Congress of the German Society of Neurology with 4,500 participants, the 12th Congress of the German Interdisciplinary Association for Intensive and Emergency Medicine – DIVI 2012 – with 5,500 participants and the 29th Chaos Communication Congress with 5,500 participants.

In the cultural and social sector 89 events took place, 16 fewer than the previous year. The number of visitors was 140,236 (2011: 163,112). The share of these events of CCH's total turnover in financial year 2012 was around 10 percent.

MANAGEMENT REPORT 2012 (Summary)

C. BUSINESS SITUATION

1. SALES TRENDS

At 94.4 million euros (2011: 59.1 million euros, 2010: 76.1 million euros) HMC posted the highest sales hitherto in an even-numbered year. Of the total turnover in 2012, these sales divisions accounted for the following: trade fairs 39.6 million euros, CCH 10.4 million euros, guest events 6.4 million euros, foreign 19.4 million euros and services 15.4 million euros. The property division generated turnover of 3.2 million euros.

2. FINAL RESULT

The financial year 2012 concluded with an annual result before losses absorbed by HGV of around 11.5 million euros (2011: -26.4 million euros; 2010: -16.4 million euros). Compared with the reference year 2010 the higher gross profit is essentially what causes the improvement in earnings.

3. EMPLOYEES

At year-end 2012 HMC employed 263 (2011: 258) people; 235 of them were permanent and 28 temporary (2011: 229 permanent and 29 temporary). In terms of full-time capacity, at year-end HMC had capacity of over 242 (2011: 242). In addition, HMC provided 22 trainee places for aspiring events and office workers, events technology professionals and Bachelor of Arts (BA).

4. ASSETS SITUATION

Total assets in the reporting year amounted to 117.8 million euros; the equity ratio rose from 9.6 percent to 9.9 percent.

5. FINANCE SITUATION

A control and profit transfer agreement and consolidated clearing agreement exist with the parent company HGV. They guarantee the company's liquidity at any time.

MANAGEMENT REPORT 2012 (Summary)

D. OUTLOOK, RISKS AND OPPORTUNITIES FOR FUTURE DEVELOPMENT

1. OUTLOOK

In financial year 2013 fewer regularly scheduled events take place than in even-numbered years. In addition to the annual fairs, Seatrade Europe will be held again in 2013. Due to the increasing challenges for B2C events and to some extent declining visitor numbers, Hamburg Messe und Congress GmbH has adapted its strategy for fairs open to the general public. With strict, event-related brand management, implementation of umbrella brand strategies and focus on visitor marketing, positive growth incentives can be expected among visitors and exhibitors for consumers as well as for HMC trade fairs. Apart from developing proprietary events, the implementation of a proprietary wind energy fair, which will take place for the first time in 2014, will provide further growth.

2. EARNINGS TRENDS

In financial year 2013 HMC reckons on sales of 58.9 million euros, which means a consistent level is expected compared with the reference year 2011. Due to the significant cost of funding the "new Messe" from property leasing and the financing and depreciation costs of CCH's expansion, a negative result is expected this year. The real estate costs will also have a negative effect on results in coming years. The losses expected in years to come will be compensated for by HGV in the context of the profit and loss transfer agreement.

3. RISK REPORT

HMC has a risk management system, which allows for prompt and systematic analysis and evaluation of the company's risk situation to be undertaken as well as countermeasures to be derived from them. The content of these analyses and evaluations are both strategic as well as operative risks. HMC is currently unaware of any corporate-endangering risk with respect to future trends.

At the end of the financial year, no significant events have occurred, which would have led to a very different presentation of these assets, financial and earnings results.

Hamburg, March 14, 2013

Signed by Bernd Aufderheide
Chairman of the board

Signed by Ulla Kopp
Managing director

SUPERVISORY BOARD REPORT

Last year, the supervisory board regularly dealt with the situation and development of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH. In this reporting year it has performed the duties required by law and in accordance with the articles of association. The supervisory board has consistently advised on and monitored the business dealings of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH in their management of the companies.

The supervisory board has adhered to the instructions of the Hamburg Corporate Governance Code and together with the boards of these companies it has issued a declaration of conformity. The board has regularly, promptly and comprehensively informed the supervisory board in written and oral form of the relevant issues of corporate planning, strategic further development and the results achieved in individual companies including the risk situations.

In the financial year from January 1 to December 31, 2012 the supervisory board held four meetings as well as five meetings of its committees. Specifically, the personnel committee met twice, the finance committee twice, and the construction committee once. In addition, during financial year 2012, three decisions of the personnel committee were adopted in a written procedure.

On June 19 and 22, 2012 the shareholders' meetings of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH appointed the auditing and tax consulting company RBS Roever-BroennerSusat GmbH & Co. KG (RBS) as their auditor.

RBS has audited the annual financial statements – comprising the balance sheet, profit and loss statement and attachments – while including the companies' accounts and business reports for the financial year from January 1 to December 31, 2012.

RBS has issued the audit certificates. The audits did not produce any objections. According to RBS' evaluation, the companies' financial statements comply with the legal requirements and the supplementary terms of the articles of association and convey in accordance with the principles of proper accounting a true and fair view of the companies' assets, financial and earning situations. The management reports are consistent with the annual statements, provide a true picture of the companies' situation and represent the opportunities and risks of future developments appropriately.

The finance committee in its meeting on May 13, 2013 and the supervisory board in its meeting on May 29, 2013 dealt in detail with the financial statements and management reports as well as the RBS reports. The supervisory board does not raise any objections to them and agrees with the results of the audit carried out by the auditor. The supervisory board approves both the board of directors' management reports as well as the financial statements dated December 31, 2012.

The supervisory board wishes to thank the directors and staff for their commitment and the success of the past financial year.

Hamburg, June 2013

Johann C. Lindenberg
Chairman of the supervisory board

SUPERVISORY BOARD 2012

JOHANN C. LINDENBERG

Chairman, former national chairman Unilever Deutschland

HARTMUT HOFMANN

Deputy chairman, departmental head of events technology, Hamburg Messe und Congress GmbH

DIETRICH VON ALBEDYLL

Managing director, Hamburg Marketing GmbH and Hamburg Tourismus GmbH

ANJA HOLINSKY

Project manager, Hamburg Messe und Congress GmbH

KAI HOLLMANN

Managing director, Gastwerk Hotel Hamburg Verwaltungsgesellschaft mbH

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Sales officer, Hamburg Messe und Congress GmbH

LORETTA MARSH

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Managing director, HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH

HANS-JÖRG SCHMIDT-TRENZ

Managing director, Hamburg Chamber of Commerce

THOMAS SCHUSTER

Head of the office of property management, financial authority, Free and Hanseatic City of Hamburg

WHAT HAPPENED AFTER DECEMBER 31, 2012



19 CHILDREN, TEACHERS AND NURSING STAFF

at the Karoline day care center occupied the western entrance to the building in the period February 12 to 28, 2013. Due to urgent renovation work at the day care center, a temporary home had to be found quickly for the children with speech and other disabilities. HMC offered immediate assistance and organized the move from diaper-changing tables to playground equipment.



21,000 PARTICIPANTS

and a Kenyan victory with course record. The 28th Hamburg Marathon has returned to its old grounds. On April 21, 2013, the runners set off on the 26-mile run from Karolinenstraße after a five-year break. Two hours, five minutes and 30 seconds later the winner, Eliud Kipchoge, broke the finishing tape. As a service area with the sports fair Endurance '13 the fairground halls were the heart and soul of the event.



A TOTAL OF
130,000
 PEOPLE

attended the 34th German Protestant Kirchentag in Hamburg from May 1 to 5, 2013. A central venue for the event was the exhibition halls in the heart of the city. Among the guests in the fully occupied fairgrounds were German President Joachim Gauck, Chancellor Angela Merkel and Defense Minister Lothar de Maizière.

MORE THAN
1.5 MILLION
 VISITORS

celebrated the 824th HAMBURG PORT ANNIVERSARY in the city from May 9 to 12, 2013. Organized by HMC as the coordinating company, the HAMBURG PORT ANNIVERSARY underlined once again its significance as the world's greatest harbor festival. Around 200 program items from the huge opening parade with more than 300 ships to the world-famous tractor ballet and the massive Aida firework display in the skies above the harbor provided four days of excellent entertainment.

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