



HIMC

LEADING

Hamburg Messe – Network for the World



**Hamburg Messe
und Congress**

cosmopolitan

Photo: www.mediaserver.hamburg.de / ELBE&FLUT / Thomas Hampel



A CHARMING BUSINESS CAPITAL – KNOWN FOR ITS TRADE FAIRS

Hamburg is a gateway to new worlds. A thriving metropolis, this vibrant port city is home to many leading international enterprises which feed the city's dynamic growth. After all, the Hamburg metropolitan area is among Europe's top four economic regions.

Hamburg Messe und Congress, the city's fair services provider, is a major driver and a key factor behind this business success. Located right in the centre of Hamburg, the state-of-the-art fair site and the nearby convention centre host global and regional events – setting world standards, or drawing visitors from all over the region. And everything that makes Hamburg endearing and a great place to live is right next door: Attractive shopping boulevards, fine dining, world-class concert halls and theatres, and extensive parks.

FORWARD-

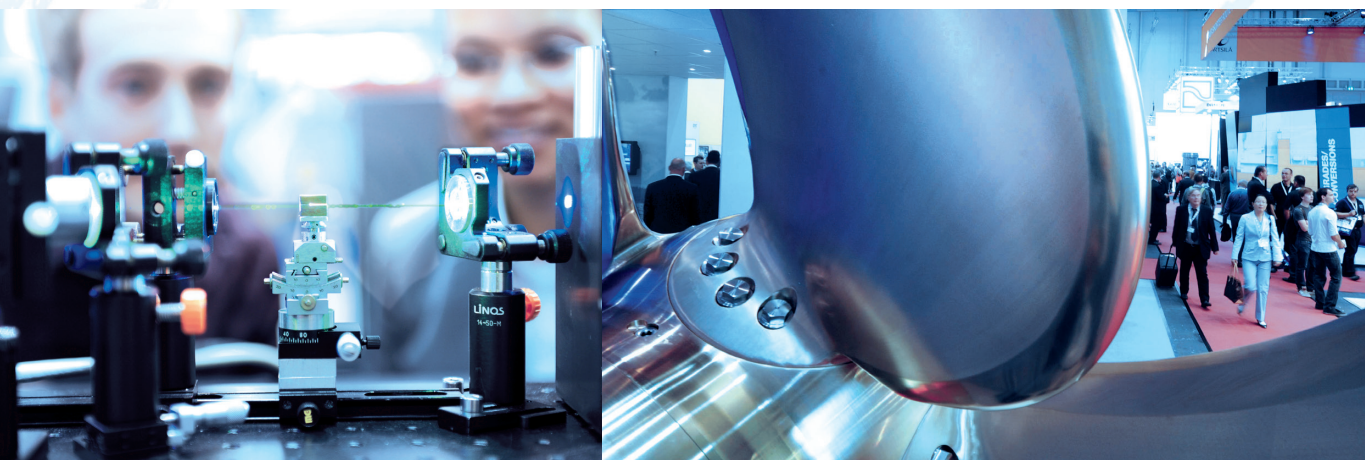


Photo: Nico Maack

Photo: Michael Zapf

NEW TECHNOLOGIES, NEW HORIZONS TOMORROW IS HAMBURG'S REALITY TODAY

The future has a tradition in Hamburg. Europe's second largest port has always connected this city with the most advanced goods and ideas from all over the world. Today forward-looking enterprises, such as the aerospace company Airbus or the particle accelerator DESY, perpetuate this innovative mindset and approach.

Attracted by this inspiring environment, many technology-based industries have chosen Hamburg's open-minded business community as their home base. No wonder more and more exhibitors and organisers are using Hamburg Messe und Congress as a launching pad into the future.

LOOKING

ATTRACTIVE

IDEAL FAIR SITE FOR EVENTS IN THE HEART OF HAMBURG

Flooded with light, the modern fair halls right next to the television tower and the adjacent convention centre host more than 300 successful fairs and other events every year. 11 exhibition halls covering 87,000 square metres, 10,000 square metres of open-air space and 23 meeting halls in the convention centre offer plenty of space for events of any kind, whether small and intimate or grand and magnificent.

Year after year over one million visitors from around the globe enjoy the broad variety of event formats offered right in the centre of Hamburg. From here, everything is within easy reach, and after an exhausting day at the fair, visitors can quickly arrive at one of the 60 hotels in the neighbourhood.



Photo: Michael Zapf



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Hamburg has a permanent place in the trade fair calendars of many industries. In fact, the city hosts a number of leading international exhibitions. Some good examples include SMM, INTERNORGA or WindEnergy Hamburg.

SMM is the leading trade event for the shipping sector, and a meeting place for all the leaders of the global industry. For years Hamburg Messe und Congress has been hosting subsidiary SMM fairs in India and Istanbul. Year after year INTERNORGA, the Leading Trade Show for Catering and Food Service, underscores its position as Europe's top exhibition for these sectors. WindEnergy Hamburg is the main meeting place for the global onshore and offshore wind power industry.

HAMBURG IS NUMBER ONE
FOR LEADING INTERNATIONAL TRADE EVENTS

LEADING-EDGE

INNOVATIVE

TAKING ACTION TODAY TO SHAPE THE FUTURE

„Keep the momentum going.“ If you want to keep up your pace and ensure continued success, it is essential to address future issues proactively. This is not only a principle the city of Hamburg lives by – having received the „European Green Capital 2011“ award for its eco-friendly policy – but it applies equally to any fair services organisation that wants to set standards.

By hosting WindEnergy Hamburg, the foremost fair of the international wind energy industry, we help set the course for future success of this sector. But wind power is not the only industry where Hamburg Messe is paving the way.

With COTECA, Europe's first industry fair for coffee, tea and cocoa, Hamburg Messe implemented an entirely event new concept.



Photo: Christin Schwarzer / Black Eye Photography



Photo: Romanus Fuhrmann



Photo: Hartmut Zielke



Photo: Michael Zapf

MARKETPLACE OF OPPORTUNITY — AS DIVERSE AS PEOPLE'S INTERESTS

Diversity is part of Hamburg's identity. Developed by Hamburg Messe, the city's top-flight fair programme encompasses a wide range of formats and industries, inspiring visitors every single time. Fairs are not exclusively geared towards industry experts. Many events are open to the general public.

Exhibitions such as REISEN HAMBURG, hanseboot, HansePferd Hamburg or Mineralien Hamburg attract visitors from far beyond the immediate Hamburg metropolitan area.

As the organiser of the annual Port Anniversary, or HAFENGEBURTSTAG, Hamburg Messe routinely highlights its proven expertise in staging big events.

POPULAR

AN ATTRACTIVE VENUE ALSO FOR GUEST EVENTS

A central location, individualised services, the highly adaptable exhibition grounds and the unique fascination of the city of Hamburg: There are many reasons for show and event organisers to choose Hamburg's fairground. More than 30 national and international guest events are organised in our exhibition halls every year, and the number is growing.

They cover a wide range of sectors. The facilities are equally well-suited for important regional order fairs for the retail sector as well as for globally leading aviation and logistics trade events. International media expos follow TV gala programmes, major sports events and corporate events. Consumer shows for contemporary art, motorcycle or golf enthusiasts further enrich Hamburg's event portfolio. Delivering a comprehensive range of services, the team of professionals from Hamburg Messe und Congress makes sure every single event is a full success.



Photo: Hymar Möckel





YOUR PERSONAL PROJECT MANAGER WILL GIVE YOU ALL THE SUPPORT YOU WANT

Your fair participation or event will be supported by outstanding services backed by extensive competences, a high level of commitment and robust capabilities. This is not just a vision – it is our reality every day. We will assign a project manager to you who will be your permanent point of contact for all your individual needs. From your first meeting to the final touches, your project manager will be there for you. Personally.

Our familiarity with the site and the city ensures easy access to resources and efficient processes. Place all your booth construction, equipment suspension, electrical installation, media, technical and other service requirements into the hands of our competent and experienced partner companies. You can rely on professionalism and our expertise from the first moment. Ensuring your flawless fair experience is our goal.

PERSONAL



,SHOWCASING THE WORLD' MEANS KNOWING THE WORLD

As platforms for international exhibitors and visitors, many of our fairs truly bring the world to Hamburg. What is more, Hamburg Messe und Congress is active around the world, hosting its own fairs abroad and organising German joint stands at major international industry expositions. 26 international offices represent Hamburg Messe und Congress at key international locations, keeping in touch with our customers and promoting our events.

On several occasions Hamburg Messe und Congress has served as project organiser for Germany's participation in the EXPO. Whether in Zaragoza (Spain) or Yeosu (South Korea), the German pavilion was a major point of attraction at each of these world expositions. HMC's international division has all the capabilities and experience to successfully carry out these big projects spanning many months, from planning and design through to execution and final invoicing.

WORLD-WIDE



TRADE FAIRS HAVE BEEN A HAMBURG SUCCESS STORY FOR CENTURIES

For trade fairs, Hamburg not only offers great prospects but a proud tradition, as well. On 29 January 1365, Emperor Charles IV granted Hamburg the privilege to hold fairs. This makes the port city on the Elbe river one of Germany's oldest exhibition centres.

By granting this privilege, Charles IV not only protected his trade routes but also pioneered the idea of Europe as a common market. Innovative thinking thus comes naturally to Hamburg's fair organisers. There are many examples of innovative developments and trends which owe their global success to their market introduction at one of Hamburg's expositions.



HAMBURG FAIR SITE — EASY TO REACH, HARD TO RESIST

CENTRAL




If you appreciate short distances, Hamburg is the right place for you. The Hamburg Messe und Congress fair site is located right in the centre of the time-honoured ‚Hanse‘, or merchant city. It is surrounded by a wealth of world-class art galleries, cultural institutions, entertainment programmes and great shopping opportunities.

Both the exhibition grounds and the convention centre are easily reached by car or public transport. The nearby Dammtor railway station even provides direct access to ICE high-speed trains. And Hamburg’s municipal airport Fuhlsbüttel is only a 15-minute taxi ride away.

Another good reason for you make Hamburg your next destination to showcase your ideas, plans and concepts!





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