



**LOCALLY ANCHORED –
GLOBALLY CONNECTED**

Annual Report 2013



**Hamburg Messe
und Congress**

HAMBURG MESSE UND CONGRESS GMBH IN NUMBERS

	2013	2012	2011	2010	2009	2008
Financial figures (in million. Euros)						
Turnover	55.2	94.4	59.1	76.1	54.1	79.2
Balance sheet total	113.5	117.8	121.7	121.7	124.6	128.0
STAFF						
Number of employees (full-time / FT)	244	242	242	243	241	246
Number of trainees (average)	20	20	21	21	19	16
HAMBURG MESSE						
Sum total of trade fair exhibitors	9,907	12,547	10,432	11,797	10,930	12,271
of which own events	3,626	6,901	3,801	6,906	4,051	7,313
of which guest events	6,281	5,646	6,631	4,891	6,879	4,958
Sum total of trade fair visitors	789,697	742,469	670,634	700,342	747,505	839,555
of which own events	339,697	473,047	361,412	487,954	444,961	610,747
of which guest events	450,000	269,422	309,222	212,388	302,544	228,808
Sum total gross area used (excl. outside exhibition area) in m ²	815,998	850,265	812,351	891,961	914,717	911,463
Number of trade fairs and exhibitions	43+1*	36+1*	43+1*	42	43	48
of which own events	6+1*	10+1*	9+1*	10	9	11
of which guest events	37	26	34	32	34	37
ABROAD						
Number of trade fairs and exhibitions	17	20	17	22	16	20
of which joint events	17	18	17	18	14	20
Sum total of exhibitors	640	589	982	623	921	782
of which joint events	640	589	982	571	666	782
CCH – CONGRESS CENTER HAMBURG						
Sum total of events	241	245	270	276	276	371
of which congresses and conferences	128	156	165	158	170	239
of which other events	113	89	105	118	106	132
Sum total of participants	353,580	332,392	335,758	321,539	336,480	336,568
of which congresses and conferences	196,010	192,156	172,646	134,446	149,493	147,318
of which other events	157,570	140,236	163,112	187,093	186,987	189,250

*external event



LOCALLY ANCHORED — GLOBALLY CONNECTED

...four words that aptly describe both Hamburg Messe und Congress GmbH (HMC) and the way that our employees work. Because, year after year, we look after more than a million international visitors on our trade fair site and at the CCH – Congress Center Hamburg. As hosts to our own trade fairs, as participators in guest events or when working on behalf of various federal ministries, we act as global representatives and envoys to the Free and Hanseatic City of Hamburg. And, at big events such as the 34th German Protestant Church Congress, the Haspa Hamburg Marathon or the HAFENGEBURTSTAG HAMBURG celebrations, we are a strong and long-standing partner alongside many great institutions throughout the city.



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IMPULSES FOR THE ECONOMY

Many visitors & satisfied guests: the events that take place at Hamburg Messe und Congress have a strong effect on the Hanseatic City and the metropolitan area. This not only benefits retail and catering, but also sectors such as the health care industry.

Logistics, creative industries, IT and media, aviation, maritime industries, renewable energy, life science and health management – the economic clusters deemed particularly worthy of support, as defined by the City of Hamburg, also all host events at the HMC. In many ways, the metropolitan region and the Hanseatic City benefit from the powerful local industry and the mix of high-quality events that take place at Hamburg Messe and at the CCH – Congress Center Hamburg.

Top-class trade fairs and congresses strengthen not only the site itself, but also the companies operating in the respective sectors. The development of Hamburg as one of the most important European cities in the healthcare industry, for example, is closely linked to the number of international medical conferences, which have been taking place at the CCH for decades. Every year, the INTERNORGA presents new trends in the field of catering and gastronomy, before they are unleashed onto the nation.

But other sectors, such as the tourism industry, also benefit greatly from the Hamburg Messe und Congress activities. In 2013, for example, HMC was intensely involved in hosting the 96th Lions Clubs International Convention in Hamburg. Hotels, retailers and service providers around the city were delighted about the approx. 40 million Euros of additional revenue that the Lions Congress generated. And a successful event such as this is sure to tempt participants back to Hamburg for a repeat visit – as tourists together with their families.

As a major international festival and economic factor, the HAFENGEURTSTAG HAMBURG (port birthday) is similarly successful. Since 1994, employees of Hamburg Messe und ›





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An outdoor break: HMC visitors generate millions of Euros worth of additional revenue, especially in the food service industry.

Congress organise the event on behalf of the city's Economics, Transport and Innovation Board. For the past 20 years, HMC has been pulling the strings in the background, coordinating more than 200 highlights at sea, on land and in the air – and we are continuing to give new impulses.

The Hafengeburtstag is extremely popular with visitors: a representative survey commissioned by the Economics, Transport and Innovation Board, Hamburg Chamber of Commerce, HMC, Hamburg Marketing GmbH and the tourism association Hamburg showed that 87 percent of the 1,080 visitors asked, would recommend their friends to visit the festival. This has a definite effect: the number of visitors to the HAFENGEURTSTAG HAMBURG went up from 1.2 million in 2003 to up to 1.5 million in recent years.

On average, today's visitors spend twice as much money as back in 2003. Expenditure per visitor to the Hafengeburtstag increased from 26 Euros to 48 Euros in 2011. This means that overall sales

climbed from just over 30 million Euros to 73 million Euros. But that is not all. 65.8 percent of the 700,000 visitors, whose place of residence was not in Hamburg, visited the city solely because of the Hafengeburtstag. Their average length of stay in Hamburg was 2.1 days compared to 1.8 days in 2003. On average, they spent 7.4 hours in the festival district. This means that many restaurants, shops, service providers and cultural institutions outside the port area also benefited from the festival.

Similar effects can also be observed with visitors to trade fairs and conferences at HMC. Depending on the year, Hamburg counts up to one million overnight stays by exhibition and congress visitors alone, which has a positive effect on many sectors.

According to a study by the Munich-based ifo Institute for Economic Research, another 7.60 Euros are spent on retail, gastronomy, services, overnight stays or taxi rides for every Euro spent at Hamburg Messe und Congress. Thus, the visitors and exhibitors that come to HMC events generate additional revenue of up to 700 million Euros in businesses around Hamburg. Indirectly, the study shows, the 265 employees of Hamburg Messe und Congress GmbH support 6,450 jobs in logistics, crafts, trade, services and in the hospitality sector – 4,093 of these jobs are located in the Free and Hanseatic City of Hamburg.



TRADE FAIR FACTS



85 countries

In 2013, companies from **85** countries around the world successfully represented their business at the Hamburg trade fair site.



+700 million



For every Euro visitors and exhibitors spend at HMC, they spend another 7.60 Euros on services, overnight stays or in retail. This adds up to an additional annual revenue of up to **700 million** Euros for the economy of Hamburg – just from the visitors to Hamburg Messe und Congress GmbH.



4,093

Indirectly, HMC permanently supports **4,093** jobs in the retail, crafts, taxi service and hospitality sectors – all thanks to its visitors.



25

Languages

The employees at HMC speak a total of **25** languages.



30 Hotels

Hamburg Messe and the CCH – Congress Center Hamburg lie in the heart of the city. From here, the port, the Alster Lake, the town hall, the red-light and entertainment street Reeperbahn and many other sights can be reached on foot. There are **30** hotels within a radius of just one kilometre.



1,000,000

Every year, approx. **1 million** visitors come to the 300 trade fairs, congresses and conferences, concerts, workshops, meetings, festivals and other events that take place at our 12 exhibition halls and 23 event rooms.





MANAGEMENT AT HAMBURG MESSE UND CONGRESS GMBH

Michael Strohmenger
Senior Vice President Human Resources
and Accounting

Lars Kanbach
Senior Vice President Technology
and Infrastructure

Dr. Ulla Kopp
Managing Director

Edgar Hirt
Senior Vice President Congresses and Events

Bernd Aufderheide
President and Chief Executive Officer (CEO)

Ulas Boyaci
Senior Vice President Sales and
Business Development

Birgit Czernotzky
Senior Vice President Marketing



WELCOME TO HAMBURG MESSE UND CONGRESS GMBH

Sometimes, it takes years before efforts lead to success. Sometimes, you only have days to make the right decision. In 2013, we experienced both here at Hamburg Messe und Congress GmbH (HMC). And every time, everything worked out for the best – for HMC, Hamburg's economy, the respective sectors, the exhibitors and the visitors to our fairs.

In April 2013, a long-term cooperation with Messe Husum was agreed upon: Hamburg is to host the world's leading trade fair for the wind energy sector. With the relocation of WindEnergy from Husum to Hamburg, we were able to permanently tie the world's leading trade fair for the industry to North Germany. Every other year, the trade fair HUSUM Wind – which, as part of the cooperation agreement, will be jointly hosted by the two exhibition companies – will focus on the German market.

We were also pleased that, just a few days after the surprising exit of the order show early bird, we succeeded in securing the highly successful creative fair nordstil together with Messe Frankfurt GmbH. A total of 817 exhibitors came to the nordstil premiere in January 2014, as well as approx 20,000 visitors. In future retail buyers will be able to enjoy the fair twice a year.

With Deutsche Lufthansa AG, we were able to win another DAX 30 business (after Beiersdorf AG) to hold their 2014 Annual General Meeting at the CCH. Looking at the total number, the CCH is among the top event locations in Germany: with eight to nine annual general meetings of listed companies, the Congress Center Hamburg, which celebrated its 40th anniversary in 2013, remains a popular venue for exceptional events.

In 2013, the Chaos Computer Club, which only returned to Hamburg in 2012, registered a record-breaking number of participants at its annual meeting. Other highlights at the CCH and at the

trade fair site included the 34th German Protestant Church Congress with approx. 130,000 participants and the 96th International Lions Clubs Convention with 23,000 participants from 127 countries.

In this context, we would like to thank all members of the parties represented in the Hamburg Bürgerschaft for the outspoken support for the CCH – Congress Center Hamburg. The decision by the senate to provide 13.5 million Euros for the preliminary plans to revitalise the CCH has generated motivation, and, as ever, we will continue our work with the utmost commitment.

2013 was mainly a year of putting things on the right track: we managed, among other things, to secure numerous new guest events such as the in-cosmetics. Some of them plan to host their events in Hamburg long-term. Today, the city's defined economic clusters are reflected, without exception, in the portfolio of Hamburg Messe und Congress – numerous events are top in their segment on an international level. The economy of the city and the metropolitan area greatly benefits from this fact.

Over the last year, we at Hamburg Messe und Congress, reached a number of important milestones and were able to stand our ground and assert our position against the national and international competition.

In 2014, we therefore expect the highest concentration of events in the history of HMC. The time slots for setting up and packing up are extremely tight and demand hard work and maximum precision from all our employees. But we are happy to face the challenging tasks ahead.

Bernd Aufderheide
President and Chief
Executive Officer (CEO)

Dr. Ulla Kopp
Managing Director

REFLECTION OF THE ECONOMY

With its own events, Hamburg Messe und Congress attracts a lot of visitors to the metropolitan area. From the maritime industry to wind energy, from tourism to gastronomy: many trade fairs are geared to the industry clusters of the Hanseatic City.





SMM HAMBURG

Massive docks, steel floating cranes and ships laden with colourful containers shape the Port of Hamburg. With its numerous shipyards, suppliers, academic institutions and service providers, the maritime industry represents a traditional economic sector in the Hanseatic City. Naturally, we host a trade fair especially for this sector. The SMM – shipbuilding, machinery & marine technology international trade fair hamburg underlines Hamburg’s international importance with regard to the maritime industry. Since its inception in 1963, the bi-annual trade fair has become the world’s biggest event of the industry. Visitors know they will learn about new developments here and see the fair as an important business barometer. The trade fair also provides space for a lively exchange of experience with representatives from shipping companies, the shipbuilding and shipyard industry, the machinery and plant industry as well as the Navy and the defence sector. The next SMM will take place from 9 to 12 September 2014 in Hamburg.

SMM ISTANBUL

In the past decade, the Turkish shipbuilding industry managed to become a leading force. However, the weak global economy of 2013 also affected this sector. The SMM Istanbul – an offshoot of the SMM in Hamburg – aims to help jump-start the economy. At the fair, industry representatives can learn about new developments in the maritime sector, enhance their expertise and establish business contacts. In 2014, for the first time ever, the SMM Istanbul will take place in the Asian part of the Turkish metropolis.

SMM INDIA

Last year, India’s maritime industry went through a difficult period, but overall, it has been on a growth course for the past few years. SMM India – a foreign subsidiary of the German SMM – plays a role in this positive development. It offers a platform for international providers of the

shipbuilding sector to gain access to the attractive Indian market of the future. According to a recent, neutrally conducted survey, 88 percent of the trade visitors are decision makers in their companies or have significant influence over investments. Since its launch in 2009 in Mumbai, the fair has been held every two years in the commercial metropolis of India and has meanwhile established itself as one of the most important maritime trade events on the Indian subcontinent.

MS&D

Piracy, terrorism and port security are just some of the topics discussed at the Maritime Security & Defence (MS&D) event. The conference takes place during the SMM and also puts on a correspondingly themed exhibition. International experts from the industry, the military and governments come together in Hamburg to debate on security and defence issues. The next MS&D will take place from 9 to 12 September 2014 at the trade fair site.

GMEC

Over the past few years, the shipping industry has become more responsible in terms of environmental protection at sea. Hamburg is home to especially many maritime companies that deal with energy issues. Consequently, Hamburg is the ideal venue to host a global congress on maritime environment. At the gmeC – global maritime environmental congress – industry representatives congregate at the CCH to discuss topics such as sustainable waste management and how to handle ballast water in an environmentally friendly way. The congress is held concurrently with the SMM.



www.smm-hamburg.com
www.smm-istanbul.com
www.smm-india.com
www.ms-d-smm.com
www.gmeC-smm.com



SMM 09 – 12 September 2014
 SMM Istanbul 24 – 25 February 2016
 SMM India 02 – 04 April 2015
 MS&D 09 – 12 September 2014
 GMEC 09 – 12 September 2014

WINDENERGY HAMBURG

The metropolitan area of Hamburg, with its proximity to the sea and excellent wind conditions, is an ideal location for wind turbines. While many producers of rotors, turbines and transmission systems have settled on the North Sea and Baltic coasts, Hamburg has become a centre for financial offices and research departments with an international orientation. In recent years, the North has benefited hugely from the development of renewable energies: currently, 1,500 businesses employ around 25,000 people in the metropolitan region and Hamburg. By 2015, the number of jobs will have risen by 40 percent, i.e. there will be an increase of 10,000 jobs. The first ever WindEnergy Hamburg, which will take place from 23 to 26 September 2014, will provide information to everyone interested in the topic of renewable energy. It will be the largest wind energy trade fair in the world and will consequently provide an adequate stage for one of the most important forms of energy supply of the future. At this leading international on- and offshore industry trade fair, businesses will present their innovations. The WindEnergy Hamburg will be organised in cooperation with Messe Husum and will in future be held every two years. By the way: the trade fair has been certified with the WindMadeLabel. This means that the electricity needed to run the fair will be sourced from 100 percent wind energy.

H2EXPO

How to store energy is one of the great topics the industry is engaging with on the path to an energy turnaround. At the next H2Expo, experts will exchange ideas on e-mobility, fuel cells, hydrogen & energy storage and discuss viable solutions. To exploit synergies, the trade fair will coincide

with the WindEnergy Hamburg. Consequently, the H2Expo is the first European trade fair, which covers the topics of energy storage and stationary storage solutions in conjunction with a wind fair. The event suits Hamburg well, as it represents the sectors that are active in the city: Hamburg is a leading light in the development and use of fuel cells and hydrogen and a model region in terms of electric mobility. Here, the technologies are already in use in a number of areas such as road transport, aviation and shipping. For years, the key industries, research institutes and initiatives that are settled in Hamburg, have been advancing the application of this pioneering technology around the city.



www.Windenergyhamburg.com
www.h2expo.com



WindEnergy 23 – 26 September 2014
H2Expo 23 – 26 September 2014





INTERNORGA

Healthy, on-the-go snacks and tasty, high-quality breads were just some of the trends on the food service and catering market in 2013. At the international trade fair for the hotel industry, catering, foodservice, bakeries and confectioneries, visitors can get information on all the latest developments, products and services. The INTERNORGA was founded in Hamburg in 1921 as the North German Hotel, Restaurateur and Confectioner's trade fair and has since developed into the largest and most important exhibition of its kind in Europe. Many big brands are always represented at this leading fair, but also young companies take part in the annual meeting in March and inspire the guests with their innovations. The fair comprises an

extensive framework programme, including a school catering forum, international conferences and award ceremonies. Many visitors are professionals, as a survey by an independent market research institute confirmed: in 2013, more than half of the visitors were business managers. 67 percent of the respondents had either already purchased or ordered something or were planning to do so. Three quarters of the respondents wanted to visit the INTERNORGA again in 2014.



www.internorga.com



INTERNORGA 13 – 18 March 2015



HANSEBOOT

Hamburg is the ideal location for a boat show, because the metropolis is Germany's keenest water sports city. Close to the Elbe River and Alster Lake, the North and Baltic Seas and numerous inland waterways, the hanseboot trade fair feels right at home. Moreover, many boat and shipbuilders are located in Hamburg and the surrounding federal states. Since its launch in 1961, the hanseboot has become the number one boat show for Northern Europe. Every year, pros, recreational skippers and beginners visit the fair to explore the latest trends and innovations in water sports. In 2013, the fair changed course with a new concept, which was well received and praised by the visitors. Thanks to a more effective use of the exhibition space and a more compact hall layout, the atmosphere has become livelier and busier than in previous years. But there were even more reasons to be satisfied: the positive industry development continued, and many exhibitors recorded high sales figures. Over the weekend,

noticeably more water sports enthusiasts from Scandinavia and the Baltic States made the trip to the trade fair in Hamburg. Incidentally, the city of Hamburg has named 2014 the "Year of Water Sports" – one more reason to visit the next hanseboot from 25 October to 2 November 2014.

HANSEBOOT ANCORA BOAT SHOW

Hanseboot atmosphere in spring: since 2010, the hanseboot ancora boat show in Neustadt in the Bay of Luebeck supplements the traditional fair in Hamburg. At Germany's largest boat show on water, visitors can admire yachts and power boats in their natural habitat and even go for test drives. In pavilions on land, visitors are provided with information on equipment, accessories and services. The boat show aims to turn the boat exhibition into an exciting day out for everyone.

REISEN HAMBURG

In 2013 – with attractions such as the port, the Alster Lake, St. Michael's Church (locally called "Michel")



DU UND DEINE WELT

In the age of online and teleshopping, this trade fair is especially appealing, because it speaks to all the visitors' senses. The fair takes place every autumn in the halls of Hamburg Messe und Congress. Exhibitors from around 20 countries present and sell their products – some of which can only be bought here. Trends such as e-mobility and crafting come alive in special shows, and there are live demonstrations, individual consultations and hands-on activities. Incidentally, the first DU UND DEINE WELT fair took place in 1955 and was subtitled "exhibition for women". Until 1973, the consumer fair took place every other year and, for as long as there was no food section, alternated with the food and delicatessen exhibition (LEFA). In 2013, the trade fair introduced a new concept focussing on the topics enjoyment and quality of life. This proved popular, as an opinion poll revealed: DU UND DEINE WELT had significantly more first-time, new and younger visitors than the previous year. Moreover, there was a significant increase in the level of visitor satisfaction. Ideal conditions for next year's DU UND DEINE WELT.

MINERALIEN HAMBURG

Here, you can go on a veritable treasure hunt. Every year, this international show attracts countless visitors wanting to admire and purchase minerals, fossils, precious gemstones and jewellery. In 2013, both professionals and interested laypeople had the chance to view, for example, azurite gemstones, cuprite gemstones and an extremely rare variscite from the United States, on show for the first time in Europe. In addition to breath-taking exhibits, special shows, lectures and hands-on activities complement the traditional programme of the fourth largest mineral show in the world.

and events such as the HAFENGEURTSTAG HAMBURG or the Hamburg Cruise Days – Hamburg was once again among the most popular travel destinations in Germany. In the first ten months of the year alone, Hamburg's hotels registered ten percent more overnight stays than in the previous year. With the HAMBURG TRAVEL trade fair, holiday dreams come true – and not just on the Elbe River. Every year, North Germany's largest fair for holidays, caravanning, outdoor adventures and bike trips whets people's appetites for travelling to destinations around the globe and puts the latest products for holidaying and leisure on show. And successfully so: in 2013, the fair registered the best response in years. Highlights such as the "Hiking Village", where visitors received top tips for hiking tours, or the Long Distance Biker competition seemed to be to everyone's taste. But the great interest both for travel offers within Germany and to faraway countries showed that the desire to go on holiday has continued to grow.



www.hanseboot.de
www.hanseboot-ancora.de
www.reisenhamburg.de
www.duunddeinewelt.de
www.mineralien-hamburg.de



hanseboot 25 October – 02 November 2014
 hanseboot ancora 23 – 25 May 2014
 REISEN HAMBURG 04 – 08 February 2015
 DU UND DEINE WELT 03 – 12 October 2014
 mineralien hamburg 05 – 07 December 2014

GET NORD

This is Germany's only joint trade fair for the electrical engineering, sanitary, heating and climate sectors. Whether you are looking for accessible bathrooms, high-performance heat pumps or houses of the future: the GET Nord is all about energy-efficient solutions and applications for renewable energy in buildings. A framework programme with top-quality lectures and special exhibitions complements the biennial trade fair. Not only craftsmen see the fair as an important source of ideas and information, but also architects, planning engineers and representatives of the housing industry. A representative HMC survey has revealed that 98 percent of visitors to the most recent event thought it was worthwhile. Industry representatives praised the trade fair as "Beacon in the North", which, in 2014, will take place for the fourth time.

NORTEC

Numerous key industries have settled in the North of Germany: e.g. the aviation and shipbuilding industries as well businesses specialising in medical, energy and environmental technology. For 2013, companies and associations in Hamburg, Schleswig-Holstein, Lower Saxony and Bremen deemed the order situation and sales development positive. New trends and the latest innovations make up the essence of NORTEC, North Germany's most important show for decision-makers from the machinery and plant engineering sector. The bi-annual manufacturing and engineering fair is mainly aimed at representatives from small to mid-tier businesses and offers them the chance to expand their regional network. Visitors also get the chance to discover exciting new ideas and suggestions thanks to a fantastic framework programme, which includes talks by distinguished speakers.

SEATRADE EUROPE

From "Queen Mary 2" to "AIDA Sol": in 2013, 177 cruise ships docked in Hamburg's port, which makes the city the most frequently cruise destination in Germany. In future, even more luxury liners are expected to come: in 2015, when the third terminal is complete, nearly 200 cruise ship giants with a total of 600,000 passengers will head for Hamburg. The fact that many cruise-related companies, including shipping companies and marine equipment suppliers, have settled in Hamburg, shows that the city is an important industry location. No wonder then that the leading European trade fair for the cruise industry is hosted in the Hanseatic City. At the bi-annual Seatrade Europe,

exhibitors such as shipyards, hotel outfitters and tourism organisations present their products and services. Simultaneously, high-ranking participants discuss future developments at a special trade conference. Incidentally, from 2015 onwards, the Seatrade Europe will become even more attractive: it will coincide with the Hamburg Cruise Days, which always attract hundreds of thousands of visitors to the Port of Hamburg.

COTECA

The red brick buildings of Hamburg's warehouse district used to house sacks of coffee, cocoa, pepper etc. Today, cafés line the streets and the delicious smell of freshly roasted coffee is in the air. Hamburg is the most important European port of entry for tea, coffee and cocoa. Many traders of these luxury goods are still located here – most of them with a long tradition. As an international event, the COTECA fair underlines the importance of Hamburg as an attractive location for the industry. It was held for the first time in 2010, and to date, it is the only trade fair in Europe for tea, coffee and cocoa. COTECA is a bi-annual exhibition and covers the entire process chain: from harvesting on to processing and trading down to the consumer. Many overseas producers, e.g. from South America or Asia, present their raw materials. In addition to the producers, representatives from international merchant houses and the processing industry as well as machinery manufacturers and roasters frequent the fair.

HANSEPFERD HAMBURG

When sturdy shetties, Spanish stallions and athletic Holsteiners start arriving on the trade fair site, it's that time again: every two years, the HansePferd Hamburg fair with more than 300 horses and ponies is opening its doors. The people who visit the show are mostly riders themselves. A survey showed: 85 percent of visitors are active riders, 70 percent own a horse, and almost every other visitor participates in tournaments. The extensive exhibition on equestrian sport not only covers horse care, breeds and accessories – visitors are also welcome to attend the numerous shows and lectures. Traditionally, the fair includes a horse church service and a gala show, which demonstrates the art of horsemanship in all its beauty and diversity.



www.get-nord.de
www.nortec-hamburg.de
www.seatrade-europe.com
www.coteca-hamburg.com
www.hansepferd.de



GET Nord 20 – 22 November 2014
NORTEC 26 – 29 January 2016
Seatrade Europe 09 – 11 September 2015
COTECA 24 – 26 September 2014
HansePferd Hamburg 22 – 24 April 2016



AT THE HEART OF ALL THE BIGGEST EVENTS

Be it the 34th German Protestant Church Congress, the Haspa Marathon Hamburg or the Chaos Communication Congress – HMC once again had much to offer in 2013.



Hamburg Messe und Congress is a firm part of the metropolis. The unique location at the heart of the city makes HMC a hugely popular host. Only a few minutes' walk away, the city offers numerous attractions, restaurants, shops and public transport. But HMC predominantly convinces event organisers as a competent partner, as provider of attractive rooms, halls and spaces, and as an efficient service provider. Hamburg Messe und Congress works in close cooperation with its clients as well as with many institutions throughout the city – and successfully so: in 2013, it hosted 37 guest events in Hamburg alone.

These included big and important events such as the 96th Lions Club International Convention Hamburg with approx 23,000 participants from

around the globe (see interview on pages 28/29). The CCH organising committee was in control of the entire operation. They also coordinated numerous individual events – including a large international parade around the Inner Alster Lake.

“The open and happy atmosphere was incredibly infectious.”

Mayor of Hamburg, Olaf Scholz

Another highlight was the 34th German Protestant Church Congress, which took place in Hamburg for the fourth time and drew in approx. 130,000 visitors. Federal President Joachim Gauck and Chancellor Angela Merkel were among the prominent guests

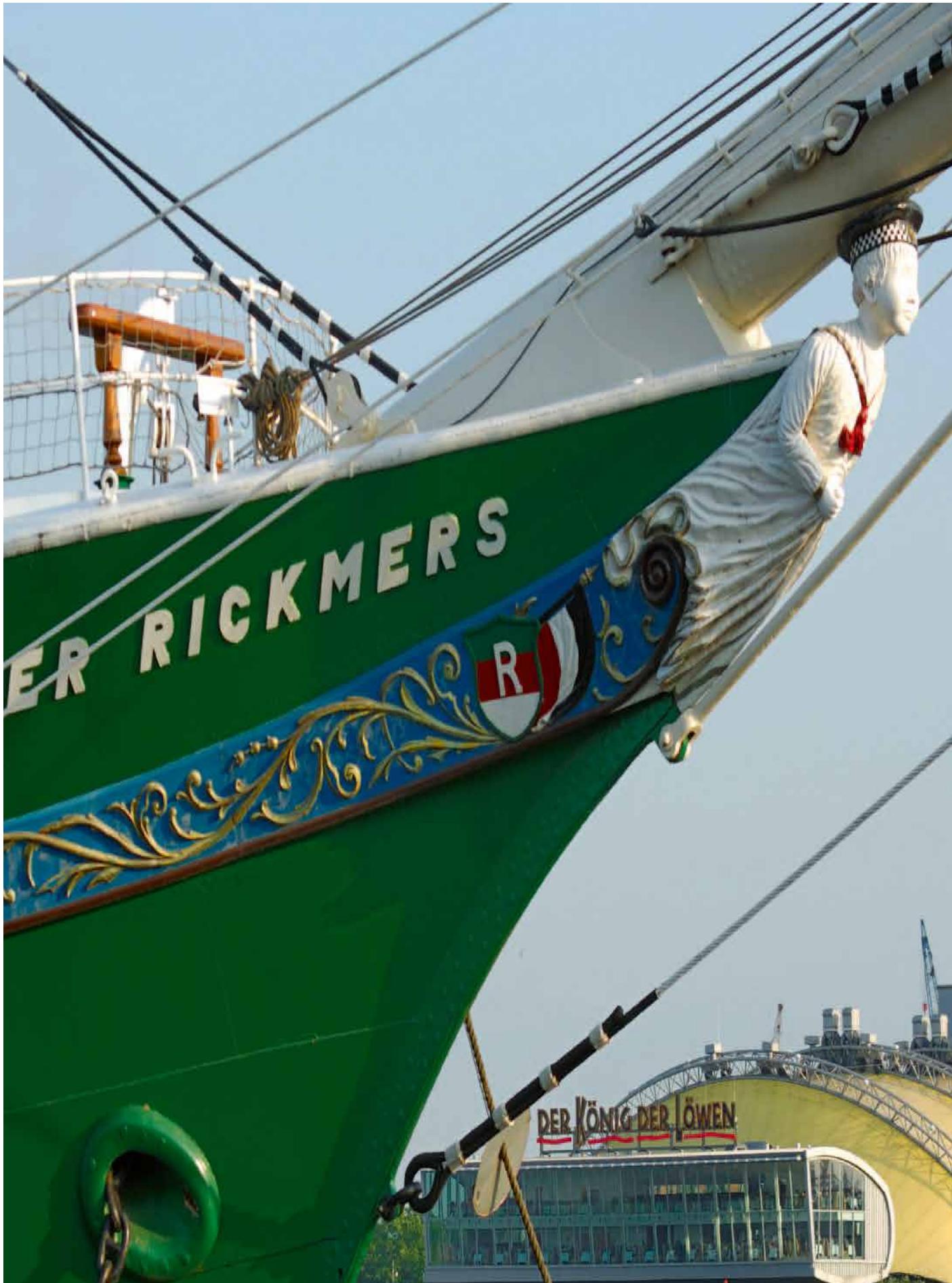


to the crowded trade fair ground. Hamburg's mayor, Olaf Scholz, was impressed with the event, which exceeded everyone's expectations: "The open and happy atmosphere was incredibly infectious. The spirit of this congregation has left a lasting impression," he said.

Last year, HMC once again hosted and organised the Chaos Communication Congress: like before, they opted for the CCH as venue. The 30th anniversary attracted 9,500 people from around the world, all keen to attend and participate in the 150 talks, discussions and workshops – 50 percent more than in the previous year. In 2012, the four-day Chaos Computer Club (CCC) congress turned its back on Berlin and returned to Hamburg, because the spacious CCH was able to offer more

room for the growing number of participants. Also, according to the CCC representatives, the attractive range of services offered by HMC and the great competency of the employees helped clinch the deal.

Many other event organisers also come to Hamburg Messe und Congress precisely for this reason. Among them is the Hamburger Sportverein (HSV), which traditionally holds its General Assembly at the CCH. A number of internationally renowned and listed companies hold their Annual General Meetings at the Congress Center Hamburg, e.g. Beiersdorf AG and Jungheinrich AG have done so for decades. The competent support is bearing fruit: in 2013, HMC, together with Messe Düsseldorf, was ›



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Once a three-masted barque, she is now permanently moored in the Port of Hamburg as a museum and monument ship: every year, on occasion of the Hafengeburtstag, the traditional HMC Captain's Dinner is held aboard the "Rickmer Rickmers".

Germany's leading location for meetings of shareholders. A number of Hamburg businesses also received their shareholders at the CCH: Beiersdorf AG 1,100, Bijou Brigitte AG 800 and Jungheinrich AG 650 shareholders.

The strong connection between HMC, the city and its businesses, also becomes apparent in other ways: in 2013, after five years of absence, the 28th Haspa Marathon Hamburg returned to its old starting and finishing line by the trade fair halls on Karolinenstraße, junction Lagerstraße. The 12,000 marathon runners were cheered on by 750,000 spectators along the 42 km route through Hamburg and were welcomed back by the excited crowd in exhibition hall A1 – first back was the winner Eliud Kipchoge, who managed an impressive time of 2 hours, 5 minutes and 30 seconds. Simultaneously, visitors were able to explore the ENDURANCE sports fair at the neighbouring exhibition hall A4.

Low German songs – an impromptu performance

HMC is rooted in Hamburg. The direct exchange with important representatives from the city and close partnerships with industry committees make this an obvious fact. Various prominent people from the metropolitan region are regularly spotted at HMC events. E.g. in 2013, roughly 250 guests from politics, industry and shipping came to the Captain's Dinner on the occasion of the 824th HAFENGEURTSTAG HAMBURG. Bernd Aufderheide, President and CEO of Hamburg Messe und Congress had invited them onto the former three-masted barque "Rickmers Rickmers", which today is a museum and memorial ship permanently moored in the Port

of Hamburg. In addition to the 30 captains of ships involved in the festivities connected to the HAFENGEURTSTAG HAMBURG, Hamburg's Senator of Commerce Frank Horch, entrepreneur Albert Darboven and Aida-Cruises-President Michael Ungerer were among the illustrious guests. One of the highlights of the evening was an unusual singing performance: TV presenter Yared Dibaba spontaneously stood up from the table and – accompanied by the Hamburg musician Joja Wendt – sang a jazz number in Low German.

Since 1994, employees of Hamburg Messe und Congress organise the event on behalf of the city's Economics, Transport and Innovation Board. With its more than 200 individual events and shows, the HAFENGEURTSTAG HAMBURG is the largest port festival in the world and includes the immensely popular tugboat ballet, an arrival parade with 300 vessels and the spectacular Aida fireworks finale. The event attracts up to 1.5 million visitors ever year.

In 2013, HMC once again drew many people into the metropolis with their successful events. The visitors take home the positive impressions of their stay, each to their own home country. Consequently, HMC is contributing significantly to the fact that Hamburg is perceived as an attractive tourist destination on an international level. This strengthens Hamburg as a business location. Especially the gastronomy, retail and hospitality industries benefit greatly, as the example of the Lions Clubs International Convention clearly shows: thanks to the "Lions", an additional 60,000 overnight stays were booked at hotels around the city.

MEETING PLACE STEEPED IN TRADITION

The CCH – Congress Center Hamburg hosts a huge array of events: major congresses, big party conventions, performances by world stars or traditional events, such as the world's largest student chess tournament, mean that the CCH has been a lively, buzzing hub of activity for decades.

There are not many places in Hamburg, where the events are as colourful, as diverse, as unusual, as international and as rich in tradition as they are at the CCH – Congress Center Hamburg. In the 40 years of its existence, the CCH staged countless significant, sometimes even historical moments: with world stars and global corporations, writers, statesmen and stateswomen, dolls exchanges and angel congresses, national conventions, general meetings, emergency meetings by the members of the HSV football club and medical breakthroughs.

Here, the last head of the Soviet Union, Mikhail Gorbachev, met singer Whitney Houston at the Women's World Award Ceremony in 2004. The Chancellors Willy Brandt, Helmut Schmidt, Gerhard Schröder and Angela Merkel addressed party friends and voters here. And President Joachim Gauck already visited the CCH twice in his term of office.

World stars have delighted their audiences here. In the 70s, conductor Leonard Bernstein was here. In the 80s, the musicians Bruce Springsteen, Chris de Burgh, Elton John and Tina Turner came. Amy Winehouse and the soprano Anna Netrebko visited in the noughties, and in 2013, folk-legend Bob Dylan graced our stage. In November 2013, the best-selling author Stephen King succeeded in filling every one of the 3,000 seats in Hall 1 – an unusually large venue for a book reading.

But in 2013, the CCH also hosted a number of important medical conferences. At the 4th Interdisciplinary Symposium on Inflammation at Interfaces by the Cluster of Excellence on Inflammation Research, physicians from Europe, Africa, America, Australia and New Zealand came

together to discuss the latest findings on the causes of chronic inflammatory diseases. At the world's largest endoscopy congress, the Endo Club Nord, 2,500 international experts watched 30 operations, which took place at two hospitals in Hamburg and which were broadcast live onto big screens at the CCH. The largest medical congress of 2013 was the 94th German Radiology Congress with 7,000 participants. Throughout the year, a total of 196,010 participants visited 128 congresses, conferences and exhibitions at the CCH.

Another 157,570 visitors came to 113 cultural and gastronomic events at the Congress Center Hamburg. A highlight was the 65th Eisbeissen (pork knuckle dinner) with the members of the Hamburg Association of Ship Brokers and Agents. The CCH has been hosting this event since 1973 – today, around 5,800 guests from around the world come to the gathering. Every guest receives his or her dinner within 30 minutes – a great logistical challenge and no mean feat.

Other long-standing traditions are the St. Martin's Goose Dinner for the association of the metal and electrical industry e. V. Hamburg NORDMETALL, the annual performance of The Dubliners and the world's largest student chess tournament "Right Alster Lakeside versus Left Alster Lakeside" with approximately 2,500 participants.

In addition to these traditional events, numerous symposiums, annual general meetings and concerts will take place here in the coming year. In August 2014, a very special guest is scheduled to visit the CCH: the Dalai Lama. The Nobel Peace Prize laureate has been invited by the Tibetan Centre and will give several lectures while in Hamburg.



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The CCH – Congress Center Hamburg lies at the heart of the Hanseatic City, close to the Alster Lake. The CCH opened in 1973 as Europe's first congress centre.



23,000 LIONS CELEBRATE IN HAMBURG

Interview with Barbara Grewe, chief organiser of the 96th Lions Clubs International Convention Hamburg.

You have successfully organised one of the largest conventions the Hanseatic City has ever seen. Did you need a holiday after it was all over?

No, I had to continue, as usual, because there is always still lots to do after such an event – even after the guests have gone. For example, you need to decide what to do with the material used at the congress. And we need to resolve the society we had founded to organise the event. We're still working on plenty of post-event details.

So, the convention has quite a strong after-effect.

Yes, but a positive one. I am still revelling in the success of the event, and people keep mentioning the convention wherever I go. The best part was that our 1,200 German Lions

volunteers caused such a joyous atmosphere. It was really quite infectious.

I think everyone felt it during the parade through the city centre. Approx. 18,000 colourfully dressed Lions members trooped around the Inner Alster Lake, accompanied by bands, floats and horse-drawn carriages. Who gave you the best compliment?

The man, who has been responsible for organising the Lions Clubs International Conventions for more than 20 years: he told me that the event in Hamburg was the best ever. He even complimented us on our final report, which he now wants to use as a template for all future congresses. This was the highest praise we could have received.

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This was the first ever Lions Clubs International Convention in Germany and, after Birmingham and Nice, the third in Europe. Around 23,000 participants from 127 countries came to Hamburg between 5 and 9 July 2013 to celebrate their 96th International Convention. The CCH – Congress Center Hamburg and the trade fair site stood at the centre of the event. Here, the Lions hosted their framework programme with workshops, seminars and exhibitions. The more than 1.3 million Lions members around the world help people in need on a voluntary basis.

Were you intimidated by the sheer amount of organisational work that comes with holding such a huge event?

At first, I did not really know what I had signed up for. I was just happy to have got the job.

You and your organising team worked on the necessary preparations for seven years. In the weeks before the arrival of the Lions, you worked for an incredible 14 to 16 hours per day. Did you find this challenging?

One of the biggest tasks, besides finding sponsors, was to recruit the many volunteers needed for the various venues throughout Hamburg – from the trade fair site to the city centre. Until shortly before the congress started, I was unsure, whether we had actually managed to find enough people for every venue. But I needn't have worried.

HMC was also greatly involved in the organisation, because the convention largely took place at the trade fair site. Were they supportive?

We were welcome and frequent guests at HMC, and we were constantly in contact with a number of their employees, who were a great help throughout the entire preparation process. So, we are pleased with the way things went.

How did the Lions like the HMC venue?

They simply loved it! We had booked the entire site. And the thing that really worked like a dream was that we were able to use the space behind the exhibition halls for the bus shuttle service. People exiting the exhibition halls could head straight for the busses. Ideal! And the visitors were suitably impressed.

So, did Hamburg leave a lasting impression?

Yes. Because Hamburg is the greatest city in the world and it showed itself at its best. The Lions had many positive things to say about their stay, and this message is now being carried out into the world.

The international guests did not know much about Hamburg?

Hardly anything. The best-known attraction among the American participants was the "Miniatur Wunderland" model railway. "Oh, wonderland," I heard them say quite a lot. They also mentioned "Sauerkraut" and "Dirndl". But I told them: "Sauerkraut and Dirndls are what they have in Bavaria. Here, we eat fish and the traditional clothes are fishermen's shirts."

What could Hamburg improve to impress congress participants even more?

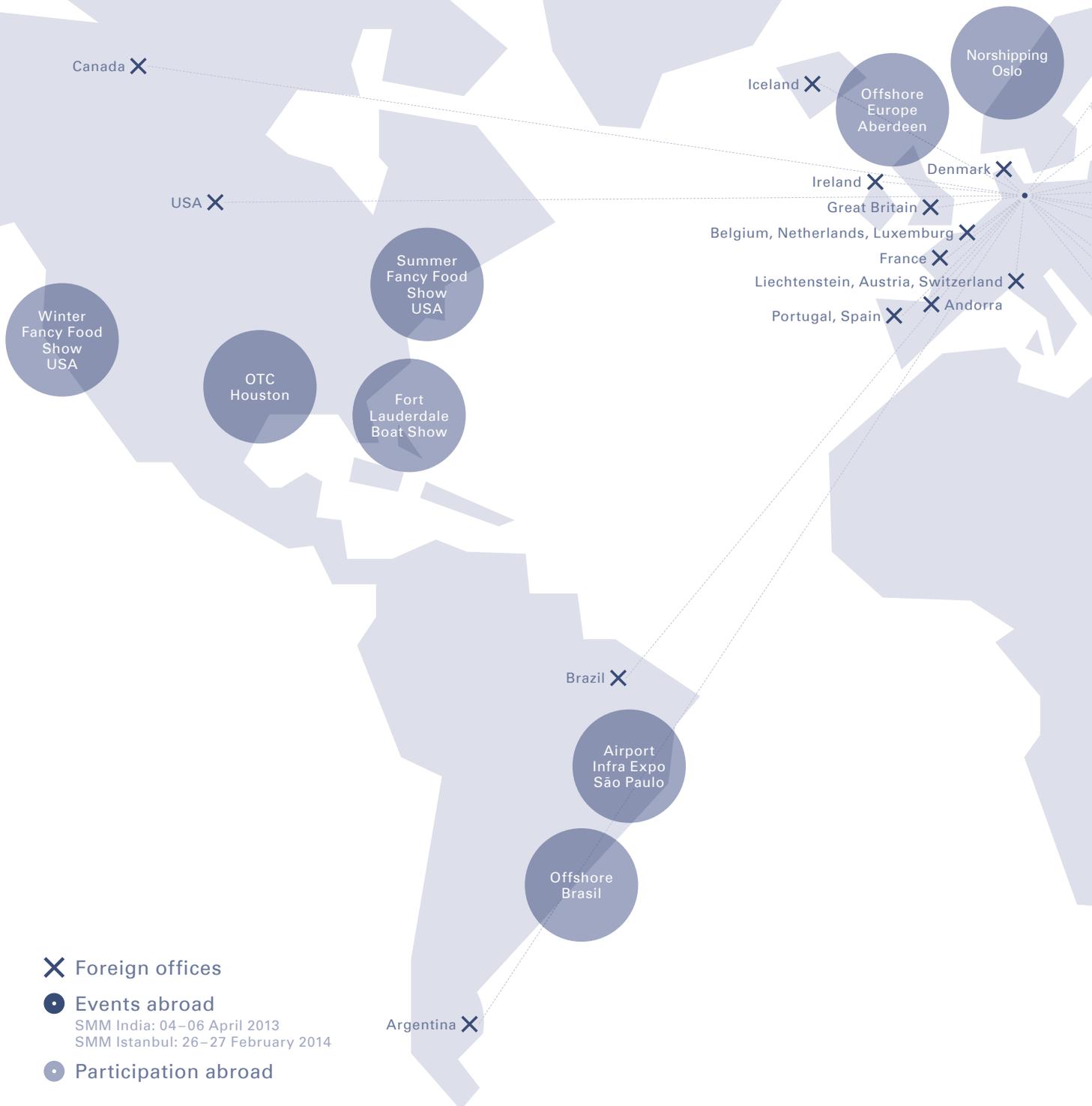
At the Lions Convention, the participants had to be picked up from 72 hotels with 170 buses. The greatest challenge was transport. So, large hotels close to the congress centre are important. Admittedly, the Radisson Blu Hotel is right on top of the CCH, but another large hotel close to the trade fair site would be great. Everything else was perfect. The proximity of the airport was a real bonus.

And your overall verdict is?

Everything was brilliant. I'd happily organise the world congress here again, but the next Lions Club Conventions are already scheduled to take place in Toronto, Honolulu, Fukuoka and Chicago.



GLOBALLY CONNECTED



X Foreign offices

● Events abroad

SMM India: 04–06 April 2013
SMM Istanbul: 26–27 February 2014

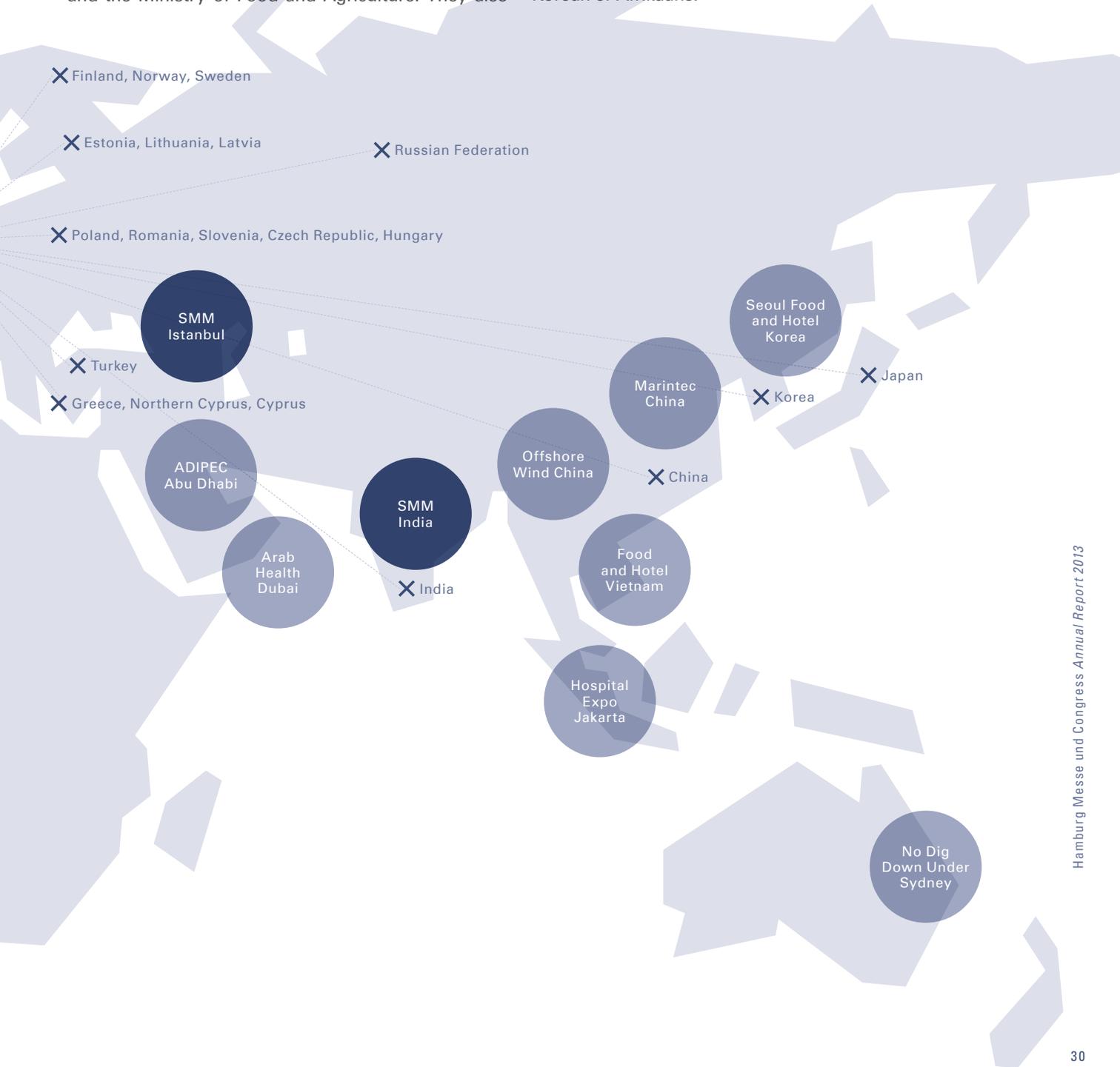
● Participation abroad

The employees at HMC are active around the globe: at their own trade fairs, such as the spin-offs of the world leading SMM exhibitions in Mumbai / India or Istanbul / Turkey, at major international trade fairs with German participation, at Expo-pavilions or when looking for exhibitors who would enhance one of the international trade fairs at home in Hamburg.

In addition to organising our own SMM India fair, our employees participated in 16 official projects on behalf of the Federal Ministry of Economy and Energy and the Ministry of Food and Agriculture. They also

accompanied 640 German exhibitors to trade fairs between Australia and Brazil, Vietnam and the United States, the United Arab Emirates and Europe.

In order to win foreign companies for trade fairs in Hamburg, HMC has a network of 26 foreign offices in Europe, America and Asia. Those wishing to contact someone at Hamburg Messe und Congress is likely to be addressed in their mother tongue: the employees at HMC speak a total of 25 languages – all the usual world languages plus Greek, Swedish and Arabic and even Korean or Afrikaans.



OPERATING ON THE INTERNATIONAL STAGE

Trainees at Hamburg Messe und Congress need to be good at languages, open to new ideas and resilient in order to look after guests from far and near, take on responsibility for special projects and represent their employer all over the world.



YALA NZUZI (left)
Trainee event manager

The enthusiasm is obvious when Yala Nzuzi speaks about her training at Hamburg Messe und Congress. "I never would have thought just what a diverse and varied job this is," she says. "Every trade fair and every event is different. "I also enjoy working with people, and we always have so many visitors from home and abroad."

Yala benefits from an extensive knowledge of languages. Her mother is from South Africa, whereas her father originates from the Democratic Republic of Congo. She herself was born in France. She speaks German, English, French and Lingala and is currently also learning Spanish. "At one trade fair, I noticed a French contingent who looked a bit baffled. I went up to them and spoke to them in their own language. They were absolutely delighted and immediately felt that they were being well looked after." Yala Nzuzi is one of 22 young women and men who are undergoing



training at HMC in the occupations of event manager, office management clerk, event technology specialist and information technology officer or else are completing a dual course of higher education study. When selecting applicants, the Human Resources Department considers overall impression, school marks achieved and additional factors such as internships or periods spent abroad. Short-listed candidates then attend for interview, where their level of knowledge, communication skills and personal commitment are all important aspects.

"First I cried for joy, then I phoned my mother"

Yala still has a very clear recollection of the day when she finally heard she had been offered a training place. "The call came quicker than I had expected, just a week after the interview. First I cried for joy, then I phoned my mother, who was also very excited." She then

communicated the good news to her brothers and to her entire circle of friends.

As is usual at HMC, Yala was integrated into the work process and given the opportunity to take on responsibility for special projects from the very outset. In 2013, for example, trainees gained practical experience by organising the Inter-Cities Fairs Cup, a football tournament involving 500 international guests from ten cities that was also the predecessor of the UEFA Cup. Another project was the annual "Einstieg Hamburg" education and training fair, where the trainees were given the job of designing and manning the stand at which HMC presented itself as a training provider.

The second department to which 21-year old Yala was assigned during her traineeship turned out to be the one in which she would most like to work later on – Press and Public Relations. "I felt totally at home there," she says. "You are always up to speed with regard to trade fair information because you get an insight into every department. We are across our own events as well as getting an impression of what is going on in the world of trade fairs generally."

Even though she was already familiar with activities such as preparing a press review because she had completed a PR internship, Yala was still enthused by the diverse range of tasks carried out by a press office. One of the duties carried out by staff from the Press Department, for example, was to offer location tours of HMC and its grounds to hotel managers as part of the preparations for the "Mineralien" trade fair. When Yala Nzuzi completes her training in 2015, she intends to travel the world. In the meantime, she is enjoying spending time with her fellow trainees. "Everyone is very open. Perhaps this is because we're all so different – we really are a colourful bunch."

SARAH FERNSEL (right)
Studying for a Bachelor of Arts degree in Business Administration at the Baden-Wuerttemberg Cooperative State University, specialising in trade fair, congress and event management

Sarah Fernsel had just finished her semester abroad in Shanghai and was on a holiday trip to Vietnam and Cambodia when she suddenly came down with food poisoning. She found herself on a drip in the Hospital for Tropical Medicine one day after arriving back in Hamburg. Fortunately, she made a speedy recovery and was soon back at Hamburg Messe und Congress devoting her full energy to helping with preparations for the wind power trade fair WindEnergy Hamburg.

Sarah is one of three students at HMC studying for a degree in Business Administration specialising in trade fair, congress and event management. A cooperation agreement between HMC and the Baden-Wuerttemberg Cooperative State University in Ravensburg has been in place since 2001. The course of study is divided into

theoretical components in Ravensburg and practical phases at the company providing training. Students switch venues every three months. A semester abroad, which Sarah decided to spend in China, forms a further part of the course. The course contents are not the only strenuous aspect of such a study option. "You need to be resilient. There's a lot of commuting involved, and you have to keep looking for a new flat. But, on the other hand, this has given me a chance to get to know plenty of different parts of Hamburg," she adds with a laugh.

"At HMC, there's always someone there to support me. It's a real family atmosphere"

Having completed her upper secondary school leaving certificate, Karlsruhe-born Sarah Fernsel went to Spain as an au-pair and did an internship in Italy before moving to Stuttgart to study Business Administration and work for a small company. Following the insolvency of this firm, Sarah was forced to look for another training place for her dual course of study. She found what she was looking for at HMC. 26-year old Sarah is happy that things turned out for her in this way. "Moving to a trade fair company is a great opportunity," she says. "At HMC, there's always someone there to support me. It's a real family atmosphere." The things she enjoys the most are the international environment and the chance to work with people. "You need to adapt to very different kinds of people. Every branch is different." She has particularly fond memories of the guests at the INTERNORGA trade fair, where she was in charge of a prize giving ceremony for young cooks and pastry chefs. "They always made sure that enough food and drink was on hand and that they were well provided for," she relates with a grin. "And they know how to party."

Sarah experienced a completely different type of audience at a shipbuilding fair in China when she was working for the Foreign Events Department at HMC. She manned the German Pavilion and helped out at the SMM stand. "This is a trade fair I will never forget," she says. "It was a real highlight to be able to execute as intended the things I had helped to plan in Hamburg." This is not something that can always be taken for granted. "As a trade fair specialist, you need to be creative. If the first proposal does not work out, you need to rethink immediately and hit upon another idea, preferably one that no other trade fair company has had." Another task is to act as an ambassador for your own trade fair city. During her semester in Shanghai, Sarah gave a presentation to her Chinese classmates and showed them pictures of Hamburg and the trade fair location. "They all thought that Hamburg and HMC looked great. They were really impressed by the huge ceiling height in the halls and by the ship's propeller erected for the SMM in the forecourt."

A TRADE FAIR CITY SINCE THE MIDDLE AGES

Although Emperor Charles IV held Hamburg in high esteem, he also had geopolitics in mind when he granted the city its trade fair privileges almost 650 years ago. The area that now forms the HMC site has its roots in the city's old fortifications, where visitors once admired rare species of roses.

Both Hamburg Messe und Congress GmbH and the whole of the city of Hamburg will be celebrating a major anniversary in January 2015. This date will mark precisely 650 years since Emperor Charles IV granted Hamburg its much coveted trade fair rights in 1365. The city was permitted to stage an annual two-week fair around Whitsun. Although this privilege constituted a particular expression of the appreciation of the ruler of the Holy Roman Empire for Hamburg and its citizens, it was also an act which today would be deemed a "geopolitical decision".

Charles IV's aim was to establish trading routes in all directions from his seat of government in Prague, and Hamburg was planned to be the final northerly destination in this scheme. In Prague, goods from the Mediterranean were brought together with produce from the Orient and shipped up the River Elbe to Hamburg, from where they were mainly transported onwards to the North and West. The opposite route was taken by salt from Lüneburg, beer from Hamburg, dried cod from Norway and fabrics from Flanders. These goods were collected in Hamburg ready for shipment to Prague.

Nevertheless, one of the factors which disrupted the trading of goods between Bohemia and Hamburg was the exercising of staple rights by the city of Magdeburg. This meant that all goods passing through Magdeburg on the Elbe or along the roads lining the river needed to be offered on the local market first of all. The consequence was that merchants in the city bought up large

parts of the freight and many goods making the journey between Hamburg and Prague never reached their intended destination.

In granting trade fair privileges, Charles IV placed the merchants, and their goods in particular, under special protection. The towns and cities located along the Elbe were now forced to lower their customs duties and relax the staple rights requirement. Anyone in breach of the regulations could expect unprecedentedly high levels of fines. However, this regulation was only effective for a short period of time. Charles IV's death in 1378 brought a change in trading routes in its wake, and the Whitsun trade fair privilege lost its significance. For this reason, the Council of the City of Hamburg suspended the Whitsun trade fair. They did not do so, however, before transferring the favourable conditions provided by the privilege to the existing weekly and annual markets that took place on the Hop Market, the Old Fish Market and the "Hamburger Berg".

When industrialisation arrived in the 19th century, a new kind of trade fair system developed on the site of what is now the Hamburg Trade Fair Centre. Increasing scientific interest in nature had initially resulted in the establishment of the Botanical Gardens in the old fortifications near to where the Dammtor Station stands today. The first zoological garden in the city was opened on an adjacent site in 1863. Senator Ernst Freiherr von Merck, who today is commemorated by a relief in Hall B4, had signed up 800 shareholders for the project. The Zoological and Botanic Gardens,



which staged a diverse range of events including open-air concerts and horticultural exhibitions, are today considered to have been the germ cell for today's trade fair site. In 1886, for example, a much vaunted rose and garden exhibition was held by the Horticultural Association of Hamburg, Altona and the surrounding region. In 1889, the Hamburg Commercial and Industrial Exhibition took place in the fortifications located between Millerntor and Holstentor.

Finally, when the first hotel and catering fair opened in the Ernst Merck Hall on 1 March 1921, the foundations were laid for what remains the oldest successful trade fair down to the present day, the INTERNORGA. As early as the second staging of the event in September 1921, there was no longer sufficient space for the 210 exhibitors. 30 firms were forced to seek alternative accommodation in the summer restaurant of the Zoological Gardens. Today, the INTERNORGA attracts around 1,200 exhibitors every year, who occupy the eleven modern halls and an additional

temporary hall on the site of the Hamburg Trade Fair Centre. There were, however, many changes before this point was reached. From 1930, the Botanical and Zoological Gardens became the "Park Planten un Blumen", which was the venue for four international garden shows between 1935 and 1973 alone. The Ernst Merck Hall, which was rebuilt in 1949, was best known for the legendary concerts it staged in the 1950's, 1960's and 1970's. These included the final show given by the Beatles in Hamburg on 26 June 1966. During the early 1970's the CCH – Congress Center Hamburg – was constructed on the other side of the park, whilst a total of twelve halls of a wide range of types were built on the trade fair site itself in the period leading up to the millennium. The present site was developed from 2004 following extensive modernisation and expansion of hall capacity to a total of 87,000 square metres.

The Free and Hanseatic City of Hamburg has a long and proud tradition and is one of Germany's oldest trade fair locations.



A LASTING RELATIONSHIP

A true partnership is in place between HMC and the “Herz As” day shelter for the homeless. The company’s staff help out in a wide variety of ways.

The dining tables are decorated with vases containing fresh gerbera. Sun orange curtains adorn the floor-length windows. It is morning, and the bright and cosily furnished downstairs room at the Herz As shelter is already full of people. Some are putting their documents and wallets away in lockers. Others are browsing through books in the reading corner or enjoying a coffee. There is also a queue at the counter where towels, razors and deodorant are handed out as people put their names down for a shower. The sound of different languages permeates the room.

Every day, an average of around 160 homeless people from more than 40 nations seek refuge in this social institution in the Münzviertel

district of Hamburg. Herz As has been catering to their basic needs for more than 30 years. They are provided with a hot lunch and a chance to launder their clothes and establish a fixed postal address. “We offer a protective area and specific initial assistance to meet the fundamental requirements of the homeless,” explains Andreas Bischke, who has been running the shelter since as long ago as 2000. Bischke’s tasks include offering the visitors to Herz As any advice and support they need. This may be a matter of tips on how to deal with government authorities and agencies or simply be a question of money for a new identity card. “We are frequently the first port of call and assist the homeless with improving their prospects,” he says.

Since 2008, the Herz As team has been able to rely on strong support from HMC as it goes about its work. Although employees make donations, most of the help they give tends to be of a more practical nature. In 2013, for example, HMC staff assisted with the Herz As summer fete held at St. Michaelis Church by manning stalls and organising games. An eighth clothes collection also took place at the trade fair centre and the CCH. More than 100 sacks of warm clothing have been collected over recent years. Staff also regularly bake cakes for sale at Christmas markets in Hamburg. Last year, HMC employees presented visitors to Herz As with a special advent calendar containing articles such as socks, tea and shampoo. Some staff are also actively involved in the Herz As Development Association.

Painting the walls and donating furniture

Although there is plenty of coming and going on the ground floor of the day shelter, things are a bit quieter upstairs. The first storey of the building houses a relaxation area for the homeless visitors and also has a clothing store mainly filled with weatherproof articles awaiting new owners. This is an area where HMC staff have often given their services, and volunteers have also been at work painting the walls of the dayroom opposite in a warm shade. On this particular day, one homeless man is stretched out on the sofa having forty winks. Behind him sits a large group of people taking part in a German course and keenly noting vocabulary. "I'm going for a shower," says one man, who displays perfect pronunciation as he puts his new German language knowledge to the test. The surrounding furniture has also been donated and assembled by HMC staff.

Herz As manager Andreas Bischke is delighted at the loyal support he receives from HMC.

"Long-term partnerships are very important," he explains. "Homelessness is not a short-term issue." The focus is not only on pitching in with practical help. During their stints in the clothing store or at the meals counter, the HMC employees learn about the worries and needs of the homeless at first hand. Andreas Bischke believes that the volunteers are valuable multipliers. "The contacts they make and the experiences they pass on have attracted the attention of other companies, which are now also supporting our institution."

One of the exhibitors at the INTERNORGA Trade Fair, for example, repaired the large coffee machine at the shelter and thus enabled it to avoid a bill for €2,000. Another donated an industrial dishwasher following the breakage of the old one. The Herz As team is delighted that its partnership with HMC is having such a large ripple effect. Help is sorely needed. "We are dependent on donations," says Andreas Bischke. "Something is always going wrong. A functioning network is crucial." He has also been able to publicise the fact that there is sometimes a shortage of low priced groceries by making an appeal at the INTERNORGA.

This morning, the food store at the Herz As is well stocked. Next door in the kitchen, two volunteers are preparing lunch in huge steaming pots, from which the smell of food is beginning to emerge. The tinned fruit for dessert has already been set out in a large number of small dishes. Andreas Bischke, meanwhile, has something else to look forward to. Following the 2013 victory of the shelter's football team over a side made up of Hamburg politicians, a game against trade fair staff has now been scheduled. Andreas Bischke gives a smiling warning to the opposition: "Our team is full of young and enthusiastic Africans."



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Towels, razors and deodorant are issued on request to Herz As visitors wishing to take a shower. Herz As manager Andreas Bischke (right) has worked for the shelter since 2000: "This is an exciting role with constant new challenges," he says.

HEADING NORTH!

HMC's packed and varied programme for 2014 will once again see it stage a number of major events of its own, including SMM, WindEnergy Hamburg, GET Nord and hanseboot. High-quality guest events have also been lined up.



The high density of events coming up in the spring and autumn and expected record sales of €94.7 million mean that 2014 is set to be the most successful year in the history of Hamburg Messe und Congress GmbH. Five major fairs are scheduled for the ten weeks between 9 September and 22 November alone: the leading international maritime trade fair **SMM**, the global on- & offshore expo **WindEnergy Hamburg**, the shopping fair **DU UND DEINE WELT**, the **hanseboot** International Boat Fair and the **GET Nord** Electrical, Sanitary, Heating and Air Conditioning Fair. During the same period, the Hamburg Trade Fair Centre will also be staging the **COTECA** COFFEE, TEA, COCOA GLOBAL INDUSTRY EXPO, the **transfairlog** for International Transport and Logistics Management and the **Affordable Art Fair**.

One particular challenge for the whole of the Hamburg Messe und Congress team will be

the transition from the **SMM**, which ends on 12 September, and **WindEnergy Hamburg**, which begins only eleven days later. Alongside the installation and dismantling of complex stands and of exhibits that can often weigh several tonnes, several dozen exhibitor relocations will need to be coordinated on the site due to the fact that around 100 exhibitors at the **SMM** maritime fair will then take advantage of the synergy effects provided by the rapid following of the **WindEnergy Hamburg**. Shipbuilding companies are also particularly involved in the offshore wind energy plant sector. Whereas around 40 **SMM** exhibitors will simply be able to leave their stands where they are, approximately 60 companies will need to move to another part of the Trade Fair Centre in order to present themselves in the appropriate environment. This is an opportunity that has only been available to companies since the **WindEnergy** Fair made the move from Husum to Hamburg.



A shop window for international companies

In April 2013, the trade fair companies in Hamburg and Husum presented a joint concept for the staging of wind fairs in Germany that has met with broad agreement within the branch. The plan is to join forces to hold the **Wind-Energy**, the leading international trade fair for the sector, in Hamburg in even years. **Wind-Energy Hamburg** maps the whole of the added value chain within the on-shore and offshore industry and is the shop window for all companies operating at an international level. As well as the new expanded opportunities that arise as a result of the time proximity to the **SMM**, further synergies will be created by the **H2Expo** – e-mobility, fuel cell, hydrogen & storage solutions, which takes place in parallel and focuses on the storage of energy.

In uneven years, the cooperation agreement between the trade fair companies in Husum and

Hamburg stipulates that a central specialist fair for the domestic market will be held in the form of the **HUSUM Wind**. The first such event will be staged between 15 and 18 September 2015. Husum lies in the wind power pioneering region of North Frisia and will provide the branch with a chance to present a wide variety of practical applications and to demonstrate in detail the strengths of Germany as an industrial location as well as carrying out a well-founded specialist analysis of critical developments has also seen Hamburg Messe und Congress enter into completely new arrangements with another German trade fair company in the field of order trade fairs. It is acting in close cooperation and partnership with Messe Frankfurt Exhibition GmbH on the bi-annual staging of the **nordstil** – Regionale Ordertage Hamburg, a regional procurement event for the retail sector in the area delineated by the Weser and Elbe rivers, the Harz Mountains and the Øresund. ›

The two trade fair companies complement each other perfectly in this regard. Messe Frankfurt is the world market leader in this segment, whilst Hamburg Messe und Congress can also look back on a tradition of more than 50 years in the area. The retail fair **Hamburger Einkaufstage**, which later became the **early bird**, had been taking place at the Hamburg Trade Fair Centre twice a year in January and July since the 1960's.

Following the surprising declaration made by the organisers of the **early bird** in July 2013 that they intended to stage the event in Hanover with immediate effect, many exhibitors and associations requested that the location of Hamburg should be retained. Only a few days later, the trade fair companies in Frankfurt and Hamburg announced plans to hold an order trade fair in the time windows already scheduled. And things have got off to a highly successful start. The first **nordstil** in January 2014 received an enthusiastic response with regard to its concept and organisation and the high quality of the exhibitors and visitors.

International trade fair of the cosmetics branch

Alongside the HMC's own specialist events and public fairs, there are also new and tried and tested guest events taking place at the Hamburg Trade Fair Centre that are guaranteed to pull in the crowds. One outstanding example here is the **in-cosmetics**, the world's leading trade fair for innovative cosmetic ingredients and technologies. The debut event in 2014 will extend over an area of 33,000 square metres and bring together around 8,000 specialist visitors.

in-cosmetics is already the third high-quality event to be staged in Hamburg by REED Exhibitions Ltd., the world's leading trade fair organiser. The **Aircraft Interiors Expo** and the **World Travel**

Catering & Onboard Services Expo are also both firmly established. Together, these two guest events will take up almost 50,000 square metres of exhibition space and the Trade Fair Centre in 2014.

Leading returners include the **transfairlog**, the specialist fair for international transport and logistics management. Following a successful premiere in 2012, its organisers, Münchner EUROEXPO Messe- und Kongress-GmbH, have opted to come back to Hamburg in 2014. The **transfairlog** is aimed at a specialist audience and presents a broad spectrum of modern strategic and operational solutions relating to the topics of sea and hinterland transport, haulage services, transshipment of goods and the supply chain.





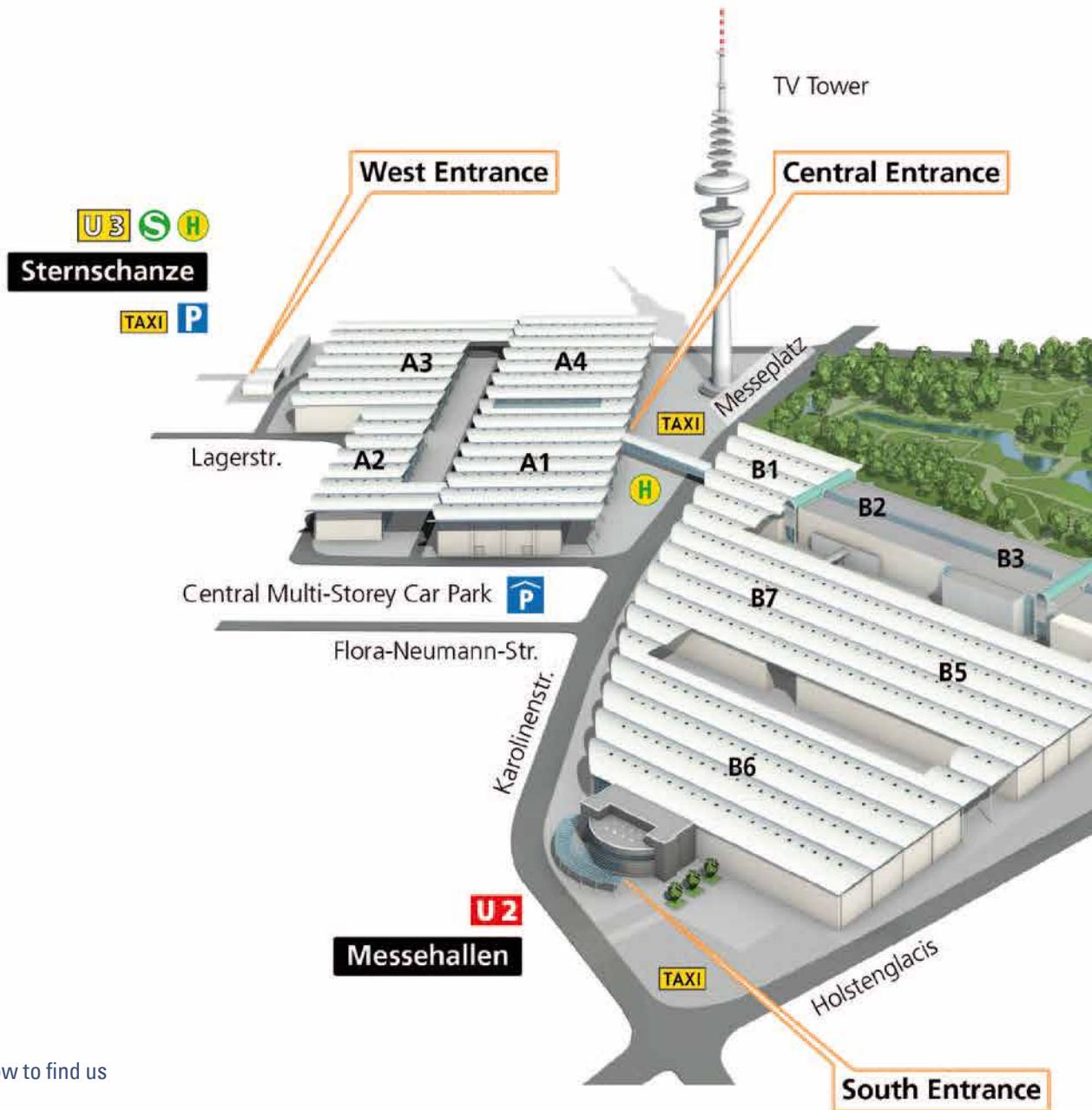
The **Haspa Marathon Hamburg**, which in 2014 will once again start and finish on Karolinenstraße between the trade fair halls, remains very popular with the population of the city. Registration of participants will be conducted at the accompanying Marathon Sports Fair **ENDURANCE**. The marathon made a return to the trade fair halls in 2013 after a five-year absence.

The **Affordable Art Fair** is also on the way to becoming an established event. 2014 already represents the third occasion on which it has been staged. The particular feature of the event is that all works on display cost between €100 and €5,000. The organisers of the fair were

enthused by the great public response received after the event's premiere in Hamburg in 2012. In 2013, more than 16,500 visitors purchased art to a value of around €2 million.

Hamburg Messe und Congress will continue to strengthen its portfolio in future by acquiring high-quality guest events, by expanding its own fairs (such as the extension of **REISEN HAMBURG** via **AUTOTAGE HAMBURG**), by developing new thematic areas (such as in the case of the **COTECA**) and by cooperating with professional partners. To this end, it will pursue close cooperation with trade and industry, the associations, the chambers and the policymakers of the city.

SITE MAP



How to find us



Central multi-storey car park, CCH underground car park, East underground car park



DB/S Dammtor



S1 Airport to Central Station, at the Central Station change to S21 or S31 Dammtor or Sternstraße



U1, U2, U3 / S Sternschanze, S Dammtor
Metro buses: 4 oder 5 to Dammtor; Express buses: 34 to Dammtor, 35 to east Entrance or Central Entrance



Taxi ranks at all entrances

ANNUAL FINANCIAL STATEMENTS 2013 OF HAMBURG MESSE UND CONGRESS GMBH

BALANCE SHEET/Assets as at 31 December 2013

All figures in EUR thousand	2013	2012
1. Fixed assets	81,768	85,819
2. Current assets	31,691	31,939
Total ASSETS	113,459	117,758

BALANCE SHEET/EQUITY AND LIABILITIES as at 31 December 2013

All figures in EUR thousand	2013	2012
1. Equity	11,679	11,679
2. Liabilities	101,780	106,079
Total EQUITY AND LIABILITIES	113,459	117,758

INCOME STATEMENT

for the financial year from 1 January to 31 December 2013

All figures in EUR thousand	2013	2012
1. Total revenue	58,389	98,366
2. Personnel expenses	16,278	16,546
3. Other expenses	75,129	93,349
4. Profit/loss before absorption	-33,018	-11,529

RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for the unabridged annual financial statements and the management report on 21 March 2014.

A

BUSINESS AND ECONOMIC ENVIRONMENT

1. The German trade fair market

Although world economic growth accelerated somewhat during the course of 2013, it remained muted until the end of the year. The lack of dynamism in global economic development is reflected by the moderate growth within the German economy. These general conditions also shaped the development of the German trade fair market in the year 2013. The preliminary figures released by the Association of the German Trade Fair Industry (AUMA) in December 2013 show that national trade fairs in Germany generally developed well. In 2013, around 139 national trade fairs took place. These attracted around 1 percent more exhibitors compared to respective prior year events (2012: plus 2 percent). There was an above-average increase in foreign participation, which rose by 2 percent. In 2013, the amount of floor space leased at national trade fairs (2012: plus 4 percent) and visitor numbers (2012 minus 1 percent) largely remained constant.

In 2014, AUMA expects there to be 178 national trade fairs in Germany, which will attract around 180,000 exhibitors and utilise floor space of 6.9 million square metres. Visitor numbers are expected to continue to stabilise at approximately 9.7 million.

2. Foreign business

Foreign business for German trade fair organisers has approximately stabilised at the level of the previous year. In 2013, the number of participations at trade fairs abroad was 262 (2012: 252). The most important regions in the reporting year were Asia with just under 50 percent of events and European states outside the EU followed by the Near and Middle East, North America and Latin America.

3. The national and international convention and conference business

Although final figures for the development of the national and international convention and conference business are not yet available, the assumption is that there will be a slight growth on the supply and demand side compared to the previous year.

The high number of first-class events locations in Germany and the oversupply of congress and conferencing capacities meant that competitive pressure remained high. This pressure is being increased still further due to announcements regarding expansion and renovation projects and new construction undertakings.

The very good infrastructure conditions represent ideal prerequisites for the staging of successful conferences and congresses by organisers. When organisers ultimately decide where an event is to take place, increasing significance is being placed on both the infrastructure of the conference and congress centre and on the general conditions relating to the destination, such as accessibility, hotel provision, security and cost-effectiveness.

B

BUSINESS TRENDS HMC

HMC achieved revenues of €55.2 million in 2013. This represents a fall of €3.9 million compared to the reference year of 2011. The largest share of this sales revenue was realised by the Hamburg Messe in the amount of €35.9 million (65 percent). €7.3 million of this sum was generated by the Service Sales Division and €9.5 million by guest events.

1. Hamburg Messe Division

The development of the Hamburg Messe Division was just below the plan estimate in terms of sales revenues and marginal income realised. This deviation from plan is in particular attributable to the hanseboot International Boat Fair. The boat branch is still suffering from the consequences of the economic and financial crisis, and this has had a negative impact on business performance. Despite this development, the new concept of holding the hanseboot on the B site met with a positive response from exhibitors and visitors. The event was able to maintain its position as the second most important boat fair in Germany.

The consumer trade fair DU UND DEINE WELT stabilised at the level of the previous year. Adaptation of the event concept for a clearer alignment of the exhibitor areas to reflect visitor interest and the core target group proved to be a particularly successful move.

REISEN HAMBURG achieved an increase in visitor numbers of around 30 percent as well as attracting 7 percent more exhibitors. This development was significantly influenced by HAMBURGER AUTOTAGE, which took place in parallel for the first time, and by the thematic further development of REISEN HAMBURG.

The INTERNORGA was able to maintain its position as Germany's number one catering trade fair in 2013. 1,152 exhibitors took up a total net floor area of 54,014 square metres.

The Guest Events Sales Division developed in line with the plan estimate during the reporting year. A total of 37 guest events (2012: 26) were staged on the HMC site. The largest events were the 34th German Protestant Church Congress, the Aircraft Interiors Expo and the early bird.

In the financial year 2013, a total of 43 trade fairs and exhibitions (2011: 44) were held, including seven HMC events (six at the Trade Fair Centre and one in Neustadt/Holstein). These were attended by 789,697 visitors, an increase of 119,030 compared to the reference year of 2011 (670,667). Gross floor area leased increased by 3,647 square metres to 815,998 square metres compared to the reference year.

2. Foreign Business Division

Every year, HMC organises numerous joint participations in trade fairs abroad, most of which are implemented on behalf of the Federal Ministry of Economics and Technology (BMW i) and the Federal Ministry of Food and Agriculture (BMEL). The main focuses of these participations were in the maritime industry, oil and gas, the hotel branch and catering. During the reporting year, HMC executed nine joint participations on behalf of the BMW i and four on behalf of the BMEL. The highlight of the foreign business activities was the organisation of German participations at the Arab Health in Dubai (around 280 exhibitors across an area of 3,000 square metres) and at the Marintec in Shanghai (more than 100 exhibitors and a total area of approximately 2,000 square metres).

3. CCH Division

There was only a marginal change in business and general conditions for the CCH compared to the previous year. Although further concrete progress was made with regard to the regeneration of the CCH, no final decision could be reached on a realisation of this construction project. This exacerbates the acquisition of events scheduled for the short and medium term, particularly in relation to the attractive company business.

128 national and international congresses, conferences, exhibitions and presentations were held at the CCH in the financial year 2013. The ongoing acquisition of medium-sized and major congresses in recent years has resulted in a further increase in visitor numbers in this segment. 196,010 visitors were recorded in 2013 as opposed to 192,156 in 2012. This represents an increase of around 2 percent.

As in previous years, the main focus of the congress and conference business was on the medical sector and on annual general meetings, member meetings and company meetings. The congresses that stood out here were the 34th German Protestant Church Congress (30,000 participants at the CCH), the 96th Lions Clubs International Convention (23,000 participants), the 30th Chaos Communication Congress (9,500) and the 94th German X-Ray Congress (7,300).

113 cultural and social events took place, 24 more than in the previous year. The number of visitors was 157,570 (2012: 140,236). The share of CCH's total revenue accounted for by these events in the 2013 financial year was around 12 percent.

C

ECONOMIC SITUATION

1. Development of revenue

HMC achieved revenues of €55.2 million in 2013. Total revenue in 2013 was distributed as follows among the individual divisions: Hamburg Messe: €19.1 million; CCH: € 9.4 million; Guest Events: €9.5 million; Foreign Business: €6.3 million; Services: €8.0 million. Total revenue from the Property Division was €2.9 million.

2. Profit/loss for the year

HMC posted a loss of €33.0 million for the 2013 financial year before loss absorption by HGV. The main reason for the fall in income as compared to the reference year of 2011 was a lower gross profit. An increase in operating expenses, in particular occasioned by expenditure on renovation works of Trade Fair Halls B1 to B4, also exerted a negative impact on income.

3. Employees

As of the end of the year 2013, 266 staff (2012: 263) were employed at HMC.

Of these, 241 had permanent contracts of employment and 25 were employed under fixed-term contracts (2012: 235 and 28 respectively). Expressed in terms of FTE's, HMC had 244 employees at its disposal as of the end of the year (2012: 242). In addition to this, HMC provided 22 apprenticeship places for trainees in the occupations of event manager, office management clerk and event technology specialist and for Bachelor of Arts (BA) students.

4. Assets situation

In the reporting year, total assets fell by €4.3 million to €113.5 million, as a result of which the equity ratio rose from 9.9 percent to 10.3 percent.

5. Financial situation

The company has a control and profit transfer agreement and a group clearing agreement in place with its parent HGV. This means that its liquidity is ensured at all times.

D

OUTLOOK, RISKS AND OPPORTUNITIES FOR FUTURE DEVELOPMENT

1. Outlook

More HMC events are scheduled to take place in 2014 than in uneven years. In addition to this, the wind energy trade fair WindEnergy Hamburg will be staged for the first time in 2014. These effects will lead to a significant improvement in earnings for the year. The stabilisation of B2C events and achieving an increase in visitor numbers continues to be of high significance to HMC. Against this background, the company will continue the robust further pursuit of its adapted strategy for public trade fairs. Additional growth impetuses for HMC should also be achieved via the consistent alignment of sales and business development activities.

2. Earnings

HMC expects revenues for the financial year 2014 to be €94.5 million euro. This represents a growth in sales of around 15 percent compared to the reference year after adjustment for the extraordinary item in the amount of €12.0 million arising as a result of the organisation and implementation of the German Pavilion at the EXPO 2012 in Korea. HMC expects to post a net loss in the light of the considerable financing costs for leasing the Neue Messe property as well as the costs arising from the financing and depreciation of CCH's expansion. Property costs will continue to have a negative impact on earnings in the coming years.

The losses expected in the coming years will be absorbed by HGV within the scope of the profit transfer agreement.

3. Risk report

HMC maintains a risk management system that enables timely and systematic analyses and assessments of the company's exposure to risk as well as the development of pertinent countermeasures. These analyses and assessments concern both strategic and operating risks.

In terms of its future development, HMC is currently unaware of any risks that might jeopardise the company as a going concern. No events of special importance that would have resulted in a material change in the presentation of the company's assets, liabilities, financial situation and earnings occurred after the close of the financial year.

Hamburg, 21 March 2014

Bernd Aufderheide
President and Chief
Executive Officer (CEO)

Dr. Ulla Kopp
Managing Director

REPORT BY THE SUPERVISORY BOARD

The Supervisory Board reviewed the situation and development of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH on a regular basis during the financial year. It carried out the tasks allocated to it both by law and by the Articles of Association during the reporting year. The Supervisory Board advised and monitored the managements of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH on an ongoing basis.

The Supervisory Board has complied with the specifications of the Hamburg Corporate Governance Code and has issued a statement of compliance in cooperation with the managements from the companies.

Management provided regular, timely and comprehensive reports both in writing and verbally to the Supervisory Board regarding relevant issues of corporate planning, strategic development and results achieved as they relate to the individual companies, including the risk situation.

During the financial year from 1 January to 31 December, the Supervisory Board held five meetings. It also adopted two resolutions by written circular procedure. The Finance Committee met twice, and the Construction Committee convened on three occasions. The Human Resources Committee held four meetings as well as adopting five resolutions by written circular procedure.

On 1 July and 31 July respectively, the Annual General Meeting of Shareholders of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH appointed RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft ("RBS") as the auditor of the financial statements.

RBS audited the annual financial statements comprising the balance sheet, the income statement and the notes, together with the bookkeeping system and the management report for the financial year from 1 January to 31 December 2013.

RBS issued auditor's reports. The audit has not led to any reservations. In the opinion of RBS, the companies' annual financial statements are in compliance with legal provisions and the supplementary provisions of the Articles of Association and give a true and fair view of the companies' net assets, financial positions and results of operations in accordance with the principles of proper accounting. The Management Reports are consistent with

the annual financial statements, provide a suitable understanding of the companies' situations and suitably present the opportunities and risks of future development.

The Financial Committee and the Supervisory Board examined the annual financial statements, management reports and audit reports from RBS in detail at meetings held on 15 May and 12 June 2014 respectively. The Supervisory Board has no objections to these documents and therefore agrees with the results of the auditor's report. The Supervisory Board approves both the Management Reports of the Managing Directors and the annual financial statements as at 31 December 2013.

Ms. Brigitte Engler and Mr. Christian Heine joined the Supervisory Board as new members on 23 March 2013. They succeed departing members Mr. Dietrich von Albedyll and Mr. Thomas Schuster, to whom the Supervisory Board would like to extend its heartfelt thanks for their constructive involvement and for their commitment to the best interests of the company.

The Supervisory Board wishes to thank the Managing Directors and the company's employees for the great dedication they have shown in the past financial year.

Hamburg, June 2014

Johann C. Lindenberg
Chairman of the Supervisory Board

SUPERVISORY BOARD

2013

Johann C. Lindenberg
Chairman, former national
Chairman of Unilever Germany

Hartmut Hofmann
Deputy Chairman, Head of the Convention
and Event Technology Department, Hamburg
Messe und Congress GmbH

Dietrich von Albedyll (until 26.03.2013)
Managing Director, Hamburg Marketing GmbH
und Hamburg Tourismus GmbH

Brigitte Engler (since 26.03.2013)
Managing Director, City Management Hamburg

Christian Heine (since 26.03.2013)
Head of the Business and Financial Investment
Affairs at the Hamburg Tax and Revenue Office

Anja Holinsky
Project Manager, Hamburg Messe
und Congress GmbH

Kai Hollmann
Managing Director, Gastwerk-Hotel Hamburg
Verwaltungsgesellschaft mbH

Martin Köppen
Director of the Office for Economic
Development, Foreign Trade and Agriculture,
Authority for Economics, Transportation and
Innovation, Free and Hanseatic City of Hamburg

Dr. Claus Liesner
Managing Director, AMC Asset-
Management-Consulting GmbH

Katja Löwe
Sales Specialist, Hamburg Messe
und Congress GmbH

Loretta Marsh
Chair of the Works Council, Hamburg Messe
und Congress GmbH

Dr. Rainer Klemmt-Nissen
Managing Director, HGV Hamburger
Gesellschaft für Vermögens- und
Beteiligungsmanagement mbH

Prof. Dr. Hans-Jörg Schmidt-Trenz
Chief Executive, Hamburg Chamber of
Commerce

Thomas Schuster (until 26.03.2013)
Director of the Office for Real Estate
Management, Finance Authority, Free
and Hanseatic City of Hamburg

STATEMENT OF COMPLIANCE WITH THE HAMBURG CORPORATE GOVERNANCE CODE

The Management and the Supervisory Board of Hamburg Messe und Congress GmbH (HMC) hereby declare:

“Hamburg Messe und Congress GmbH complied with all the regulations of the Hamburg Corporate Governance Code for which the Management and Supervisory Board were responsible during the 2013 financial year. The following items were not observed.

Section 5.1.5: The six-week period for distributing the minutes regarding resolutions made by the Supervisory Board to its members could not be adhered to as the draft minutes had to be approved prior to their publication and the approval processes were not completed in time.

Section 5.4.1: The lead local government authority with policy responsibility is not represented on the Supervisory Board of Hamburg Messe und Congress GmbH because the composition of the Supervisory Board has not changed since the amendment of Section 5.4.1 with effect from 1 January 2012.

Section 5.4.5: One member of the Supervisory Board attended fewer than half of Supervisory Board meetings in 2013.

Section 7.2.3: RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft, Domstraße 15, 20095 Hamburg, was appointed to audit the company’s annual financial statements and to ensure due and proper conduct of business for the financial years 2008 to 2012 and is to retain this appointment until 2014. The purpose of this continuing appointment is to ensure auditing continuity and to reintegrate HMC into the next auditing cycle (commencing with the financial year 2015).

The subsidiaries BNM Baugesellschaft Neue Messe mbH and HMC International GmbH do not have a Supervisory Board. They complied with all the regulations of the Hamburg Corporate Governance Code for which the management boards were responsible during the 2013 financial year.”

In the financial year 2013, Mr. Aufderheide received total gross compensation in the amount of €263,879.14. Dr. Kopp received total gross compensation in the amount of €244,140.44. Distribution of overall compensation may be viewed online at www.hamburg-messe.de.

Hamburg, June 2014

gez. Bernd Aufderheide
President and Chief
Executive Officer (CEO)

gez. Dr. Ulla Kopp
Managing Director

gez. Johann C. Lindenberg
Chairman, former national
Chairman of Unilever Germany

EVENTS AFTER 31 DECEMBER 2013

POLICE STAR

Bernd Aufderheide was awarded the "Police Star" by the Hamburg Police Authority on 25 January 2014. This award recognises persons whose service and commitment has raised the reputation of the police in the city.



IN-COSMETICS

The in-cosmetics, the world's leading trade fair for the cosmetics and personal care industry, took place from 1 to 3 April 2014 and attracted a total of 7,260 specialist visitors to Hamburg from all over the world. 680 international exhibitors attended to present their products across an area of 33,000 square metres.

LUFTHANSA

In 2014, Deutsche Lufthansa AG became the latest publicly listed company to stage its annual general meeting at the CCH. Lufthansa welcomed its shareholders to Hamburg on 29 April 2014 and was, after Beiersdorf AG, the second DAX-quoted company to stage its AGM at the CCH in 2014.



LEGAL NOTICE

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This Annual Report is also published in German.

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