

THE WORLD IN HAMBURG

Trade fairs are markets – the new and exciting
from all over the world converge here.

Hamburg is a trade fair city. With a 650-year history.



**Hamburg Messe
und Congress**



Dear friends, guests, partners, and clients,

See and be amazed, talk and listen, negotiate and even occasionally haggle. Trade fairs and congresses are both business and entertainment, work and pleasure. And precisely since our daily lives are becoming increasingly digitalized, we have an increasing need to meet with people face to face. As a trade fair and congress company, we incorporate the possibilities of the digital world in exciting, informative, and communicative events here in Hamburg. Visitors experience buying with all their senses because, for suppliers, trade fairs and congresses remain the obvious place to advertise themselves and present their products and services. They offer 1,001 opportunities to forge new contacts and to reconnect with and cultivate existing contacts. Some 300 such trade fairs, congresses, and cultural and gastronomic events draw more than a million visitors to Hamburg from all over the world, year after year. The ultra-modern exhibition halls in downtown Hamburg and CCH – Congress Center Hamburg, between Dammtor mainline station and the Planten un Blomen park, have established themselves as a magnet for exhibitors and visitors alike. The 650-year anniversary of trade fairs in Hamburg has inspired us to take you on a journey into the past – and to give you an overview of the growing role of the city's trade fairs and congresses.

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Imprint/Picture credits

Published by: Hamburg Messe und Congress GmbH

Design and layout: BISSINGER [+] GmbH

Printed by: Beisner Druck GmbH & Co. KG

Picture credits: agn Leusmann GmbH/Tim Hupe Architekten, akg-images, Matthias Friedel, Hamburg Monument Conservation Agency, HMC/Archive (7), HMC/Archive/Conti-Press, HMC/Archive/H.G. Esch/Ingenhoven Architects (HMCEI), HMC/Archive/Planten un Blomen park, HMC/Archive/Verlag von Wendt Hamburg (2), HMC/Romanus Fuhrmann, HMC/Michael Zapf (3), Hamburg State Archive (6), private/Meding family, and www.hamburg-bildarchiv.de (2)



1365



Imperial privilege

A mark of high favor: In 1365, Emperor Charles IV granted the people of Hamburg the privilege of holding a trade fair. For 3 weeks around Pentecost, traders and craftsmen were able to buy raw materials at the fair that were otherwise not available. Luxury goods, such as fine spices, wine, oils, jewelry, and fabrics were also on offer. Just a few towns were granted this imperial privilege. All other towns had to make do with the usual markets, held from morning to evening. But Hamburg was already well supplied – thanks to its harbor, the city enjoyed a thriving trade. 2,000 ships arrived in the city every year. Three annual fairs were also held in the city, one of which was very close to Pentecost. In 1383, five years after Charles' death, the Council of the City of Hamburg therefore discontinued the Pentecost trade fair until further notice "for the benefit of the citizens of Hamburg".

The breakthrough

Freiherr Ernst von Merck's "International Agricultural Exhibition", generously subsidized by the city, was held directly next door to the "Hamburg Trade Exhibition". Both shows were so successful that Hamburg took the decision to establish itself as a center for trade fairs. This was also the result of a change in focus: For centuries, the city's harbor had been the sole focus of interest – and trade – but with the connection of the city to the railroad network, Hamburg once again became a hub for overland trade.



1863

1869



Industrial revolution

Due to a decline in (art and) craft exhibits and a rise in presentations of the achievements of modern industry, the trade exhibition was renamed the "Hamburg Industry and Trade Fair". Exhibitions were scenes of much hustle and bustle; trade fairs became temples of the industrial culture. Within just a few years, the number of exhibitor admirers doubled to 80,000.



1897

1790

The revival

With high tariff barriers hampering domestic and foreign trade in the 18th century, the idea of a trade fair was revived. A joint exhibition for all trades once again united suppliers and manufacturers, with the aim of improving the quality of handcraft products. In 1790, the first of these exhibitions brought together 60 exhibitors in the Great Hall of the "Ratskeller" (city hall cellar). Even though not all trades were always represented, these exhibitions were held every couple of years. The city of Hamburg did not, however, think to capitalize on this until 1863.



A site for the fair

8 years previously, the city fathers had found a permanent site on which to hold trade fairs: the ramparts between "Holstenwall" and "Glacischaussee". The site consisted of an 8,000-sqm main building and various adjacent buildings, surrounded by elaborately designed parkland, including a pond (and boat hire). It was such a picturesque site that the "General Horticultural Show", held here in 1897, once again attracted visitors in their droves.

By specialist trade, for specialist trade

The first specialist trade fair in Hamburg was organized in March 1921 by the young advertising professional Albert Lubisch: The "North-West German Spring Fair for Hotels, Restaurants, Cafés and Institutional Kitchens" was held in the Ernst Merck Hall at the Botanical Gardens. This predecessor of INTERNORGA was so successful that at the next session of the event, in autumn 1921, 180 exhibitors presented their products and services throughout the entire grounds of the Zoological and Botanical Gardens.



1921



1950

Hamburg and the World

Specialist trade fairs remained a key pillar: In 1950, Albert Lubisch, who had long since been promoted to Exhibition Director, reinstated his gastronomy exhibition, INTERNORGA. As the name suggests, exhibitors and visitors were becoming increasingly international. Europe was growing closer together. Trade fairs such as SMM – the leading international maritime trade fair – and WindEnergy Hamburg were also becoming leading international fairs in their sectors.



1933

Propaganda

The National Socialists placed trade fairs and exhibitions under the supervision of the "Advertising Board of the German Economy", a department of the "Reich Ministry of Public Information and Propaganda". This also brought with it a change in the content bias of the trade fairs. Trade fairs were no longer freely organized commercial exhibitions, but rather state-organized "cultural and educational shows, with an economic impact", embedded in Nazi propaganda. As early as the "Hamburg Television and Radio Exhibition" in 1934, exhibitors were exclusively "Aryan" companies.



1973

You couldn't get more modern

The Hanseatic city set standards with the building of the new CCH – Congress Centrum Hamburg: For the very first time, conferences could be held at the same time as trade fairs in what was at the time the most modern conference center in Europe. The rooms also offered a multitude of options for meetings, congresses, and concerts – naturally also outside of trade fair times.



1950

Shrine to consumerism

Discovering, touching, and trying out innovations – that's what made public fairs so appealing. After the Second World War, the exhibition halls turned into shrines to consumerism. What started off modestly enough in 1950, very quickly grew into the consumer show DU UND DEINE WELT (you and your world), with an ever-growing range of everyday necessities. The 1960s brought not only the International Horticultural Exhibition, but also a boom in trade fairs. In addition to public fairs like the very first hanseboot specialist boat show in 1961 and specialist trade fairs like today's SMM maritime event, hybrid shows, such as the "Reise, Sport und Wochenend" (travel, sport, and weekend) fair, established in 1973 and held today as the travel show REISEN HAMBURG, started to pop up.



2004

2007

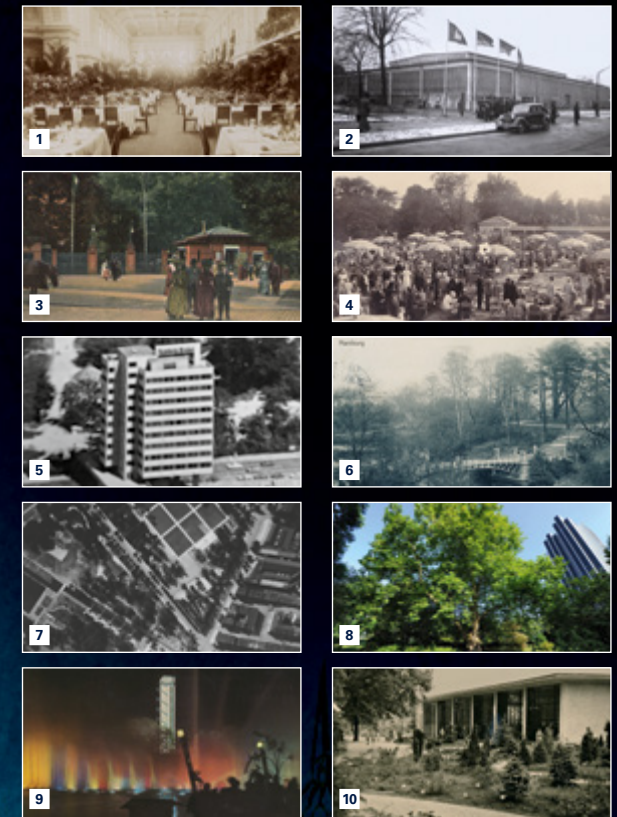
Pure enjoyment

Needs change, and Hamburg Messe und Congress GmbH responds quickly to such changes. It all kicked off in 2004: New halls were built and the existing halls modernized. One year later, expansion work began on CCH. Following this construction work, the venue was brighter, more transparent, and more spacious. Exhibitors and visitors alike were highly impressed – and always extremely keen to come back.





The photo shows the current trade fair site and CCH around the Planten un Blomen park. The numbers refer to the photos on the right: These photos show what it used to look like.



- 1 ERNST-MERCK-HALLE 1:** The two-storied building with restaurant and hall, built in 1863, is named after the trade fair initiator Ernst Merck.
- 2 ERNST MERCK HALL 2:** Up to 6,000 visitors attended boxing matches, ice shows, party conferences – and saw the Rolling Stones – in this hall, which was built in 1951.
- 3 ZOO ENTRANCE:** The site of the Zoological Gardens, opened in 1863, has been the Planten un Blomen park for the last eight decades.
- 4 ORCHID CAFÉ:** The “Orchi engagement café”, near Karolinenstraße used to be a popular hang-out for young people.
- 5 EXHIBITION CENTER:** Where the exhibition admin used to work is now where people sleep: There has been a hotel here since 2014.
- 6 RAMPARTS:** The modern city fortifications, completed in 1624 after having taken 8 years to build, saved Hamburg from destruction during the Thirty Years’ War.
- 7 “AUFMARSCHGELÄNDE”, PARADE GROUNDS:** In 1941, barracks were set up on Jungiusstraße for forced laborers, the majority of whom worked for Blohm & Voss and the utility company Hamburgische Electricitäts-Werke (HEW).
- 8 SYCAMORE TREE:** The tree planted by the founding director of the Botanical Gardens, Johann G. C. Lehmann, in 1821 is still there today.
- 9 PHILIPS TOWER:** In 1971, one of the landmarks of the International Horticultural Show (IGA) disappeared – the 1953 Philips Tower, named after its sponsor.
- 10 HALL OF NATIONS:** The hall gave the IGA 1953 – and, of course, subsequent events – international flair.

Exhibition for the world

Trade fairs constantly need to reinvent themselves, but their significance as a key marketplace remains the same. Globally or regionally, whether industrial or luxury goods: Here, exhibitors meet their clients and visitors find the products and information they are looking for – and much more. At trade fairs, we get a preview of what is going to enrich, change, and shape our lives in the future. Here, exhibitors present their “showcases of the future”. Trade fairs also create “experience spaces” – with events and opportunities to actively participate. The more digitalized our lives become, the more important personal impressions, contacts, and exchanges are set to become. Trade fairs offer all this – both today and in the future.



2015



2019

Stage for the world

History repeats itself in 2019: The “new CCH” returns to its rightful position as Germany’s leading conference center, enabling Hamburg to sustain the flair and image of an international metropolis. By providing a forum for the discussion and presentation of topics and products that are set to shape our future, CCH asserts itself as an international stage for issues of global importance.

After more than 40 successful years, CCH – Congress Center Hamburg is perfectly attuned to the changing needs of modern congresses. Whether on a large or small scale, or somewhere in between – anything goes! CCH’s vertical and horizontal flexibility makes it even more suited to hosting several large-scale events at the same time as it is today. With its ultra-spacious main foyer, CCH also has a special event location that is perfect for product presentations and marketing events. Not everything changes following modernization: The location of CCH – Congress Center Hamburg – in downtime Hamburg, in close proximity to hotels and Dammtor mainline station – remains attractive and demonstrates CCH’s standing as an international congress center.

AT A GLANCE

Hamburg Messe und Congress GmbH is a real job creator. With its ability to attract visitors and its economic power, the company indirectly safeguards 4,093 additional jobs in the region.



For every euro that Hamburg Messe und Congress exhibitors and visitors spend on the trade fairs, they spend another € 7.60 in the city on services, accommodation, and shopping. This results in an annual increase in revenue of up to € 700 million for Hamburg’s economy from HMC guests.

+700 mill.
€

15,000

events since 1973 have attracted more than 17 million visitors to CCH

TOP 3

With on average 8 general meetings held by listed companies per year, CCH – Congress Center Hamburg has ranked among the top 3 venues for AGMs in Germany for decades.

87,000

square meters of exhibition area in 11 halls

1,000,000

Hamburg Messe und Congress GmbH has plenty of room for the future: Each year, some 300 trade fairs, conferences, symposia, concerts, workshops, meetings, parties, and other events are enjoyed by more than a million visitors in 11 halls and 23 rooms.



More centrally located than in any other city: Hamburg Messe and CCH – Congress Center Hamburg are located next door to each other in the heart of the city. It is an easy walk to the harbor, Lake Alster, the city hall, the Reeperbahn district, and a whole host of other sights and attractions. There are 30 hotels in a radius of just a single kilometer.

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**About the
anniversary**

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**Hamburg Messe
und Congress**