

## **Messe Düsseldorf repositions itself in China: Marius Berlemann becomes New General Manager of Messe Düsseldorf Shanghai Ltd.**



**Düsseldorf trade fair organisers continue to focus on growth in the future:  
Shanghai remains at the centre of activities**

**CEO Dornscheidt: “We want to further expand new business,  
invest in our global portfolio and attract more visitors to Düsseldorf.”**

1 April 2019 sees Marius Berlemann take over as General Manager at Messe Düsseldorf Shanghai Co. Ltd. where he will be in charge of all projects and personnel for the portfolio of Messe Düsseldorf in China. He succeeds Heiko M. Stutzinger who left the company on 31 January 2019. Commenting on the move Werner M. Dornscheidt, CEO at Messe Düsseldorf GmbH, says: “The Messe Düsseldorf Group will continue to push ahead with the expansion of new business and development of our portfolio in China. Berlemann will play a key role here.” Axel Bartkus, Managing Director at Messe Düsseldorf China Ltd., will continue to coordinate representation of the worldwide events of Messe Düsseldorf Group from China. Bartkus will also be responsible for monitoring and implementing suitable acquisitions and participations in new trade fairs. Assuming Berlemann’s previous role as Global Head of Wine & Spirits (including ProWein trade fair) on 1 April 2019 will be Bastian Mingers, who already served as Senior Project Manager in the ProWein team from 2011 to 2015 and who is currently responsible for New Business Development at ENERGY STORAGE EUROPE, the leading international trade fair for energy storage.

### **Chinese Market Gaining in Importance**

With a 26.1% share in foreign turnover, China ranks second among the most important foreign markets of the Messe Düsseldorf Group after Russia (44.8%) – and it is becoming increasingly important. “We also want to reflect this development in personnel terms,” explains Hans Werner Reinhard, Chairman of the Board of Directors at Messe Düsseldorf China Ltd. Furthermore, Messe Düsseldorf will use this strengthening of its team to break new ground and develop selected topics in line with the needs of its customers. After all, companies are increasingly active in

China. According to the World Trade Organisation (WTO), the People's Republic is the world's largest exporting nation with a volume of USD 2,263 b and the second-largest importing nation after the USA with a volume of USD 1,842 b. According to the International Monetary Fund (IMF), China's gross domestic product will amount to USD 14,092 b in 2018 – corresponding to 18.7% of global GDP. The People's Republic is continuously increasing this figure – in 2008 the share was only 12.05%. The contribution of established industrial nations to the global economy is falling, Reinhard explains. Even today, the G7 countries are no longer the seven largest economies in the world: “For trade fair organisers this also means that the emerging markets and China are becoming increasingly important as innovation locations in global competition.”

### **Shanghai remains the Hub of Activities**

The Messe Düsseldorf Group is concentrating its successful activities on the Chinese market on the Shanghai region. For the past nine years, it has been represented here with its own trade fair organising company, Messe Düsseldorf Shanghai Co. Ltd. Together with its subsidiary Messe Düsseldorf China, which focuses on canvassing Chinese exhibitors and visitors for the trade fairs in its home city of Düsseldorf, this firm is safeguarding the position of the Messe Düsseldorf Group on one of the world's most important markets. In addition to its headquarters in Shanghai, the company has offices in Hong Kong and Beijing. The Messe Düsseldorf Group currently organises 16 trade fairs in China in line with the parent company's core themes: Machinery, Plants & Equipment, Trade & Services, Medicine & Healthcare and Leisure. “The two subsidiaries allow us to successfully transfer the expertise of our 22 leading international trade fairs in Düsseldorf to the Chinese market via offshoot events,” comments Dornscheidt.

In 2018 Messe Düsseldorf Shanghai organised nine trade fairs featuring 8,000 exhibitors presenting their products and services to 420,000 visitors on space totalling 326,000 m<sup>2</sup>. In addition, Messe Düsseldorf China supported 28 events of the Messe Düsseldorf Group worldwide and ensured that 3,057 Chinese exhibitors were able to present themselves at foreign trade fairs. Forthcoming trade fair highlights include ProWine Asia in May 2019 and swop – Shanghai World of Packaging in November 2019. Messe Düsseldorf plans to expand its range of events and, above all, its global portfolios in China over the next few years.

**Successful Development of Global Themes: ProWine China**

By enlisting Marius Berlemann Messe Düsseldorf is strengthening its team with a proven expert in the development of focal themes. Berlemann was previously responsible for the Wine & Spirits portfolio at Messe Düsseldorf. Next March, ProWein will welcome the international wine and spirits sector to Düsseldorf with around 7,000 exhibitors from 64 countries. Over 60,000 trade visitors from 133 countries are expected at the forthcoming event that celebrates its 25<sup>th</sup> anniversary this year. With the first ProWine China in Shanghai in 2013, ProWein laid the foundation for its international satellite network. Around 4,000 exhibitors from 40 countries have presented themselves since then; ProWine China counted around 70,000 trade visitors during this period. Berlemann already spent a year in China for Messe Düsseldorf for the launch of this event.

ProWine Asia made its debut in Singapore in 2016 and was so successful with over 7,300 visitors and around 260 exhibitors that ProWine Asia in Hong Kong followed a year later, kicking off with 310 exhibitors and over 12,000 wine professionals. Since then, ProWine Asia has alternated between Singapore and Hong Kong every spring. The two fairs complement each other perfectly: while ProWine Asia opens up the South East Asian wine market from Singapore (40% of visitors to the last ProWine Asia in 2018 came from outside Singapore) and from Hong Kong it taps into the surrounding markets, ProWine China focuses on mainland China.

**Positive Knock-On Effects from Commitment in China**

In addition, the group's business activities in the People's Republic of China have a significant knock-on effect on Düsseldorf as a trade fair venue. In 2018, China ranked third behind Italy and France – boasting 1,960 exhibitors and 32,641 m<sup>2</sup> of net exhibition space. China was ranked 9<sup>th</sup> in terms of visitors (9,052). Over the past ten years, the number of exhibitors has risen by 70%, net space has grown by 26% and the number of visitors by 357%. For the next few years, a continuous increase in the number of Chinese exhibitors and visitors is anticipated at the Düsseldorf trade fair venue.

**SNIEC continues on Expansion Course: Most Successful Exhibition Centre in the World**

Messe Düsseldorf Shanghai is located in the Shanghai-Pudong Special Economic Zone in the immediate vicinity of the Shanghai New International Expo Centre

(SNIEC). Düsseldorf's activities on the Chinese market focus on the exhibition centre with its 17 halls, total space measuring 200,000 m<sup>2</sup> and outdoor space totalling 100,000 m<sup>2</sup>. The SNIEC has been seen continuous growth since its inception in 1999 and has developed into the most state-of-the-art exhibition centre with the highest occupancy rates in the People's Republic of China. The rate in 2017 was 65%. A total of 134 events took place at the SNIEC last year (previous year: 114). The owners on the German side are a joint venture of the Düsseldorf, Hanover and Munich trade fair companies and on the Chinese side a company of the City of Shanghai.

**The Messe Düsseldorf Group\*:**

With revenue of around EUR 290 million in 2018, the Messe Düsseldorf Group was able to maintain its position as one of Germany's most successful trade fair companies. Around 26,800 exhibitors presented their products to 1.14 million trade visitors at the events in Düsseldorf this year. This means a rise in exhibitor and visitor numbers compared to previous events. About 50 trade fairs are held at the Düsseldorf location in the five areas of expertise "Machinery, Plants & Equipment", "Trade & Services", "Medicine & Healthcare", "Lifestyle & Beauty" and "Leisure", including 22 proprietary N° 1 fairs and currently 15 strong partner and contracted events. Add to this some 2,800 conventions, corporate events, conferences and meetings organised by the subsidiary Düsseldorf Congress attracting some 640,000 congress visitors. Furthermore, the Messe Düsseldorf Group organises 70 proprietary events, participations and contracted events abroad and is one of the leading export platforms worldwide. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. In 2018, Messe Düsseldorf's proprietary events in machinery, plants and equipment had approx. 77% international exhibitors and attracted 70% trade visitors from other countries to the Rhine. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The Group runs a global network of sales offices in 141 countries (77 international representations), subsidiaries in 6 countries as well as further international participations.

\*All figures subject to final assessment

**Contact:**

Dr. Andrea Gränzdoerffer

Phone: +49(0)211/4560-555

fax: +49(0)211/4560-8548

[GraenzdoerfferA@messe-duesseldorf.de](mailto:GraenzdoerfferA@messe-duesseldorf.de)