

MESSE DÜSSELDORF CHINA MESSE DÜSSELDORF SHANGHAI ANNUAL REPORT 2018

IN CHINA

■ **12**
TRADE SHOWS AND
CONFERENCES

■ **656,000 M²**

GROSS EXHIBITION SPACE
INCREASE OF +32% COMPARED TO
PREVIOUS EVENTS

+32%



+20%

■ **8,761**

TOTAL EXHIBITORS
INCREASE OF +20% COMPARED TO PREVIOUS EVENTS



+32%



■ **440,000**

TOTAL TRADE VISITORS
INCREASE OF +32% COMPARED
TO PREVIOUS EVENTS

OUTBOUND BUSINESS

■ **26**
WORLD'S LEADING SHOWS IN



9
COUNTRIES



■ **2,800**

CHINESE EXHIBITORS
GAIN ACCESS TO
GLOBAL MARKETS