

Messe Berlin GmbH: The Company

Messe Berlin is a service company specializing in the organization of regional, national, and international trade shows, exhibitions, conventions and other events. With a program of up to 80 self-organized and guest events taking place each year at the Berlin Exhibition Grounds, Messe Berlin ranks as one of the world's top ten exhibition companies (based on business volume). The trade show and convention industry is a key economic factor in the Berlin-Brandenburg area. Exhibitions attract substantial purchasing power and generate additional fiscal revenues in the region. Thus, trade shows and conventions play an important part in Berlin's role as a prime center of communications and commerce.

The infrastructure of the Berlin-Brandenburg economic region represents an important location advantage for Berlin as a trade exhibition venue. Historically, Berlin's science and research communities are unparalleled. Four universities, seven technical colleges, three art academies, and over 60 government-financed research institutes are located in the metropolitan area. Berlin is where more than 50,000 people work on developing products, technologies, and innovations of tomorrow. The concentration of academic and institutional research is higher in Berlin-Brandenburg than anywhere else in Germany.

The economic future of Berlin lies primarily in fields characterized by close cooperation between business and science. Along with new media, information and communication technologies offer exciting prospects for the future. In this respect, Berlin has excellent opportunities to combine its outstanding expertise in the cultural sector with modern information technology and integrate this knowledge into a special profile in a newly created Internet economy. Biological and medical technologies represent another discipline in which Berlin combines commerce and science with prospects for the future. Berlin is also gaining an international reputation in the fields of traffic engineering and telematics.

In line with a rapidly growing focus on foreign markets, Messe Berlin maintains a comprehensive network of foreign representatives. With offices in over 50 countries around the globe, Messe Berlin provides in-depth information and maintains direct contact with international business partners and trade show exhibitors.

Trade exhibitions organized by Messe Berlin are grouped into five Competence Centers responsible for staging the following events:

1. Information & Communication

- IFA - World of Consumer Electronics
- IT Profits
- Linux Days

2. Travel & Logistics

- ITB Berlin – International Tourism Exchange
- InnoTrans – International Trade Fair for Transport Technology
- CMS - Cleaning Management Services

3. Life Sciences

- International Green Week Berlin
- FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing

4. Facility & Construction

- bautec
- Build IT Berlin – IT and Communication Trade Fair for the Construction Sector
- e/home - – Home Solutions Trade Fair and Congress
- Wasser/Gas Berlin
- belektro
- Laser Optics Berlin

5. Business to Consumer Events

- ILA – International Aerospace Exhibition
- Post Print
- Import Shop Berlin
- ART FORUM BERLIN – International Fair for Contemporary Art

Messe Berlin is responsible for the following facilities owned by the State of Berlin:

- Berlin Exhibition Grounds with 1.7 million sq. ft. (160,000 sqm) indoor space
- ICC Berlin (International Congress Center)
- Deutschlandhalle (concerts/events/sports)
- Funkturm (radio tower)

The Berlin Exhibition Grounds comprise 26 adjoining halls with a total of 1.7 million sq. ft. (160,000 sqm) indoor exhibition space and over 1 million sq. ft. (100,000 sqm) outdoor space. A multilevel bridge connecting the exhibition grounds with the ICC Berlin across the street ensures excellent conditions for combining trade show activities with conventions and professional conferences.

Messe Berlin shareholders:

- State of Berlin (99.7%),
- Berlin Chamber of Industry and Commerce (0.17%)
- BAO Berlin Internationale GmbH (0.07%)
- ZVEI (German Electrical and Electronic Manufacturers' Association) (0.03%)
- VDMA (German Engineering Federation) (0.03%)

Capital Catering GmbH (CCG), a wholly-owned subsidiary of Messe Berlin, company operates the first-class, à-la-carte Funkturm Restaurant along with a variety of snack bars and restaurants located on the exhibition grounds. Services provided by Capital Catering include the planning and organization of exclusive dinners, banquets, and gala events held at the ICC Berlin or Palais am Funkturm. CCG specializes in professional catering services ranging from assistance and planning, to selecting suitable locations and providing food and technical equipment for a wide range of festivities and events.

MB Capital Services GmbH (CSG), another wholly-owned Messe Berlin subsidiary, is one of the key players responsible for providing comprehensive technical and logistical support to organizers and exhibitors at the Berlin Exhibition Grounds. The wide variety of CSG services is backed by a professional team ranging from architects

and designers, to skilled trades specialists and security personnel. Other specialized services include ticketing, travel arrangements, reservations and on-site hostesses.

Capital Facility GmbH & Co. KG (CFG), a joint venture supported by Messe Berlin GmbH and a consortium consisting of the Gegenbauer Bosse and Hochtief companies, is directly responsible for managing all Messe Berlin buildings and properties. In addition to facility management and specific trade show services, CFG handles waste management, ELA/video and lighting, as well as electrical-, painting-, carpentry-, cleaning-, sanitary, and security services.