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26.5 Million Euros in Revenue in the 2010 Business Year -
Record Revenue Expected in 2011

"Messe Friedrichshafen’s Annual
Results Exceed Expectations”

Friedrichshafen - Trade fairs bring money to the city and
create jobs: During a large international trade fair like
EUROBIKE about 800 people work at the exhibition site
itself - and that's not counting an event’s indirect impact.
"Messe Friedrichshafen has a powerful direct and
indirect effect on employment and pumps over two
million Euros into public treasuries annually”, Andreas
Bund, mayor of Friedrichshafen and chairman of Messe
Friedrichshafen’s supervisory board explained at the
Messe’s annual press conference. The economic
strength of Messe Friedrichshafen is always important -
that’s why today’s focus is on the Messe’s employment
effects.

Messe Friedrichshafen’s revenues rose by 700,000 Euros in
the 2010 business year to 26.5 million euros (2009: 25.8
million). Brand noted that this increase is particularly
remarkable because the Messe had to go without an
important source of revenue in 2010, as the biannual
FAKUMA trade fair was not held this year. The new figures
were presented at Messe Friedrichshafen’s annual press
conference by Mayor Brand, Messe Friedrichshafen CEO
Klaus Wellmann and Stefan Mittag, authorized representative
and head of finance and administration. With a profit of 179,000 euros, the Messe’s annual result is also in the black. Furthermore, as an operating company, the Messe pays 4.6 million euros in rent to the publicly-owned real estate holding company.

In the view of CEO Wellman, Messe Friedrichshafen performed particularly well in its core business operations, showing "a strong plus" on the bottom line before taxes and rent. "Once again, our results were above original budget forecasts", CEO Wellman explained to the gathered journalists. 2010 was certainly a "milestone" in many respects. "We successfully defended our strong position in several competitive sectors and continue to develop more favorably than the broader industry trend in Germany.

**2011 Business Year**

In the 2011 business year, Messe Friedrichshafen expects record-setting revenues of 27.8 million euros. So far, proceeds from spring 2011 events have been overwhelmingly positive: "our biggest profits have already been booked" according to Stefan Mittag, who expects that coffers will be well-filled in 2011. The Motorradwelt Bodensee, the IBO, the general aviation show AERO, the TUNING WORLD BODENSEE, and the KLASSEKELT BODENSEEEE all produced good results. Large numbers of exhibitors have already registered for the two international trade fairs OutDoor (starting on July 14th) and the 20th EUROBIKE (August 31st - September 3rd). The international water sports exhibition INTERBOOT (September 17th to 25th) continues to hold its own in a challenging environment. This year it will celebrate its 50th anniversary with exhibitors and water
sports enthusiasts, and remains an internationally recognized trademark of Friedrichshafen. A total of three large trade fairs are already in the bag for fall 2011.

**Employment Effects**

According to Mayor Brand, "Messe Friedrichshafen does not just bring money into the region, but directly and indirectly generates jobs". The two international trade fairs OutDoor and EUROBIKE alone generate more than 80 million Euros annually in indirect economic benefits within 25 kilometers of the exhibition grounds. This does not include the direct impact at the grounds themselves: Recent figures showed that about 800 employees at worked in various service positions at the grounds just during the EUROBIKE. For example, in addition to the Messe Friedrichshafen team, trade fairs employ hostesses, models, security personnel, exhibit builders, booth assistants, caterers and other support staff to ensure that everything runs smoothly. These workers come almost exclusively from the Friedrichshafen region.

**A Reliable Future**

The city of Friedrichshafen and Messe Friedrichshafen are emphasizing long term continuity and reliability. A few weeks ago, CEO Klaus Wellmann’s contract was extended early for an additional five years, meaning that he will serve at least until 2018. In explaining the supervisory board’s unanimous approval of the extension in early June, Mayor Brand stated: "This early contract extension not only validates the excellent job the CEO and the entire Messe Friedrichshafen team have done, but demonstrates to all of our business partners, exhibitors and visitors that Friedrichshafen will continue to be
a reliable, dependable location for trade fairs and exhibitions in the future."

**Facts about Messe Friedrichshafen**

With about 80 employees and support staff, Messe Friedrichshafen hosted a total of 71 different events in 2010, including international trade shows, regional exhibitions and other public events. 720,807 visitors from over 100 countries, 7717 exhibitors from 59 countries and 5087 journalists from 46 countries came to Friedrichshafen last year.

For more information visit www.messe-friedrichshafen.de.

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