



Annual Report 2009

# HAMBURG MESSE UND CONGRESS GMBH IN FIGURES

2009      2008      2007      2006      2005      2004

## FINANCIAL FIGURES (IN EUR MILLION)

Total revenue	58.1	81.1	51.0	64.4	46.5	57.1
Total assets	124.6	128.0	136.2	103.9	82.0	78.4

## PERSONNEL

Number of employees (average)	278	281	274	275	281	273
Trainees (average)	19	16	17	16	18	15

## HAMBURG MESSE

Number of exhibitors	10,930	12,271	9,734	12,791	10,424	13,677
of which own events	4,051	7,313	4,339	7,309	4,843	7,546
of which guest events	6,879	4,958	5,395	5,482	5,581	6,131
Number of visitors	747,505	839,555	848,746	980,226	843,304	981,950
of which own events	444,961	610,747	554,542	709,431	636,236	771,509
of which guest events	302,544	228,808	294,204	270,795	207,068	210,441
Total gross area used (excluding outside space) in sq.m.	914,717	911,463	738,385	829,405	737,585	819,082
Number of fairs and exhibitions	43	48	45	41	36	38
of which own events	9	11	9	12	8	15
of which guest events	34	37	36	29	28	23

## INTERNATIONAL

Number of fairs and exhibitions	16	20	19	23	25	20
of which joint presentations	14	20	19	23	25	20
Number of exhibitors	921	782	823	535	503	379
of which joint presentations	666	782	823	535	503	379

## CCH – CONGRESS CENTER HAMBURG

Number of events	276	371	315	299	313	321
of which conventions and conferences	170	239	195	193	180	193
of which other events	106	132	120	106	133	128
Number of participants	336,480	336,568	358,821	327,139	351,000	430,000
of which conventions and conferences	149,493	147,318	148,781	145,642	146,000	115,000
of which other events	186,987	189,250	210,040	181,497	205,000	315,000

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Ladies and Gentlemen,  
Partners and Friends of our company,

Hamburg Messe und Congress GmbH continued its journey of growth in 2009. For the seventh consecutive year, sales revenue was up from the respective year of reference. We are proud of this achievement. At EUR 54.1 million, we achieved the highest sales revenue ever in an odd-numbered year.

Excellent results were generated during the financial year, particularly at guest events and at the CCH – Congress Center Hamburg. However, the successful launch of the international spin-offs of our leading global shipbuilding fair, SMM, in Istanbul and Mumbai also gives us reason to be optimistic about the future.

Furthermore, we are also pleased to have been able to reposition ourselves with two conventions, MS&D and acqua alta, and are delighted that new, highly promising events have been initiated with COTECA and gmec, which will both be held for the first time in 2010.

2009 was not an easy year. The global economic crisis also hit Hamburg Messe und Congress GmbH. A rise in exhibitor numbers and an increase in leased space offset falling visitor numbers at some fairs. Aside from developing new fairs, strengthening established events and expanding our own international operations, Hamburg Messe und Congress GmbH continues to focus on growing specialist events and targeted visitor advertising.

Overall, we are pleased with the results of the 2009 financial year. We would like to take this opportunity to thank our shareholder, the Free and Hanseatic City of Hamburg, and our Supervisory Board for their constructive collaboration. Particular thanks goes of course to our employees, without whom our success during recent years would not have been possible.

Hamburg, June 2010



Bernd Aufderheide



Dr. Ulla Kopp

**BERND AUFDERHEIDE:**  
‘Many industries benefit from communication platforms such as those provided by Hamburg Messe und Congress GmbH with its fairs and exhibitions, particularly in times of crisis.’

**DR ULLA KOPP:**  
‘In 2009 we saw how implementing strategic measures can provide the impetus for business success. This confirms that we are on the right track.’

## IN BRIEF

- Despite the financial and economic crisis, Hamburg Messe und Congress GmbH recorded the highest revenue for an odd-numbered financial year in 2009.
- Visitors to conventions and fairs account for more than half a million accommodation bookings every year in the Free and Hanseatic City of Hamburg.
- For every euro of revenue generated by Hamburg Messe und Congress GmbH, a further EUR 7.60 goes to service providers and retailers in the city of Hamburg.
- Its city centre location is what makes Hamburg Messe and the CCH so special.
- Hamburg Messe und Congress GmbH is internationalising its key fair projects – above all, to strengthen Hamburg as a location.
- Employees are of vital importance to Hamburg Messe und Congress GmbH. Their training and skills are strategically promoted.
- Hamburg Messe und Congress GmbH takes its responsibility for future professionals seriously. Due to the increase in the number of students in Hamburg completing their Abitur studies (equivalent to A-levels in the UK) this year, additional training opportunities are currently being made available.

*Typical Hamburg:  
even the unsettled weather  
on the day of the photo shoot  
did nothing to dampen the  
Managing board's spirits!*



## THE MANAGING BOARD (from right to left):

**Bernd Aufderheide**, President and Chief Executive Officer (CEO)

**Dr Ulla Kopp**, Chief Financial Officer (CFO)

**Lars Kanbach**, Head of Technology and Infrastructure

**Birgit Czernotzky**, Head of Marketing

**Edgar Hirt**, Head of Conventions and Events

**Pascal C. Thirion**, Head of Fairs and Exhibitions

**Michael Strohmeier**, Head of Human Resources and Accounting



## GROWTH DURING A YEAR OF CRISIS

With a consistent service orientation, the right mix of topics and its ideal city location, Hamburg Messe und Congress GmbH successfully defied the economic crisis in 2009.

*Experience the future beneath the high ceilings of these halls: on the trade fair site, exhibitors and event organisers offer a host of technical innovations, trailblazing research results and amazing products and services.*

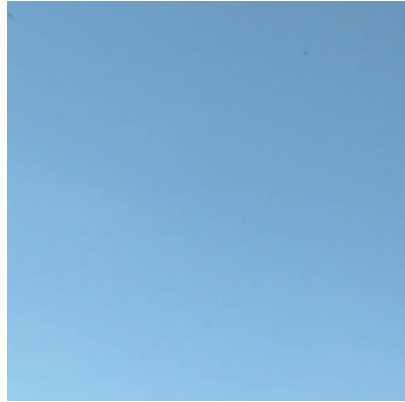


We have seen that many industries benefit from communication platforms such as those provided by Hamburg Messe und Congress GmbH with its fairs and exhibitions, particularly in times of crisis. On the one hand, customers can be contacted directly; on the other, there is no better opportunity to see what the competition is doing.

Hamburg Messe und Congress GmbH is a full-service provider, organising and holding national and international fairs and conventions. It comprises four divisions: Hamburg Messe, CCH – Congress Center Hamburg, Foreign business and Holdings. Hamburg Messe und Congress GmbH is a wholly owned subsidiary of the Free and Hanseatic City of Hamburg (FHH).

In 2009, Hamburg Messe und Congress GmbH generated a 12.5% increase in revenue compared to 2007 (as several regularly reoccurring fairs and conventions take place every two years, such as SMM shipbuilding, machinery and marine technology, NORTEC or HansePferd, even-numbered and odd-numbered financial years are used for the purposes of comparison). Fairs accounted for the majority of this revenue, corresponding to EUR 32.6 million.





Conventions generated revenue of EUR 10.3 million, corresponding to an increase of over 20% from the previous year. The CCH division thus reported its most successful financial year since the company was created.

Exhibitors, event organisers and visitors all benefit from Hamburg Messe und Congress GmbH's distinctive service orientation. The days in which a city-run exhibition organisation simply managed the demand for halls and spaces at dates that could be planned well in advance are long gone. Today, consistent customer orientation that allows for stand bookings at short notice and integrates customised technology, logistics and target group-driven marketing services is essential. 'We now have considerably more intensive contact with exhibitors,' says Pascal C. Thirion, Head of Fairs and Exhibitions. HMC's optimal city centre location also plays a key role in the company's success. The CCH – Congress Center Hamburg is just a short walk away from the art nouveau station Dammtor, and visitors can also walk through the landscaped Planten un Blomen park to the fair grounds, reaching it in five minutes. No other

fair and congress venue in Germany offers this.

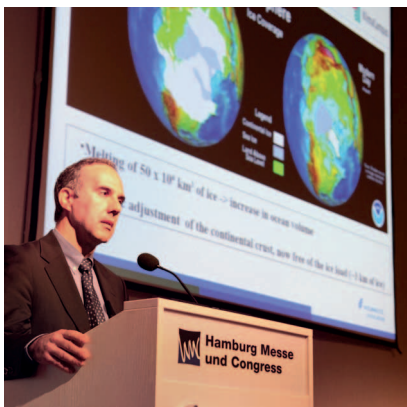
'The direct ICE rail link saves on costs and is environmentally friendly. Both are key arguments for convention organisers,' says Edgar Hirt, Head of Conventions and Events. Other attractions include the port and the Reeperbahn pleasure mile in the neighbouring St Pauli district, which offer numerous options for an additional programme of events.

The Hanseatic city also scores points in the economic stakes. In the rankings of the economic prospects of German cities up until 2015, Hamburg was ranked first in 2009. According to the exclusive survey carried out by the economic research institute Feri on behalf of *Capital* magazine, Hamburg, unlike any other city, benefits from the fact that the city is optimally structured for globalisation and international trade.

- Approx. 350 exhibitions and events per year
- Approx. 275 employees
- 107,000 sq.m. event space
- Over one million visitors per year

## THE FUTURE STARTS HERE!

Many innovations, great interest in information and purchasing among visitors, satisfied exhibitors: despite the economic crisis, the fairs and exhibitions at Hamburg Messe reported good to very good results in 2009. Work is also continually being carried out on orientation and strategy for fairs that take place every two years and only on even-numbered years.



'The themes of the range of fairs and events at HMC are based on the successful economic sectors within Hamburg.'

Bernd Auferheide,  
President and Chief Executive Officer (CEO) of  
Hamburg Messe und Congress GmbH



### ACQUA ALTA

International convention and exhibition on the consequences of climate change and flood protection

70 speakers presented their latest developments and projects; around 800 participants and visitors discovered more about the environment at the CCH. 56 exhibitors showcased products and services in parallel to this. Around 20% of trade visitors came from outside Germany. [www.acqua-alta.net](http://www.acqua-alta.net)

### CAR STYLE

The Exhibition for Cars and Car Components

At the third CAR style event in October 2009, everything at the Hamburg Messe revolved around four wheels. More than 300 tuners, clubs and companies presented products and innovations relating to cars over an area of 35,000 square metres. 20,000 visitors found out about wide-based tyres, styling, tuning and technology.

[www.carstyle-hamburg.de](http://www.carstyle-hamburg.de)

### COTECA Hamburg

The International Trade Show for the Coffee, Tea & Cocoa Business

From harvesting and processing through to retail and the consumer: as Europe's first specialist trade fair in the field, COTECA Hamburg covers the entire process chain for the coffee, tea and cocoa business. The fair, accompanied by a convention, was developed in 2009 and made its successful debut in June 2010. [www.coteca-hamburg.com](http://www.coteca-hamburg.com)



### DU UND DEINE WELT

hamburg's shopping and event fair

A diverse fair on the topics of lifestyle, living and discovery, accompanied by a colourful supporting programme, attracted around 100,000 visitors to the exhibition halls in 2009. 600 exhibitors from 25 different nations showcased their wide product ranges at this major consumer exhibition, which has taken place every year since 1955. [www.duunddeinewelt.de](http://www.duunddeinewelt.de)

### GET NORD

Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning

## SUCCESS WITH ENERGY EFFICIENCY

The new fair concept was implemented very successfully for the first time in 2008. GET Nord – the result of a merger between and further development of Nord Elektro and shk Hamburg to create a multi-industry trade fair – met with a very positive response from both exhibitors and visitors. GET Nord is the only exhibition in Germany to showcase electrical engineering, sanitation, heating and air conditioning, thus covering the entire spectrum of building technology across multiple industries.

Interest from exhibitors is high. This meant we were able to get leading companies from the sanitation equipment industry, which was not previously represented at the event, on board with the concept. The trade fair has also evolved from a fair purely for traders to become a fair for technicians, planners and decision makers. And it has become an important forum for architects. Their professional association has organised its key event within the fair: the presentation of the German prize for architecture, which was previously awarded every three years, will now take place every two years at GET Nord.

Over 500 national and international exhibitors are once again expected at Hamburg Messe und Congress GmbH's exhibition halls for GET Nord in November 2010. Innovations, trends, products and services from all areas of building and energy technology and building equipment will be presented once again. The Free and Hanseatic City of Hamburg will be the European Green Capital 2011. GET Nord 2010 will thus be focusing even more intently on environmental technology, energy saving and sustainable building technology in the run-up to this.

[www.get-nord.com](http://www.get-nord.com)



## HANSEBOOT

International Boat Show Hamburg

### POSITIVE MOOD AT THE 50TH ANNIVERSARY

The underlying mood among the 700 exhibitors at the end of the 50th hanseboot show was optimistic: after a difficult year in 2008, many of them sensed a considerable upwind and increased their earnings compared to the previous year's event. The level of interest in making a purchase shown by visitors was also significantly higher than anticipated. Manufacturers and retailers specialising in equipment and accessories reported good sales and strong demand, particularly for innovative and high-tech developments. Boat builders and yacht dealers also reported multiple sales agreements and expected successful post-fair business.

The expertise of hanseboot visitors, which was praised by the exhibitors, was confirmed by a visitor survey: around 92% were actively involved in water sports – mostly on the North Sea, Baltic Sea and at the inland resorts in Mecklenburg Western Pomerania and Berlin-Brandenburg, but also in the Mediterranean. Visitors were primarily interested in sailing; this applied to 62%. There were 51% interested in accessories and equipment, and 35% in motorboats. 24% of hanseboot visitors had net household income per month of over EUR 5,000 and therefore above-average buying power compared to the rest of Germany. The in-water hanseboot fair on the River Elbe as part of the supporting programme scored extra points in the event's anniversary year, which was spread over two venues for the first time. It attracted around 25,000 water sports enthusiasts to the pontoons of the traditional shipping port at HafenCity and at the City Sporthafen at Baumwall, where they watched large sailing and motorised yachts in their element, up close and personal.

[www.hanseboot.com](http://www.hanseboot.com)

## HANSEPFERD HAMBURG

International Exhibition for Horse Enthusiasts

Preparations for the 13th HansePferd show in April 2010 got off to a great start. Together with the partner organisations, intensive work was carried out on the comprehensive programme for equestrian sport fans, on the gala show and on the HansePferd church service. Exhibitors at the fair offered accessories, transporters and horse-keeping products.

[www.hansepferd.de](http://www.hansepferd.de)

## HUSUM WINDENERGY

The Leading Wind Energy Trade Fair

HUSUM WindEnergy is the most significant trade fair in the international wind energy industry and a central meeting place for its main players and decision makers. Hamburg Messe und Congress GmbH is a partner to Messe Husum for this high-calibre trade fair, which attracted around 20,000 visitors in 2009.

[www.husumwindenergy.com](http://www.husumwindenergy.com)

## H2EXPO

International Conference and Exhibition on Hydrogen, Fuel Cells and Electric Drives

Over 1,400 participants and trade visitors found out about the latest developments and products in the industry at the CCH, 40% of whom came from outside Germany. The trade fair, which had approximately 50 exhibitors, showcased applications such as a mobile hydrogen filling station.

[www.h2expo.com](http://www.h2expo.com)

## MARATHON & RUNNING Hamburg

The show halls were once again a central hub for over 20,000 runners, who collected their starting documents for the Hamburg Marathon while browsing the new equipment at the sports apparel trade fair. This also gave them the perfect opportunity to find out more about the latest developments in the world of running. More than 50,000 running enthusiasts came to the marathon fair in 2009.

## INTERNORGA

International Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades

### CENTRAL PLATFORM FOR DECISION MAKERS

Fully booked once again and, covering an area of 87,000 square metres, bigger than ever before, the traditional INTERNORGA trade fair opened its doors for the 83rd time in March 2009, now in 11 exhibition halls on the newly extended Hamburg Messe und Congress GmbH site.

Over the course of six days, around 103,000 trade visitors from both Germany and abroad found out about the latest developments in the world of hotels, restaurants, catering, baking and confectionery at Europe's leading trade fair for the food services industry. INTERNORGA reaffirmed its position as a central platform for decision makers who want to learn more, as well as invest. 1,050 exhibitors from 26 countries showcased their innovations, products and services over the entire new exhibition area. Culinary brands stood alongside cutting-edge large-scale kitchen equipment. Elegant interiors for hotels and restaurants were on show, as were tableware and glassware in trendy or classic designs.

As always, the International Foodservice-Forum took place at the CCH – Congress Center Hamburg the day before the event opened. International experts presented their ideas under the title of 'Innovation & Initiative – Investments in the Future' at the convention for food service professionals, which was attended by around 1,500 people.

The German Congress for Bulk Catering also took place at the CCH in parallel to INTERNORGA. High-calibre speakers presented innovative approaches to bulk catering, drawing on fascinating examples from their practice.

[www.internorga.com](http://www.internorga.com)





### MINERALIEN HAMBURG

International Show for Minerals, Fossils, Precious Stones and Jewellery

The biggest mineral show in Northern Europe was a crowd-puller yet again: more than 23,000 collectors, specialists and enthusiasts came to the event in 2009. Around 430 exhibitors showcased several million items, including spectacular mattes and flower-shaped sculptures made from precious stones.  
[www.mineralien-hamburg.de](http://www.mineralien-hamburg.de)

### MS&D

international conference and exhibition on maritime security and defence, hamburg

This biannual event on maritime security and defence brought experts and political decision makers from all over the world to the Free and Hanseatic City of Hamburg in 2009. The conference was accompanied by a trade fair with 60 exhibitors from ten different countries.  
[www.msd-hamburg.com](http://www.msd-hamburg.com)

### NORTEC

Trade Fair for Manufacturing Technology

A new team began to widen NORTEC's positioning in 2009: its topics now cover the entire value-added chain in the world of manufacturing technology, with a clear focus on aviation, shipbuilding, medical technology and energy and environmental technology. The new concept received a positive response at NORTEC 2010 in January.  
[www.nortec-hamburg.de](http://www.nortec-hamburg.de)

### REISEN HAMBURG

International Exhibition for Tourism & Caravaning

Despite the economic crisis, the number of visitors to REISEN HAMBURG 2009 remained stable. The main theme, activity holidays with adventure camps and trips on wheels and bicycles, delighted many visitors. Around 1,000 exhibitors showcased products and innovations for holidays and leisure.  
[www.reisenhamburg.de](http://www.reisenhamburg.de)



### SEATRADE HAMBURG

Cruise and Rivercruise Convention

The leading European fair for the cruise industry reported stable exhibitor and visitor numbers in 2009. This reaffirms the importance of the Free and Hanseatic City of Hamburg as the port of call for luxury liners. Maritime tourism is one of the most expansive travel markets in Europe, with good growth potential.  
[www.seatrade-europe.com](http://www.seatrade-europe.com)

### SMM

shipbuilding, machinery & marine technology international trade fair hamburg

## THE WORLD'S LARGEST MEETING PLACE IN THE INDUSTRY

At the end of 2009, nine months before the event was due to start, it was already clear that the SMM shipbuilding, machinery & marine technology international trade fair hamburg, as the world's biggest meeting place within the industry, remains the key platform for companies and decision makers, despite the dramatic crisis within the ship industry. SMM 2010, which will take place in Hamburg from 7 to 9 September, was completely sold out at an early stage.

SMM can also reaffirm its status as a leading international trade fair. For the first time, India will also be represented at the event: following the internationalisation of SMM with its new spin-off, SMM India, the growing shipbuilding industry on the subcontinent will be present at the event in 2010 with a large national pavilion in Hamburg. Turkey will also be a strong presence at SMM – another key market in which SMM successfully broke into in 2009 with its spin-off, SMM Istanbul. SMM 2010, at which leading companies from all over the world will be representing the entire international shipbuilding industry, will be focusing on offshore and, above all, environmental technology. In parallel to SMM 2010, the gmec – global maritime environmental congress – will also be taking place at the CCH – Congress Center Hamburg for the first time. Leading representatives from all areas of the shipping industry will discuss current and future solutions for environmentally friendly and sustainable shipping at this event. In cooperation with the British publication Seatrade, HMC has also developed a new publication on this topic – the SMM Green Shipping Guide.  
[www.smm-hamburg.com](http://www.smm-hamburg.com)

### SMM INDIA

shipbuilding, machinery & marine technology international trade fair, mumbai

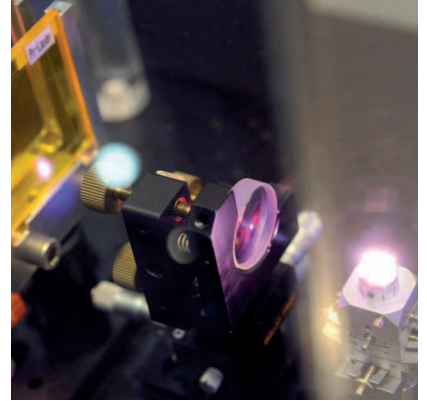
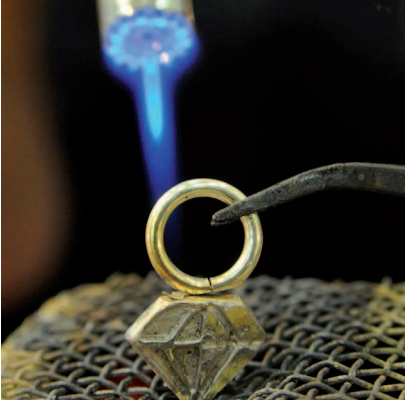
Approximately 2,800 trade visitors from 30 countries came to the SMM India trade fair in 2009. Half of the 100 exhibitors were Indian companies. SMM India is thus boosting the development of India's shipbuilding industry. For European companies, it enables them to access the attractive Indian growth market.  
[www.smm-india.com](http://www.smm-india.com)

### SMM ISTANBUL

shipbuilding, machinery & marine technology international trade fair, istanbul

The new SMM Istanbul completely fulfilled the high expectations placed on the first international spin-off of the 'parent fair', SMM: more than 4,000 trade visitors and 150 exhibitors from 66 different countries came together at the Lütfi Kırdar Convention and Exhibition Centre (ICEC) in Istanbul.  
[www.smm-istanbul.com](http://www.smm-istanbul.com)





'SMM has been demonstrating the industry's transition towards green shipping for years. In 2010 this will be the main focus of the leading international shipbuilding trade fair.'

Peter Bergleiter, SMM Project Manager



**keeping the course**  
**12-14 nov 2009**  
 mumbai

**shipbuilding • machinery & marine technology**  
**international trade fair**

**SMM**  
 India

Hamburg Messe

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## IN NEW MARKETS

With its own new events in key growth markets, Hamburg Messe und Congress GmbH is heading in new international directions. However, organising joint presentations at trade fairs run by other organisers around the world remains a key part of HMC's international activities.

Opening up attractive growth markets for German exhibitors is a main part of the international strategy. Trade fairs follow markets. Based on this fundamental industry rule, Hamburg Messe und Congress GmbH has decided to internationalise its world-leading shipbuilding trade fair. Spin-offs of the SMM fair were set up in two markets with great potential in the shipbuilding and shipping industries for the first time in 2009. Both SMM Istanbul and SMM India, the latter held in India's economic hub, Mumbai, reported excellent results. SMM Istanbul attracted over 150 exhibitors and

4,000 trade visitors from 66 different countries. SMM India brought together 100 exhibitors from all over the world, half of which were Indian shipbuilders and shipbuilding suppliers.

'Our goal is to give our SMM customers from the shipbuilding and supplier industries direct access to these growth markets. We also want to make it easier for local companies to access global companies and markets,' explains Bernd Aufderheide, President and Chief Executive Officer (CEO) of Hamburg Messe und Congress GmbH, with regard to the strategy.

With this internationalisation, Hamburg Messe und Congress GmbH is pursuing its goal of strengthening its home city of Hamburg as a location. The initial results can already be seen. For example, an Indian national pavilion will be present at SMM Hamburg for the first time thanks to the new trade fair in India. The Turkish presence at SMM Hamburg is also growing.

Organising German joint presentations at key international trade fairs – for example, on behalf of the Federal Ministry of Economics and Technology (BMWi) – remains a key pillar within HMC's activities. This area has been clearly organised according to the strategic relevance of the individual measures and projects for the core business, while also being based on the main economic clusters within the Free and Hanseatic City of Hamburg.

With its international teams, Hamburg Messe und Congress GmbH provides on-site support to its customers around the world in planning, preparing and implementing their trade fair activities. In 2009, its international activities focused on the maritime, aviation, food and hotel industries.





Hamburg Messe und Congress GmbH was involved in a total of 14 joint presentations and supported nearly 700 German companies at trade fairs outside Germany in 2009. These included events such as Iran Oil and Gas in Tehran, the joint venture at the Fort Lauderdale Boat Show in Florida, USA, made possible by the BMWi, and the world's second-largest health fair, Arab Health, in Dubai.

The positive results of Hamburg Messe und Congress GmbH's international activities in 2009 also include its successful applications to organ-

ise pavilions at international exhibitions. Having managed the German pavilion at EXPO Zaragoza 2008 in Spain for the BMWi, Hamburg Messe und Congress GmbH is responsible for the general management of Hamburg House at EXPO 2010 in Shanghai. This contribution from the Free and Hanseatic City of Hamburg will showcase a passive house with extremely low energy requirements.

**'By internationalising our trade fairs, we are also strengthening Hamburg as a location.'**

Pascal C. Thirion, Head of Fairs and Exhibitions



# THE ENVIRONMENT – A TOPIC FOR THE FUTURE

With environment-related events and its own climate protection programme, Hamburg Messe und Congress GmbH is helping to make Hamburg the European Green Capital 2011.

Hamburg Messe und Congress GmbH developed a comprehensive climate protection programme in 2009. It gets companies and employees involved in pledges, commitments and guidelines to implement specific measures. In its role as a public company operating internationally, HMC views itself as a partner to the Free and Hanseatic City of Hamburg. This applies to the implementation of the city's environmental targets in general, and in 2011 in particular, when Hamburg will become the European Green Capital.

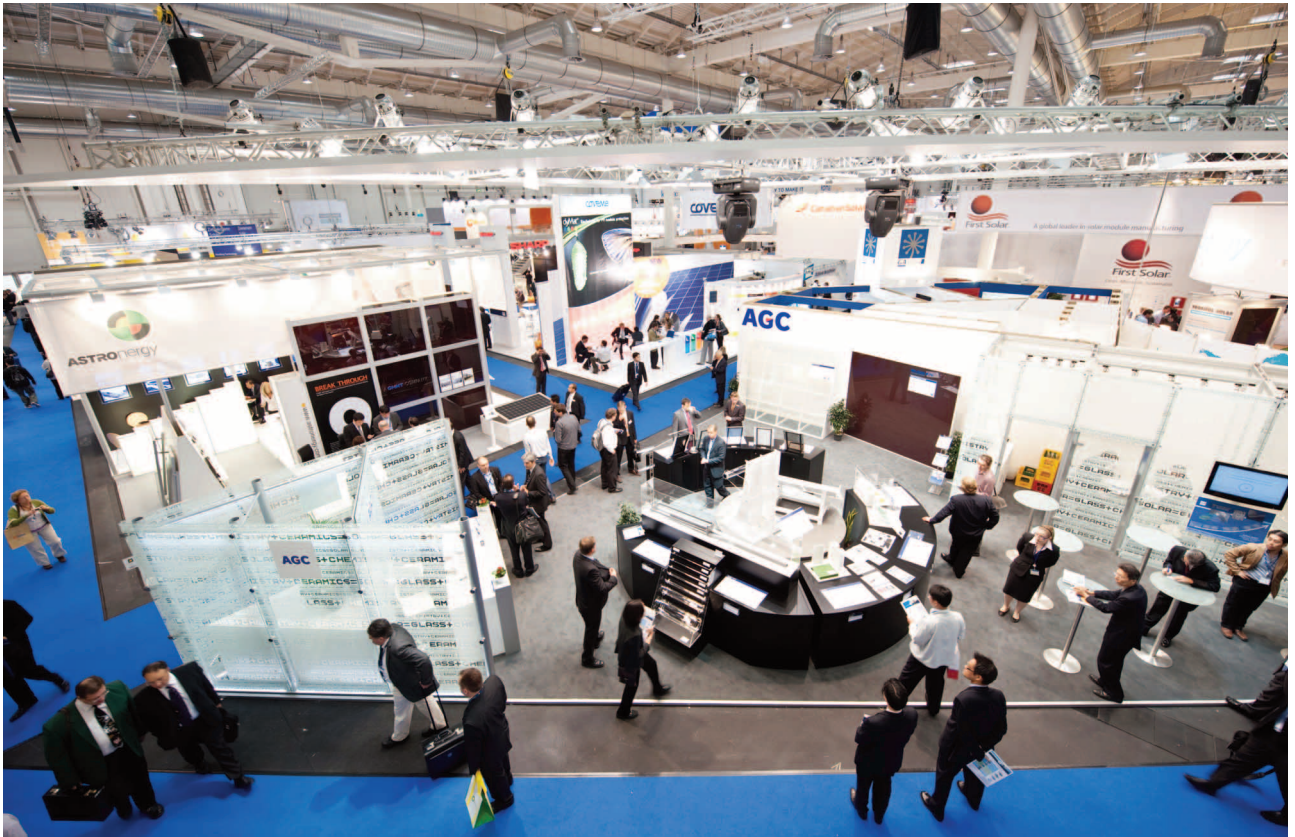
Hamburg Messe und Congress GmbH views climate protection as a cross-sectional task. From infrastructure, service and event concepts through to exhibitors, event organisers and visitors, measures and installations on the exhibition site are gradually being checked and implemented to ensure that they meet the specific requirements of the event and make a sustainable contribution towards conserving resources. Hamburg Messe und Congress GmbH is also a founding member of the Green Meetings Germany initiative created by the European Association of Event Centres (EVC).

Environmental topics are both part of the content and an area of focus for many of the trade fairs and conventions that take place at the Hamburg Messe und Congress GmbH site. Nearly every industry has a link to green topics such as climate protection, water conservation, renewable energies or recycling. HMC has created a wide range of its own attractive events over the last few years, including acqua alta, focusing on flood protection; H2Expo, focusing on environmentally friendly hydrogen technology and electric drive systems; and GET Nord, which promotes environmentally aware building and air-conditioning technology. In 2009, preparations for the gmecc - global maritime environmental congress in cooperation with high-calibre partners also began. In parallel to SMM in September 2010, decision makers from all areas of the shipping industry will discuss the challenges of the future and the measures that have already been implemented to achieve environmentally aware shipping.

Hamburg Messe und Congress GmbH strives for trade fairs, events and conventions that have highly attractive content, are successful eco-







nomically and are organised in an environmentally conscious way, conserving resources.

## GUEST EVENTS

Hamburg Messe und Congress GmbH brought an excellent green event to Hamburg as a guest event in 2009: the world's biggest solar energy convention, EU PVSEC (European Photovoltaic Solar Energy Conference and Exhibition), took place in the Hanseatic city for the first time.

Hamburg is generally an attractive location for guest trade fairs and major events. As a partner, a competent full-service provider and a letting agent for exhibition halls and spaces, HMC works in close cooperation with international and national event organisers. The lifestyle exhibition early bird thus takes place twice a year in the exhibition halls, and the Aircraft Interiors EXPO attracts experts and decision makers from the aviation industry every year. In addition to several other events in 2010, the IFRA Expo, the annual event within the newspaper and media industry, will be a guest in the HMC exhibition halls.

Credible handling of the topic of the environment is crucial if the venue is to be seen as attractive in the long term for the increasing number of events based around green issues. Hamburg Messe und Congress GmbH published corresponding climate protection guidelines at the start of 2010, which apply to the whole company. 'Our motto is: "Actions, not words". Questioning meaning is not an issue with this topic,' says Bernd Auferheide, President and Chief Executive Officer (CEO) of Hamburg Messe und Congress GmbH. Concepts to avoid waste, reduce unnecessary water consumption, sourcing local produce and using environmentally friendly materials when building stands and in catering are all examples of measures that can be implemented in the medium term. In addition, Hamburg Messe und Congress GmbH also intends to reduce the CO<sub>2</sub> emissions produced by its business activities.

**'Hamburg Messe und Congress GmbH is on a path that is green and geared towards the future.'**

Bernd Auferheide, President and Chief Executive Officer (CEO) of Hamburg Messe und Congress GmbH



Already there:  
 just a few minutes' walk  
 from Dammtor station and  
 you'll arrive at the  
 CCH - Congress Center Hamburg  
 where you'll be able to  
 meet colleagues, listen to  
 presentations and discuss  
 ideas for the future.



## RECORDS AND AWARDS

Successful acquisitions and an increase in available space resulted in record sales revenue and two coveted Conga Awards for the CCH – Congress Center Hamburg in 2009.

Congress delegates and event visitors only have to walk a few steps from the ICE rail link at Dammtor station to reach the CCH – Congress Center Hamburg. There is no waiting around for taxis, buses or S-Bahn trains, nor are there any costs associated with them. The adjacent fair grounds can also be reached via a relaxing five-minute walk through the landscaped Planten un Blomen city park. 'This is a real advantage in terms of location compared to other congress cities. We therefore offer the ideal prerequisites for combined convention and exhibition events

in particular,' says Edgar Hirt, Head of Conventions and Events. The 300-odd conferences, conventions and cultural and hospitality events that took place in total at the CCH in 2009 thus reported more visitors on average per event than in the previous year. At EUR 10.3 million, sales revenue was up 20% year-on-year – record earnings for the conventions and events business. The CCH calendar was filled with medical conferences, corporate events, concerts and events focusing on renewable energies in 2009.







## CONGRESSES

The medical profession had the most frequent attendees: anaesthesiologists and surgeons, paediatricians and eye specialists, orthopaedic specialists and alternative practitioners – all of these disciplines attended congresses at the CCH – Congress Center Hamburg in 2009. ‘Many professional associations for the medical professions have been holding their national and international congresses in Hamburg for years. It has a long tradition in the city,’ says Hirt. In addition, Hamburg Messe und Congress GmbH has a close relationship with the Universitätsklinikum Hamburg-Eppendorf (UKE) hospital. The extension of the CCH, which opened in 1973 as Germany’s first convention centre, to 23 rooms and 12,500 seats has increased the attractiveness of the venue for major medical conventions since 2007. In 2009 the venue saw the arrival of 20,000 doctors, medical practitioners and health-care experts. Ten major medical conventions have already been booked for 2011, with over 35,000 delegates.

The on-site service staff at the CCH – Congress Center Hamburg have played a key role in the centre’s success. Feedback forms that the CCH asks convention delegates and event guests to fill in regularly give the teams top marks. ‘We primarily receive praise for our organisational skills, our flexibility and our ability to improvise,’ says Hirt. Those organising events for the first time value the quality of the advice they are given by the CCH convention team, who have decades of experience. It is not just the rooms that are important for a successful convention. The in-room sound and presentation technology also has to work perfectly, the catering has to cater for the relevant requirements, and hotel reservations must be able to be made reliably. At the CCH – Congress Center Hamburg, the majority of services are available online under the motto ‘Turning Ideas into Success’.

The Shaolin kung fu masters, stars of the Russian State Ballet, members of the Chinese National Circus and musicians such as Tom Jones, David Garrett and Patricia Kaas were among the highlights of over 100 cultural events and concerts on stage at the CCH in 2009.

**It was not only medical conventions but also cultural and concert highlights that drew people to the CCH in 2009.**

## GREEN MEETINGS

In keeping with the event's theme, the sun was shining brightly in the cloudless Hamburg skies: when the EU PVSEC (European Photovoltaic Solar Energy Conference and Exhibition) celebrated its debut at Hamburg Messe and at the CCH – Congress Center Hamburg in September 2009, even the weather was on its side. More than 1,000 scientific contributions presented the latest developments in research, technology, industry and politics at the world's largest solar energy conference and exhibition. Workshops, excursions and discussion forums gave the 4,295 conference delegates an ideal platform for exchanging a broad spectrum of knowledge. The accompanying exhibition was bigger than ever before, with 40,000 visitors and 943 international exhibitors.

Events in the promising regenerative energy segment are generally reporting constant growth. Another international environmental event was brought to Hamburg in 2009 in the form of the European Biomass Conference and Exhibition. It attracted around 1,000 experts. 'In

light of this, we are delighted that the EU Commission has named Hamburg the European Green Capital 2011. As the European Green Capital, we will be able to successfully expand the number of green conventions and events,' anticipates Hirt.

Under the patronage of Federal Chancellor Dr Angela Merkel, Hamburg Messe und Congress GmbH is holding the world's first environmental summit for the maritime industry, gmec – global maritime environmental congress, in conjunction with SMM from 7 to 8 September 2010 at the CCH. Around 700 representatives from the world of industry, politics, science, maritime activities, tourism and environmental protection are expected in Hamburg for the event.

## CORPORATE EVENTS

The fact that the share price for the cosmetic group Beiersdorf rose by over 2.4% on the day of its annual general meeting at the CCH – Congress Center Hamburg in 2009 is not seriously due to the event venue. However, the fact that the 1,500 or so shareholders at the event

At the gmec – global maritime environmental congress in September 2010, industry experts from all over the world will discuss sustainable and green shipping. Federal Chancellor Dr Angela Merkel is the patron of the event.



The global environmental clock is ticking

[gmec-hamburg.com](http://gmec-hamburg.com)

**7–8 Sept.  
2010**

Setting the green course  
cruise | ferry | navy | cargo | yacht | offshore

global maritime  
**gmec**  
environmental congress 2010





applauded Beiersdorf CEO Thomas B. Quaas multiple times during his speech at the CCH despite the turbulence of 2009 may well have had something to do with the pleasant atmosphere at the CCH.

The Volkswagen Group has been a loyal customer to Hamburg Messe und Congress GmbH for 17 years. Its shareholders once again came together at the CCH – Congress Center Hamburg for the Annual General Meeting in 2009. Whilst the company's economic and financial development was being discussed and approved by shareholders in the conference rooms, the Group showcased its latest Phaeton, Golf, Beetle and Touareg models in Hall H. There were no Porsche models on show then – both automotive manufacturers were still in intensive takeover talks in April 2009. Since December 2009 Volkswagen AG has held a 49.9% share in Porsche AG.

This crucial step for both groups was also decided at the Extraordinary General Meeting in Hamburg Messe und Congress GmbH's event space. Due to the short planning period and the current booking situation at the CCH – Congress

Center Hamburg, this major event was organised in the new exhibition halls at Messeplatz. The exhibition halls proved to be ideal for this type of Extraordinary General Meeting – particularly with regard to installing the technical equipment required and accommodating the extensive logistics involved. The attractive central entrance to Hamburg Messe got the event off to the perfect start. Chairman of the Supervisory Board of Volkswagen AG, Dr Ferdinand Piech, later praised the organisation of the Extraordinary General Meeting by Hamburg Messe und Congress GmbH in a letter to Hamburg's Senator for Economic Affairs, Axel Gedaschko.

Hamburg-based companies Hamburger Hafen und Logistik (HHLA) and forklift manufacturer Jungheinrich also traditionally hold their Annual General Meetings at the CCH – Congress Center Hamburg.

**'Companies are increasingly presenting themselves in interactive event formats. Visitors are intensively involved in the event concept.'**

Edgar Hirt, Head of Conventions and Events

# WHATEVER THE CUSTOMER WANTS

Whether for trade fairs or conventions, Hamburg Messe und Congress GmbH offers more than just halls, rooms and spaces. As a customer-driven service provider, it provides personal and expert advice and support to event organisers and exhibitors.



Thanks to creative ideas, reliable organisation and friendly staff, the bare halls are soon transformed into smart exhibition spaces.





To turn thousands of square metres of empty rooms and exhibition space into attractive trade fair and event platforms, you need a good idea, the appropriate technical, logistic and communications infrastructure and the reliable coordination of all assembly and dismantling work. How is the stand organised? What information signs are required? What logistics company will be delivering the exhibits and stand components? Who will be laying the carpet? Who will be dealing with catering at the stand? Who will be making sure that there are sufficient data cables and attractive advertising areas? Who can journalists contact on site? The Hamburg Messe und Congress GmbH team oversees up to 50 trade fairs and exhibitions every year, plus around 300 national and international conferences and conventions, and is familiar with all these issues.

Thanks to their extensive experience, HMC's employees can answer the customers both quickly and efficiently, and can contact craftsmen, technicians, freight forwarders and agencies from their pool of specially licensed service partners. As a consistently customer-driven service company, Hamburg Messe und Congress GmbH offers its exhibition and event services both as a full solution and as tailor-made services to suit individual requirements – in both planning and organisation, as well as during or after the event.

'We are the people who know our exhibition site the best, of course, and can fulfil even the strangest of customer requests quickly and flexibly, directly on site at every stage of the event,' says Pascal C. Thirion, Head of Fairs and Exhibitions. This saves time, effort and money for exhibitors and event organisers.

To prepare your presence at an exhibition quickly and easily, Hamburg Messe und Congress GmbH offers its customers a range of services via its convenient Online Service Center OSC. At [www.hamburg-messe.com](http://www.hamburg-messe.com), exhibition stands can be booked, and services can be viewed and ordered online. All the costs involved can be calculated accurately from there. Forms for special services are available to download, and stand designs can be uploaded easily. Online services are also available for finding accommodation, enabling customers to choose appropriate hotels or reserve a contingent of rooms in advance via Hamburg Messe und Congress GmbH's partners.

### Success right from the start thanks to IT

Hamburg Messe und Congress GmbH also offers exhibitors and event organisers cutting-edge technology by providing Internet access even for large quantities of data, EC debit card cash systems and for entry management. Exhibitor passes, online or on-site ticketing, entry checkpoints, visitor registration, press accreditation and detailed reporting all ensure that the event is successful right from the start.

However, the people that visitors meet on site are crucial for a successful exhibition or event. Professional, helpful and friendly stand and service staff create a pleasant atmosphere, even when it gets crowded and hectic, or if intercultural language and communication skills are needed.





## DEDICATED EMPLOYER

Hamburg Messe und Congress GmbH relies on well-trained employees to achieve its business goals. As a partner to the Hamburg economic region, it fulfils its social responsibility by training young people.

As a service provider with high standards of service quality, Hamburg Messe und Congress GmbH works intensively to recruit employees who are dedicated to customers and businesses. Identifying with the principles and strategic targets of HMC forms the basis for a successful working relationship.

Whether training young trainees or specialists and managers, measures designed to develop social skills in dealing with customers and business knowledge are at the heart of our human resources management. With this in

mind, Hamburg Messe und Congress GmbH launched a comprehensive new further-training programme in 2009. Around 275 employees can undertake training in the four areas of Sales, Knowledge and Methodology, Business English and MS Office at the HMC Akademie. The training courses are run in house by external service providers in the form of one- to two-day seminars. 'HMC Akademie's main area of focus changes every year and is based on our strategic corporate targets,' says Michael Strohmenger, who has been Head of Human Resources and

Accounting and a member of the Managing board at Hamburg Messe und Congress GmbH since 2009. The basis for this strategic human resources activities are regular employee discussions to evaluate performance and set targets.

In the training sector, Hamburg Messe und Congress GmbH has often made up to 18 training places in a range of professions available in recent years. Even more places are currently being offered – HMC is therefore doing its bit to help deal with the increase in the number of

‘Competent and dedicated employees are the key to achieving our ambitious strategic targets.’

Dr Ulla Kopp, Chief Financial Officer (CFO)

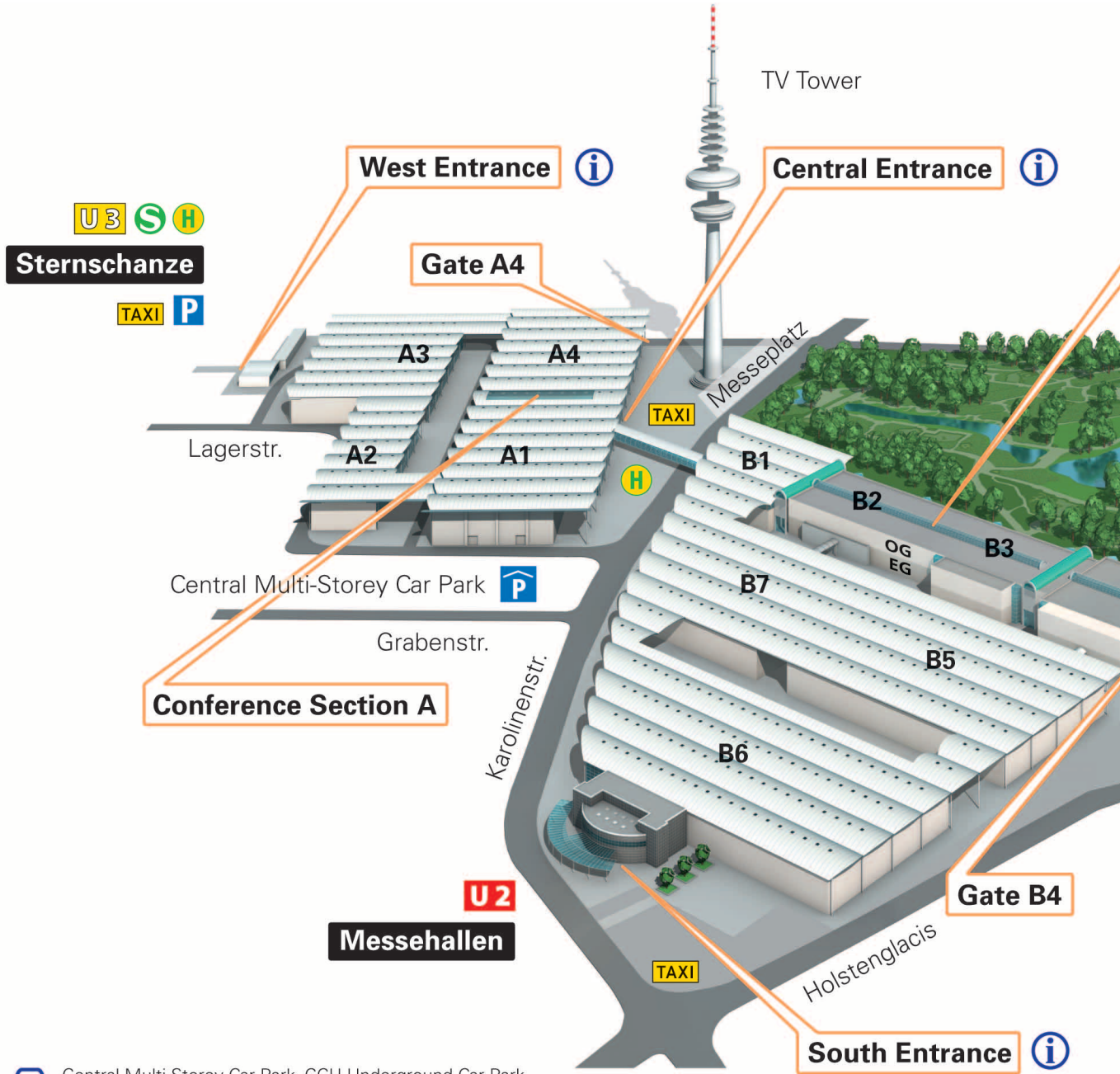


students (double the amount) leaving Hamburg's schools with the Abitur (A-level equivalent), who will all be entering the training market at the same time in 2010 due to the college study period being shortened by a year.

Business trainees are primarily involved on an individual event basis, where they make their way through the various operations and technical departments within the exhibition and convention business and spend time in the marketing departments. Technical trainees primarily work in event technology at the CCH – Congress Center Hamburg, but are also involved in exhibition technology and gain an insight into event organisation.


The young trainees not only obtain concise knowledge during their training – they are also involved in tasks and processes from the very beginning, gaining insights into various business areas and work methods, and working as part of cross-departmental teams. They take a cooperative and solution-driven approach to their work for Hamburg Messe und Congress GmbH, support ongoing change processes and develop their own ideas. They work together with open communications, transparency and respect.

In the academic sector, HMC works with Duale Hochschule Baden-Württemberg (DHBW) and offers students studying exhibition, convention and event management the opportunity to spend their work experience semester at HMC. These studies have led to a Bachelor of Arts degree since 2009.




 Central Multi-Storey Car Park, CCH Underground Car Park, Eastern Underground Car Park

 DB/S Dammtor

 S1 airport to central station  
At central station switch to S21 or S31 towards Dammtor or Sternschanze

U1, U2, U3  
 S Sternschanze, S Dammtor  
 Metro Buses: 4 or 5 to Dammtor  
 Express Buses: 34 to Dammtor, 35 to East Entrance or Central Entrance

 TAXI Stop at all entrances



**Conference Section B**

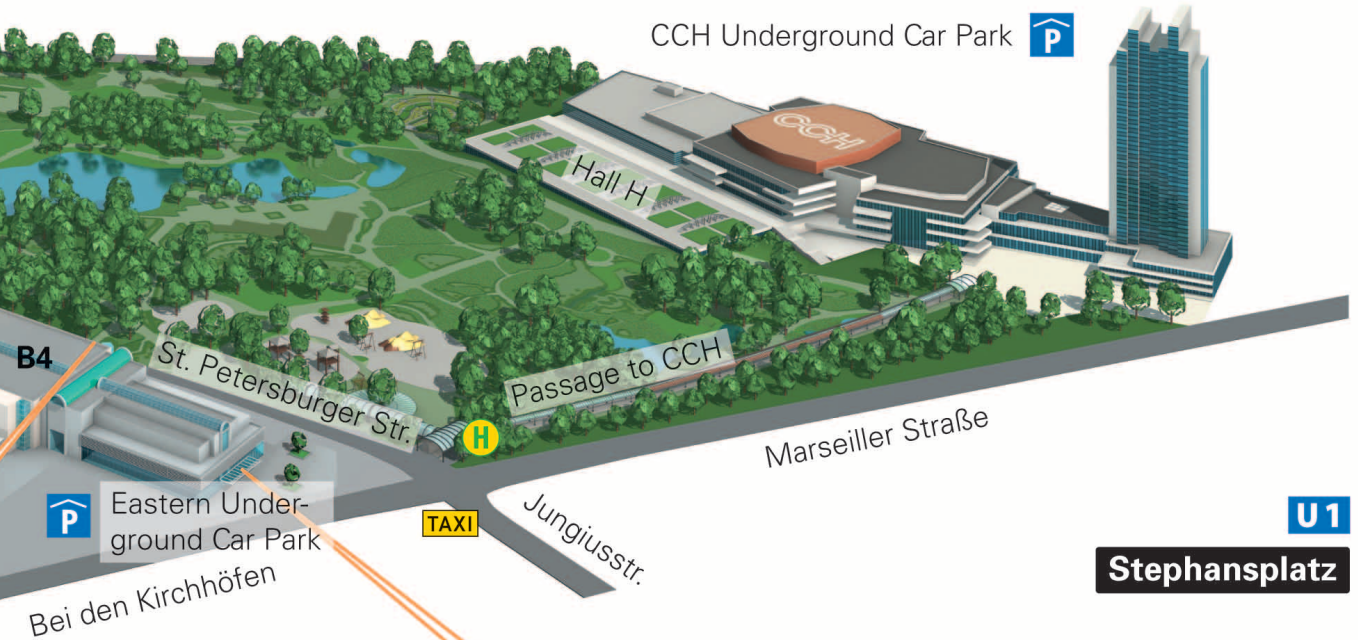
Park **Planten un Blomen**

**CCH – Congress Center Hamburg**



**Dammtor**

CCH Underground Car Park



**B4**

Eastern Under-  
ground Car Park

Bei den Kirchhöfen

Jungiusstr.

Marseiller Straße

**U1**

**Stephansplatz**

**East Entrance**



## ■ SUPERVISORY BOARD 2009

**Johann C. Lindenberg**, Former National Chairman, Unilever Deutschland (Chairman of the Supervisory Board)

**Hartmut Hofmann**, Head of Department at Hamburg Messe und Congress GmbH (since 12 August 2009, Deputy Chairman)

**Heino Greve**, Managing Director, HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH

**Sebastian Heinemann**, Independent Consultant (since 12 August 2009)

**Anja Holinsky**, Acting Head of Department at Hamburg Messe und Congress GmbH (since 12 August 2009)

**Martin Köppen**, Office Manager, Ministry for Economic Affairs and Employment, Free and Hanseatic City of Hamburg

**Heinrich Lieser**, Chairman of the Executive Board, Hamburg Marketing GmbH

**Dr Claus Liesner**, Managing Director, AMC Asset Management Consulting GmbH

**Katja Löwe**, Spokesperson for Hamburg Messe und Congress GmbH (since 12 August 2009)

**Loretta Marsh**, Business Woman, Chairwoman of the Works Council, Hamburg Messe und Congress GmbH

**Professor Hans-Jörg Schmidt-Trenz**, General Manager, Hamburg Chamber of Commerce

**Thomas Schuster**, Office Manager, Ministry of Finance, Free and Hanseatic City of Hamburg (since 3 September 2009)

### DEPARTURES IN 2009:

**Dr Robert Heller**, Privy Council, Ministry of Finance, Free and Hanseatic City of Hamburg (until 3 September 2009)

**Bärbel Krippahle**, Business Officer, Hamburg Messe und Congress GmbH (until 12 August 2009)

**Hans Lübbers**, Technical Employee, Hamburg Messe und Congress GmbH (until 12 August 2009)

**Andrea Miller**, Spokesperson for Hamburg Messe und Congress GmbH (until 12 August 2009)

**Edgar E. Nordmann**, Managing Partner, Nordmann, Rassmann GmbH (until 12 August 2009)

**David Oruzgani**, Head of Department, Hamburg Messe und Congress GmbH (until 12 August 2009)

**Dr Dirk Petrat**, Office Manager, Ministry of Culture, Sport and Media, Free and Hanseatic City of Hamburg (until 12 August 2009)

# REPORT OF THE SUPERVISORY BOARD

The Supervisory Board reviewed the situation and development of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH on a regular basis during the financial year. It carried out the tasks allocated to it both by law and by the articles of association during the reporting year. The Supervisory Board advised and monitored the managements of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH as they managed the companies.

The Supervisory Board has complied with the specifications of the Hamburg Corporate Governance Code and has issued a statement of compliance in cooperation with the managements from all the companies.

The Management reported to the Supervisory Board regularly, promptly and extensively both in written and oral format regarding relevant issues in corporate planning, strategic development and on results achieved in the individual companies, including any risks.

During the 2009 financial year the Supervisory Board met on four occasions and there were six committee meetings. The Human Resources Committee, the Construction Committee and the Finance Committee each met on two occasions. Three resolutions by the Supervisory Board and one resolution by the Human Resources Committee were also passed as part of a written process during the 2009 financial year.

On 25 May 2009 and 9 June 2009 the Annual General Meeting of Shareholders of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH appointed Susat & Partner OHG Wirtschaftsprüfungsgesellschaft as the auditor of the financial statements. Susat & Partner OHG Wirtschaftsprüfungsgesellschaft conducted an audit of the annual financial statement – comprising a balance sheet, income statement and appendix – taking the entries and management reports from the companies for the financial year from 1 January to 31 December 2009 into account.

Susat & Partner OHG Wirtschaftsprüfungsgesellschaft issued an auditor's report. The audit did not result in any objections. On evaluation by Susat & Partner OHG Wirtschaftsprüfungsgesellschaft, the annual financial statements for the companies comply with all legal requirements and any additional requirements, as specified in the articles of association,

and, by complying with the principles of proper accounting, give a true representation of the assets, finances and earnings of the companies. The management reports match the financial statement, convey a true overall image of the companies' positions and give a true representation of the opportunities and risks of future developments.

The Finance Committee examined the annual financial statements, management reports and auditor reports from Susat & Partner OHG Wirtschaftsprüfungsgesellschaft in detail at its meeting on 10 May 2010, as did the Supervisory Board at its meeting on 7 June 2010. The Supervisory Board has no objections to these documents and therefore agrees with the results of the auditor's report. The Supervisory Board approves both the management reports given by the managing directors and the annual financial statements dated 31 December 2009.

The mandate of the new Supervisory Board of Hamburg Messe und Congress GmbH began on 12 August 2009. Mr Sebastian Heinemann, Mr Hartmut Hofmann, Ms Anja Holinsky and Ms Katja Löwe are new members of the Supervisory Board of Hamburg Messe und Congress GmbH. Dr Robert Heller, Ms Bärbel Krippahle, Mr Hans Lübbers, Ms Andrea Miller, Mr Edgar E. Nordmann, Dr Dirk Petrat and Mr David Oruzgani have all left the Supervisory Board. Also new to the Supervisory Board of Hamburg Messe und Congress GmbH is Mr Thomas Schuster, who replaced Dr Robert Heller on 3 September 2009. The Supervisory Board would like to take this opportunity to thank the departing members for their work for Hamburg Messe und Congress GmbH and for the pleasant working relationship on the committee.

The Supervisory Board thanks the managing directors and the employees for their dedication and the highly successful financial year despite the difficult economic situation.

Hamburg, April 2010

Johann C. Lindenberg  
*Chairman of the Supervisory Board*



# ANNUAL FINANCIAL STATEMENTS 2009

## HAMBURG MESSE UND CONGRESS GMBH

All figures in EUR thousand

2009

2008

### BALANCE SHEET/ASSETS

of Hamburg Messe und Congress GmbH as of 31 December 2009

1. Fixed assets	99,984	103,756
2. Current assets	24,572	24,244
<b>Total ASSETS</b>	<b>124,556</b>	<b>128,000</b>

### BALANCE SHEET/EQUITY AND LIABILITIES

of Hamburg Messe und Congress GmbH as of 31 December 2009

1. Equity	11,679	11,679
2. Liabilities	112,877	116,321
<b>Total EQUITY AND LIABILITIES</b>	<b>124,556</b>	<b>128,000</b>

### INCOME STATEMENT

of Hamburg Messe und Congress GmbH for the financial year from 1 January to 31 December 2009

1. Total revenue	58,086	81,132
2. Personnel expenses	15,569	15,713
3. Other expenses	71,449	77,753
<b>4. Profit/loss from ordinary activities before loss absorption</b>	<b>-28,932</b>	<b>-12,334</b>

Susat & Partner OHG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for both the full annual financial statements and the management report on 12 March 2010.

# 2009 MANAGEMENT REPORT (EXCERPT)

## A. BUSINESS AND ECONOMIC SITUATION

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### 1. The German trade fair market

The 2009 financial year was one of the most difficult since the end of the New Economy boom in 2002. Although German cross-regional trade fairs continued to experience growth despite a significantly weakened economic situation in 2008 (exhibitors +1.9%, visitors +3.5%), there was a decline in 2009 in exhibitor and visitor numbers – particularly at public exhibitions. According to projections by AUMA, approximately 3% fewer exhibitors and 8% fewer visitors registered compared to the number registering for the same events the previous years. The exhibitor area was around 5% less than in previous events. Overall, AUMA reported around 154,000 exhibitors, 5.7 million square metres of leased space and 8.9 million visitors at the 135 cross-regional exhibitions held in 2009.

Despite initial signs of a general upturn, no growth is expected in the exhibition sector in 2010 as many of the cost-saving measures put in place by exhibiting companies are scheduled to continue. It is difficult to predict visitor development in 2010 due to the current economic situation. After some significant declines in 2009, visitor numbers are expected to stabilise at the current level.

### 2. Foreign business

The global economic and financial crisis only had a small impact on German trade fairs held abroad in 2009. The number of these fairs was down slightly from 220 in 2008 to 214 in 2009. The number of exhibitors was around 90,000 and visitor numbers were nearly at the five million mark. In 2010 AUMA members are planning 240 trade fairs in 28 countries, with Southern, Eastern and Central Asia remaining key areas of focus.

The budget of the Federal Ministry of Economics and Technology (BMWi) for the involvement of German companies in international fairs outside Germany was unexpectedly extended from EUR 38 million to EUR 42 million in 2009 (2008: EUR 37 million). Following this, 231 participations were organised through German trade fairs in 2009 (2008: 246 participations). EUR 40 million will be available from the BMWi for international trade fair programmes in 2010, using which it is anticipated that approximately 200 opportunities to participate could be achieved.

### 3. The national and international convention and conference business

The international convention market continues to be shaped by extending capacity at existing convention centres, both nationally and internationally, and by new openings. In light of this, a contemporary infrastructure is essential in order to compete at international level.

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# 2009 MANAGEMENT REPORT (EXCERPT)

## B. BUSINESS DEVELOPMENT OF HAMBURG MESSE UND CONGRESS GMBH

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Hamburg Messe und Congress GmbH increased sales revenue by 12.5% to EUR 54.1 million compared to 2007, despite the impact of the global economic and financial crisis. The majority of this sales revenue was generated by the Hamburg Messe division (around 60%).

### 1. Hamburg Messe division

The international MS&D conference (international conference and exhibition on maritime security and defence) was held as an independent combined conference and exhibition for the first time in 2009. Security at ports and in shipping lanes along with piracy were key areas of focus among the issues broached by the event. Last year, this event took place in parallel to SMM for the first time as part of the expansion of the range of maritime events. As part of the internationalisation strategy relating to SMM, our subsidiary HMC International GmbH (HMI) held its first events abroad. These were SMM Istanbul in Turkey and SMM India in Mumbai. *acqua alta* (international conference and exhibition on consequences of climate change and flood protection) also took place for the first time in 2009 as one of our own events. The international trade convention with accompanying trade fair focused on the consequences of climate change and flood protection.

The 24th European Photovoltaic Solar Energy Conference and Exhibition was a new, high-calibre guest event held in 2009.

Among the public fairs, the national trend of falling visitor numbers continued in 2009. The global financial and economic crisis also resulted in a decline in exhibitor numbers and a decrease in leased exhibition space for the first time. *hanseboot* (International Boat Show Hamburg) was particularly affected by this development. However, the consumer fair *DU UND DEINE WELT* (DDW) saw a slight increase in visitor numbers year-on-year (+5.6%).

At 747,505 visitors, fewer people came in 2009 than in 2007 (848,746). Whilst the number of trade fairs and events was down slightly (43 in 2009, 45 in 2007), the gross leased area was up by 176,332 square metres to 914,717 square metres compared to 2007.

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# 2009 MANAGEMENT REPORT (EXCERPT)

## B. BUSINESS DEVELOPMENT OF HAMBURG MESSE UND CONGRESS GMBH

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**2. Foreign business division** Hamburg Messe und Congress GmbH organises numerous joint presentations at trade fairs abroad every year. It does this both under its own name and on behalf of the BMWi. The main areas of focus for these ventures are the maritime industry, oil and gas, and the hotel and food services industries. In addition to organising nine German joint presentations at international trade fairs (on its own behalf), Hamburg Messe und Congress GmbH was asked to organise and carry out eight joint presentations by the BMWi. It was able to organise the German stand at Arab Health in Dubai (international trade fair for medical technology) for the third time.

**3. CCH division** During the 2009 financial year, 170 (239 in 2008, 195 in 2007) national and international conventions, conferences and presentations were held at the CCH. The number of events was down due to a change in the CCH event policy. Events with less than 400 participants have been forwarded to Hamburg Convention Bureau GmbH (HCB) since the start of 2009. As in previous years, the convention and conference business continued to focus on medical events and on annual general meetings and member assemblies.

The first European Biomass Conference (1,000 delegates) and the accompanying convention to the HMC exhibition acqua alta (1,000 delegates) were both outstanding. Other events at the CCH included the 38th EDTNA/ERCA Conference (2,500 delegates), the World Congress on Ultrasound in Obstetrics and Gynaecology (1,500 delegates), the Annual General Meeting of Volkswagen AG, the Hewlett-Packard Software Universe 2009 conference (4,000 delegates) and the International Supercomputing Conference (1,400 delegates).

The event sector – concerts and cultural events – continues to be caught up in a tough price competition. The number of events was 106 – 26 less than in the previous year. 50.2% of capacity was used at the CCH (previous year: 50.8%).

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# 2009 MANAGEMENT REPORT (EXCERPT)

## C. ECONOMIC SITUATION

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- 1. Development of sales revenues** At EUR 54.1 million (2008: EUR 79.2 million; 2007: EUR 48.1 million), HMC recorded its highest-ever sales revenue in an odd-numbered year. Of the total sales revenue, the individual sales areas accounted for: Hamburg Messe: EUR 32.6 million; CCH: EUR 10.3 million; Foreign business: EUR 8.0 million. The Holdings sector generated sales revenue of EUR 3.2 million.
- 2. Profit/loss for the year** The 2009 financial year concluded with earnings prior to loss absorption by HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH (HGV) of approximately EUR –28.9 million (2008: EUR –12.3 million; 2007: EUR –18.2 million). Compared to 2007, the higher costs of financing property lettings on completion of the Neue Messe had a greater impact on earnings in 2009 (2009: EUR 21.3 million; 2007: EUR 10.2 million).
- The 2009 annual financial statements of HMC report balanced earnings after losses of around EUR 28.9 million have been offset by HGV.
- 3. Employees** At the end of 2009, HMC had 278 employees (previous year: 277), of which 242 were employed on a permanent basis and 36 on a fixed-term basis (previous year: 249 permanent and 28 fixed-term). Converted into full-time capacity, HMC had a capacity of 241 at the end of the year (previous year: 246).
- In addition, HMC also made available 22 training places for budding event and sales people, event technology specialists and those studying for a Bachelor of Arts (BA) degree.
- 4. Assets and liabilities** During the reporting year, total assets fell by EUR 3.4 million to EUR 124.6 million, and equity ratio was therefore up from 9.1% to 9.4%.
- 5. Cash flows** A control contract and a profit transfer contract, as well as a Group clearing agreement, are in place with our parent company, HGV.
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# 2009 MANAGEMENT REPORT (EXCERPT)

## D. OUTLOOK, RISKS AND OPPORTUNITIES FOR FUTURE DEVELOPMENT

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**1. Outlook** Two new events will be launched in 2010: COTECA (The International Trade Show for the Coffee, Tea & Cocoa Business) and gmec – global maritime environmental congress. COTECA is Europe's first specialist trade fair to cover the entire process chain from the raw product through to the finished drink. gmec is taking place in parallel to SMM (shipbuilding, machinery & machine technology international trade fair hamburg), and is the first international maritime environmental summit in the world to focus on sustainability in shipping.

The concept for NORTEC (Trade Fair for Manufacturing Technology) was also revised with regard to a focus on aeroplane construction, health care and shipbuilding.

**2. Earnings development** HMC anticipates sales revenue of around EUR 75 million for the 2010 financial year (5% down from 2008). The decline in sales revenue compared to 2008 is due to the non-recurring impact of organising the EXPO in Zaragoza on behalf of BMWi (more than EUR 8.5 million). Adjusted in light of this, plans are in place to increase sales revenue by around 7%.

Due to the considerable extra costs incurred as a result of financing property lettings for the Neue Messe and the financial and write-down costs relating to the expansion of the CCH, negative earnings are expected. Property costs will continue to have a negative impact on earnings over the next few years.

The anticipated losses in the next few years will be absorbed by HGV as part of a profit transfer agreement.

**3. Risk management** HMC has a risk management system that carries out a prompt and systematic analysis and evaluation of the company's risk situation, introducing measures to counteract this where necessary. Both strategic and operating risks are subject to these analyses and evaluations. Risks relating to the Neue Messe building project and the expansion of the CCH are also taken into account. HMC is not currently aware of any risks that would endanger the company with regard to future development.

Hamburg, 8 March 2010

Bernd Aufderheide  
*President and Chief Executive Officer (CEO)*

Dr Ulla Kopp  
*Chief Financial Officer (CFO)*

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## COMPLIANCE STATEMENT

by the Management and the Supervisory Board of Hamburg Messe und Congress GmbH and the managements of BNM Baugesellschaft Neue Messe mbH and HMC International GmbH, 25 February 2010:

Hamburg Messe und Congress GmbH complied with all the regulations of the Hamburg Corporate Governance Code (HCGK) for which the Management and Supervisory Board are responsible (sections 3–7 of the HCGK and their sub-sections) during the 2009 financial year. The following points were not observed:

Section 5.1.5: The four-week period for distributing the minutes regarding resolutions made by the Supervisory Board could not be adhered to as the draft minutes had to be approved prior to their publication and the approval processes were not completed in time.

Section 7.1.2: Hamburg Messe und Congress GmbH has not yet published a list of companies in which it has a significant stakeholding as its website is to be completely revised.

Its subsidiaries BNM Baugesellschaft Neue Messe mbH and HMC International GmbH do not have a supervisory board. They complied with all the regulations of the Hamburg Corporate Governance Code for which the management boards are responsible during the 2009 financial year.

## CORPORATE GOVERNANCE CODE

Since 2009 Hamburg Messe und Congress GmbH has issued a statement of compliance with the Hamburg Corporate Governance Code, pledging to further develop the company's principles and actions based on integrity, fairness and ethics.

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