

Annual Report 2010

WE THINK FOOD



10 Diversity: Hamburg Messe

36 A heart
for the homeless



40 Annual financial
statements 2010



26 From Hamburg
to the world



18 CCH-Room for more

Contents



- Employee profiles

02 ■ **Hamburg Messe und Congress GmbH in figures**
Development over the past six years

04 ■ **Interview with the Management**

08 ■ **Short and concise**

09 ■ **The Managing Board**

10 ■ **Diversity: Hamburg Messe**
An overview of events

18 ■ **CCH – Room for more**
CCH – Congress Center Hamburg

26 ■ **From Hamburg to the world**
Hamburg Messe und Congress abroad

30 ■ **The future is green**
Climate protection and sustainability

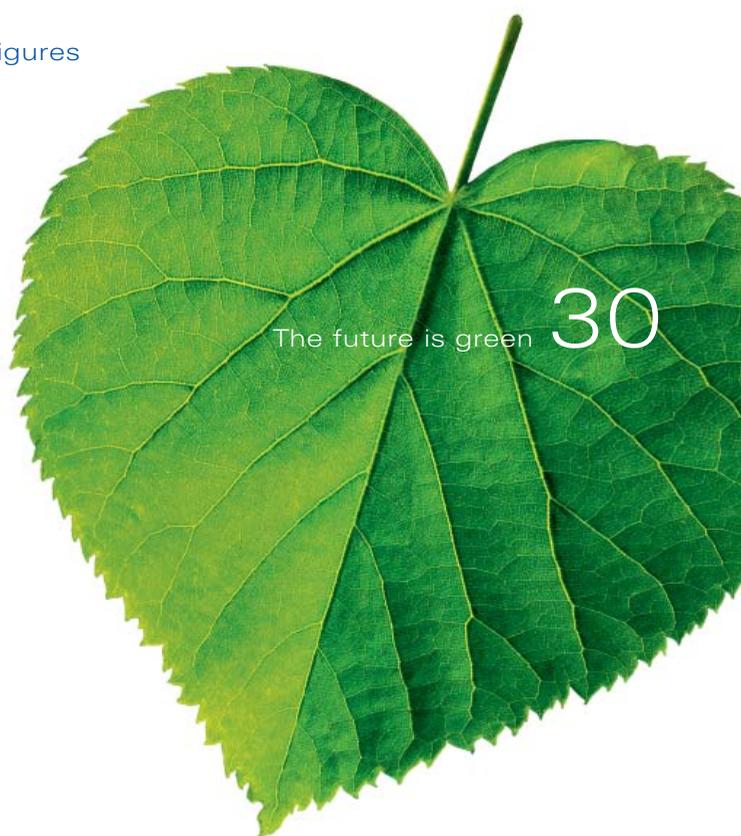
36 ■ **A heart for the homeless**
Social commitment

38 ■ **At a glance**
Site plan of Hamburg Messe und Congress

40 ■ **Annual financial statements 2010**
40 ■ Balance sheet/income statement
41 ■ Management report 2010 (short version)
45 ■ Statement of compliance
47 ■ Report of the Supervisory Board

48 ■ **What happened after December 31, 2010**
Events after the reporting date

- Imprint



Hamburg Messe und Congress GmbH in figures

	2010	2009	2008	2007	2006	2005
Financial figures (in EUR million)						
Revenue	76.1	54.1	79.2	48.1	60.6	42.9
Total assets	121.7	124.6	128.0	136.2	103.9	82.0
Personnel						
Number of employees (FTE)	243	241	246	252	259	262
Number of trainees (average)	21	19	16	17	16	18
Hamburg Messe						
Number of exhibitors	11,797	10,930	12,271	9,734	12,791	10,424
of which own events	6,906	4,051	7,313	4,339	7,309	4,843
of which guest events	4,891	6,879	4,958	5,395	5,482	5,581
Number of visitors	700,342	747,505	839,555	848,746	980,226	843,304
of which own events	487,954	444,961	610,747	554,542	709,431	636,236
of which guest events	212,388	302,544	228,808	294,204	270,795	207,068
Total gross area used (excl. outside space) in sq. m.	891,961	914,717	911,463	738,385	829,405	737,585
Number of fairs and exhibitions	42	43	48	45	41	36
of which own events	10	9	11	9	12	8
of which guest events	32	34	37	36	29	28
Abroad						
Number of fairs and exhibitions	22	16	20	19	23	25
of which joint presentations	18	14	20	19	23	25
Number of exhibitors	623	921	782	823	535	503
of which joint presentations	571	666	782	823	535	503
CCH – Congress Center Hamburg						
Number of events	276	276	371	315	299	313
of which conventions and conferences	158	170	239	195	193	180
of which other events	118	106	132	120	106	133
Number of participants	321,539	336,480	336,568	358,821	327,139	351,000
of which conventions and conferences	134,446	149,493	147,318	148,781	145,642	146,000
of which other events	187,093	186,987	189,250	210,040	181,497	205,000



Hamburg Messe und Congress - progress and emotions

Trade fairs are more than just exhibitions, and conferences are more than just a series of talks. Trade fairs and conferences are marketplaces where people meet, share experiences and make forward-looking decisions. Trade fairs and conferences are places of progress and emotion.

Behind every event there are perfectly coordinated logistics, excellent services and, above all, people committed to making it all work. This is why our Annual Report not only provides an overview of some of the more than 300 events we hold in Germany and abroad each year, it also shares personal stories from four of our employees who strive each day to make every trade fair and conference an organizational success.

We hope that you enjoy reading our report.

Interview with the Management

2010 was the first year after the severe financial and economic crisis. The management discusses business performance, new trade fairs, future developments, the importance of conferences, and employee training.



The Management of Hamburg Messe
und Congress GmbH:
Bernd Aufderheide and Dr. Ulla Kopp

[How was the 2010 financial year?](#)

■ Bernd Aufderheide: It was a very good year which resulted in an outstanding operating result. We set new standards with our top trade fairs in particular. For example, we attracted a record of over 2,000 exhibitors to the SMM shipbuilding, machinery & marine technology, international trade fair, hamburg, our leading international trade fair for the shipbuilding industry.

■ Dr. Ulla Kopp: I can only second that. Hamburg Messe und Congress generated operating income of EUR 13 million, our best result ever. We're especially pleased to have accomplished this just one year on from the serious economic crisis.

[What made it possible for Hamburg Messe und Congress \(HMC\) to post such good results?](#)

■ Bernd Aufderheide: We were able to implement all of our strategic goals. We managed to generate higher income from existing events, and we achieved an excellent result in the service segment in particular. We also experienced above-average growth in our guest events.

■ Dr. Ulla Kopp: Our good result was also the product of careful resource use at every stage of the value chain. It was a team effort to which every single employee contributed.

[What do you expect from 2011 and the years to come?](#)

■ Bernd Aufderheide: Because of their cyclical nature, fewer trade fairs are held in Hamburg in odd-numbered

years. Nonetheless, we expect higher sales revenue and earnings than in 2009. INTERNORGA will be one growth driver in 2011, but we are also optimistic about major guest events like the EU PVSEC, one of the most important international photovoltaic solar energy conferences, which is coming to Hamburg for the second time in 2011.

■ Dr. Ulla Kopp: If there aren't any aftershocks from the economic crisis – and it doesn't look like there will be –, the trade fair and conference business will continue to pick up, not least because there is always a slight delay before our industry responds to an upturn. We anticipate growth of more than six percent compared to 2009 – thanks in part to new events like goodgoods.

[How important is the conference business to HMC?](#)

■ Bernd Aufderheide: The conference business is very important both to HMC and to Hamburg as a whole. In 2010, the CCH – Congress Center Hamburg was one of the top German venues for the annual general meetings of listed companies. The CCH has also become much more attractive to large conferences since it expanded in 2007. Over 40 major conferences with at least 1,500 attendees have already been booked from now until 2015. Over half of these are medical conferences which are often organized in close cooperation with universities and clinics, leading to positive effects for the city of Hamburg as a center for medical research and education.

■ Dr. Ulla Kopp: It's also worth mentioning how close the CCH is to the trade fair grounds, which means our customers can visit large exhibitions and the accompanying conferences without wasting time. This is an important factor when you consider how precious time is in business today.

“Many experts believe that half of the around 60 exhibition venues in Germany today will disappear over the next 15 years.”

What do you think the future holds for medium-sized trade fair venues like Hamburg?

■ Bernd Aufderheide: There is a lot of heated discussion about this, much of which is driven by competing interests. Many experts believe that half of the around 60 exhibition venues in Germany today will disappear over the next 15 years – and no one wants to be one of the losers. Hamburg has an advantage with its portfolio, which is heavily oriented toward internationally important industries in the region. Our compact trade fair grounds, good transport connections, numerous hotels and, ultimately, the attractiveness of the city itself are other factors which speak in Hamburg’s favor as a trade fair venue. Hamburg’s Hanseatic heritage also makes it the obvious choice for many of our own events as well as guest events in the maritime, aviation and renewable energy sectors. This gives us a strong competitive position both nationally and internationally.

What changes does HMC plan to make with regard to its events, strategy and structure?

■ Bernd Aufderheide: We developed and launched a number of new events over the past two to three years, and we’ll

continue to do so in the future. Our existing trade fairs will also keep evolving. For example, in connection with hanseboot, we were involved in the ancora boat show in Neustadt on the Baltic Sea for the first time in 2010. The hanseboot ancora boat show, as it’s called, will now be held every May starting in 2011. Visitors to the show can view boats in the water and even test drive them. With this show, we’re taking full advantage of our proximity to popular water sport areas and making hanseboot a year-round experience. We’re also proud that the German Federal Ministry of Economics and Technology awarded Hamburg Messe und Congress GmbH the contract to operate the German Pavilion at the Expo 2012 in Yeosu, Korea. We were also responsible for the German Pavilion at the Expo 2008 in Zaragoza, Spain, and the Hamburg House at the Expo 2010 in Shanghai, so this will be our third Expo in a row.

■ Dr. Ulla Kopp: Our strategy mainly entails developing our own new trade fair formats, expanding our existing events and our guest event business, and acquiring events in certain cases. In doing so, we’re focusing on our own strengths and on Hamburg’s economic clusters. We are also still optimizing our internal structures. We started to implement SAP in 2010, and we laid the groundwork for strengthening our sales to ensure continued growth.



Dr. Ulla Kopp and Bernd Aufderheide talking about HMC's future development.

How do you prepare your employees for new challenges?

■ Dr. Ulla Kopp: The HMC Academy is an educational tool we're rather proud of. It offers general classes in English and IT applications, for example, as well as specialized courses for specific groups of employees. This guarantees access to educational opportunities for employees who can put their knowledge to use for the benefit of the company.

Hamburg is the European Green Capital 2011. How is HMC contributing to this?

■ Bernd Aufderheide: Issues like climate protection and sustainability have always played an important role for Hamburg Messe und Congress. Even before Hamburg was named the European Green Capital 2011, our portfolio included a growing number of events like acqua alta, an exhibition and international conference on climate impact, flood protection and hydraulic engineering, and the H2Expo, an international conference and exhibition on hydrogen, fuel cells and electric drives.

In 2010 we launched gmec, a global maritime environmental congress with high-caliber speakers from the maritime

industry, and in 2011 we plan to hold goodgoods, a new trade fair for sustainable consumption.

■ Dr. Ulla Kopp: We also follow climate protection principles and a climate protection program in the company. We use energy-efficient lighting, recycle our trash, heat our buildings with environmentally friendly district heating and increasingly use paper from sustainable forests.

Finally, one personal question: What's your favorite event?

■ Dr. Ulla Kopp: Any event which takes us a step closer to our goals.

■ Bernd Aufderheide: I agree. I'd also like to add that trade fairs are more than just exhibitions, they're very emotional occasions. That's why it's always a wonderful moment when a show finally opens after so much planning.

Short and concise

- Hamburg Messe und Congress made available **more training slots in 2010** than ever before. It had an annual average of 21 trainees.
- At **13 million euros**, Hamburg Messe und Congress generated the **best operating result** in its history.
- **SMM**, the world's leading shipbuilding trade fair, welcomed **more than 2,000 exhibitors for the first time**.
- Hamburg Messe und Congress was awarded the contract for running a World Expo pavilion for the third time in a row. **In 2012, it will organize the German Pavilion at the Expo in Yeosu/Korea.**
- Hamburg Messe offers **87,000 square meters of exhibition space** in eleven halls.
- **The first-ever gmec, global maritime environmental congress**, in **2010** attracted leading international representatives from the maritime industry to the CCH, who discussed ways to protect the world's oceans.

The Managing Board



The Managing Board from left to right:

- Michael Strohmenger: Senior Vice President Human Resources and Accounting
- Edgar Hirt: Senior Vice President Conventions and Events
- Silke Reuter: Senior Vice President Fairs and Exhibitions
- Dr. Ulla Kopp: Chief Financial Officer (CFO)
- Dr. Philipp Steinwärder: Senior Vice President Corporate Development
- Bernd Aufderheide: President and Chief Executive Officer (CEO)
- Lars Kanbach: Senior Vice President Technology and Infrastructure
- Birgit Czernotzky: Senior Vice President Marketing

Diversity: Hamburg Messe

INTERNORGA



[International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades](#)

In 2010, INTERNORGA confirmed its position as the leading European trade fair for the away-from-home market and a source of inspiration for the industry. A total of 1,105 exhibitors from 28 countries presented innovative products at the 84th International Trade Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades. The exhibitors were especially pleased with the quality of the visitors and the many new leads they were able to establish. All of the halls were fully booked again, and additional exhibition space was provided for the bakery and confectionery section due to high demand.

INTERNORGA also lived up to its reputation as an excellent market for order placement. Over 100,000 visitors – most of them trade professionals – learned about new trends and products here and proved to be very willing to invest.

INTERNORGA successfully launched its Newcomers' Area in 2010 as well, a special forum where first-time exhibitors could present their product innovations.

www.internorga.com

gmec

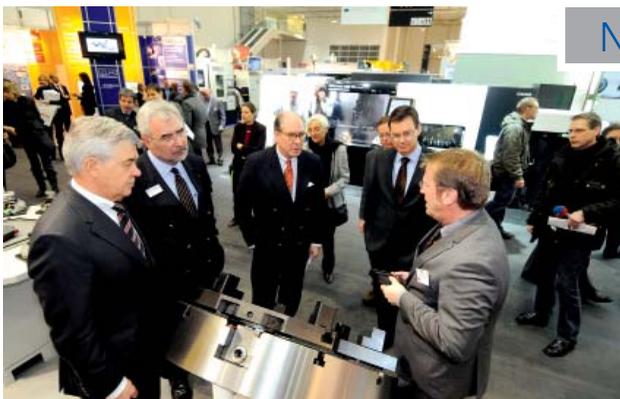
[global maritime environmental congress](#)

Protecting the maritime ecosystem is a global concern for the maritime industry. This guiding principle ran through every panel at gmec 2010, the first global maritime environmental conference at the CCH. Industry leaders and representatives of the most important shipping associations discussed measures for reducing harmful emissions, practicing sustainable waste management and handling ballast water on ships in an environmentally responsible way. German Chancellor Angela Merkel was the patron of the event.

www.gmec-hamburg.com



NORTEC



[Trade fair for manufacturing technology](#)

With its focus on manufacturing in the region's key industries, NORTEC confirmed its reputation as a sales and contact platform for industrial production technology in northern Germany. The exhibitors included machine, tool and measuring equipment manufacturers; suppliers and contractors; and representatives from the construction and automation sectors. The accompanying NORTEC Forum was also very popular among the 12,000 trade visitors.

www.nortec-hamburg.de

REISEN HAMBURG

International Exhibition on Tourism & Caravaning

Disastrous weather conditions, with icy roads, continual snowfall and countless accidents, had an impact on REISEN HAMBURG 2010, but despite lower visitor numbers, the mood among the exhibitors was good. The visitors who did attend were very interested and placed orders right at the stands. There was particularly high demand for activity vacations.

www.reisenhamburg.de



GET Nord

Trade Fair for electrical engineering, sanitation, heating, air-conditioning

GET Nord 2010 focused on energy-efficient solutions and opportunities to use renewable energy. This comprehensive trade fair for building systems technology promotes intensive interaction between electricians, plumbers, heating engineers, in-house technicians, architects and planners – a strategy which met with a very positive response. 40,000 people visited the trade fair from November 17–19, 2010, to learn about state-of-the-art building technology from around 500 exhibitors.

Manufacturers are increasingly adopting a cooperative approach as well, so the trade fair also included well-known exhibitors from the sanitation, ceramics and fittings industries in 2010.

The extensive accompanying program with high-caliber speakers and attractive special shows was extremely popular with visitors and exhibitors alike. The international architecture forum of the Hamburg Association of German Architects, which was held for the second time in conjunction with GET Nord, was very successful too. Architects and urban developers took this opportunity to hear presentations by renowned European architects and discuss examples of sustainable, energy-efficient architecture.

www.get-nord.de

COTECA Hamburg

International Trade Show for the Coffee, Tea & Cocoa Business

The successful premiere of COTECA Hamburg took place June 4-6, 2010. Nearly 3,000 people from 25 countries visited the international trade fair to learn about innovations and developments in the coffee, tea and cocoa markets. COTECA Hamburg is a platform for the entire value chain – from raw materials to the finished product – in all three industries. The goal was to create a new international industry forum with a high level of expertise. "We succeeded on our first try," says HMC CEO Bernd Aufderheide.

www.coteca-hamburg.de



HUSUM WindEnergy

The Leading Wind Energy Trade Fair

HUSUM WindEnergy set new records in 2010, attracting 971 exhibitors and 30,000 visitors. This was the second time that the leading international wind energy trade fair was held in cooperation with Hamburg Messe und Congress, which contributed its international expertise and wide network of foreign representatives as well as its experience with international communication and PR. One central theme of HUSUM WindEnergy was the expansion of Germany's national grid as a prerequisite for the dynamic development of wind energy.

www.husumwindenergy.de



acqua alta

Exhibition and international conference on climate impact, flood protection and hydraulic engineering

In 2010, the acqua alta team broadened the international scope of this conference and exhibition on climate impact and flood protection. It also strengthened its cooperation with partners in Germany, particularly in Hamburg. Among other things, a close partnership was established with the Hamburg University of Applied Sciences in 2010. The next acqua alta will take place October 11-13, 2011, in the CCH—Congress Center Hamburg.

www.acqua-alta.de

DU UND DEINE WELT

hamburg's shopping and event fair

The variety of products and services available and the perfect mix of commercial offers, exciting entertainment, shopping, information and experiences made DU UND DEINE WELT 2010 a success. The Health & Wellness section, which for the first time involved a health weekend with eight well-known clinics, enjoyed the greatest popularity among the 95,000 visitors. The medieval spectacle with knights was a crowd puller as well, and the 4,000-square-meter indoor medieval arena was the largest in Germany.

www.duunddeinewelt.de



goodgoods Hamburg



The trade fair for sustainable consumer products

To coincide with Hamburg being named the European Green Capital 2011, Hamburg Messe und Congress has developed the first major trade fair for sustainable consumer goods in Germany. The trade fair will take place for the first time in 2011. Companies will exhibit a wide range of innovative and attractive sustainable products, services and projects, and visitors will have the opportunity to learn about sustainability in all areas of life – including housing, fashion, technology, mobility, nutrition and health.

www.goodgoods.de

HAFENGEBURTSTAG HAMBURG

The world's largest harbor festival

With over 1.2 million visitors, 300 ships, yachts and boats, and more than 200 events on the water, in the air and on land, the 821st Hamburg Harbor Birthday Festival was a "superlative maritime celebration" as Hamburg Senator Axel Gedaschko put it. The largest harbor festival in the world was once again organized and carried out by the expert team from Hamburg Messe und Congress.

www.hamburg.de/hafengeburtstag



HansePferd Hamburg



International Exhibition for Horse Enthusiasts

The horses were naturally the stars of the show for visitors to HansePferd Hamburg, but they had stiff competition this year: An unusual attempt to break a world record by building a 6.60-meter model of the "Michel," Hamburg's landmark church, using 6,500 horseshoes proved to be a big crowd puller.

HansePferd once again confirmed that it has a permanent place on the calendar for riders and horse enthusiasts. Around 50,000 interested and knowledgeable visitors came to find out about horse care, riding tips and accessories. The expert accompanying program on equestrian matters was highly rated, and the GalaShows which were held on three evenings were very popular as well.

www.hansepferd.de

hanseboot

International boat show Hamburg

In 2010, the hanseboot ancora boat show became a springtime addition to the long-standing hanseboot trade fair. The largest in-water boat show on the Baltic Sea attracted 15,000 visitors to the ancora marina in Neustadt on the Bay of Lübeck in May. This floating springtime show is just one of the new measures which aims to make the hanseboot experience available to visitors and exhibitors before the trade fair is actually held.

When hanseboot took place at the end of October it was also a great success, with more exhibitors, more visitors and considerably more space rented out. Nearly 100,000 water sport fans, including many first-time visitors, toured the trade fair halls and visited the in-water hanseboot show on the Elbe River during the nine-day event.

There was an expanded accompanying program as well, which included a new "meet the experts" stage and the informative AngelForum. The world premiere of the indoor sand yachts also proved to be very popular.

The exhibitors at hanseboot 2010 felt the wind at their backs. They increased their sales revenue compared to the year before and were satisfied or very satisfied with their business success. Thanks to its ideal location between the North Sea and Baltic Sea, hanseboot has always attracted very knowledgeable visitors with good purchasing power.

www.hanseboot.de





SMM India

shipbuilding, machinery & marine technology, international trade fair, mumbai
SMM India is developing well. This event in Mumbai has become one of the most important trade fairs for the maritime industry on the Indian subcontinent. The exhibition concept was further adapted to the specific characteristics of the Indian market in 2010. SMM India is held in odd-numbered years and gives global providers in the shipbuilding industry a platform for presenting their products in an interesting growth market.

www.smm-india.com

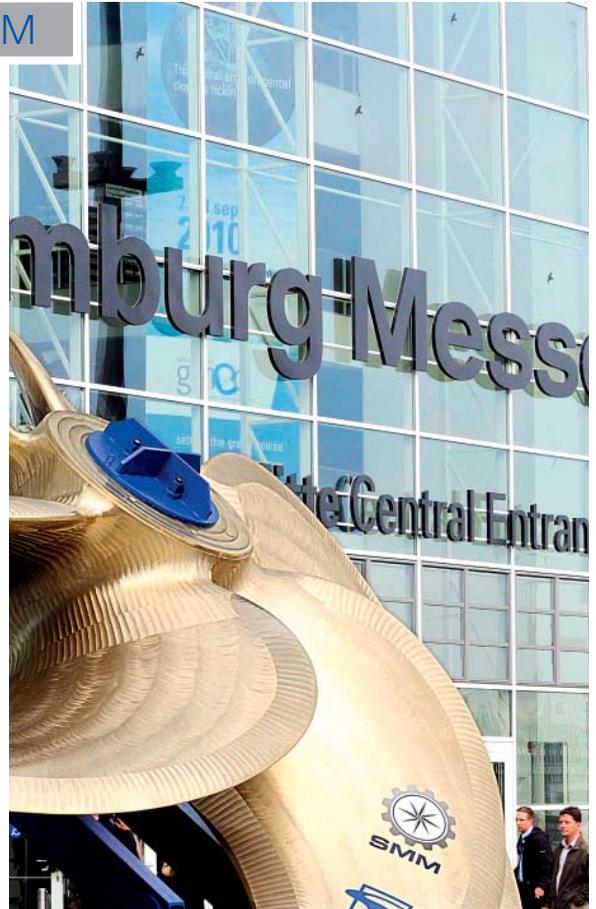
shipbuilding, machinery & marine technology, international trade fair, hamburg

SMM 2010 once again provided important economic impetus to the industry, with 2,003 satisfied exhibitors from 58 countries and 50,000 visitors from around the world. The trade fair addressed all current and future issues affecting the maritime industry. The largest number of visitors came from the ocean carrier and shipping sectors, followed by machinery and plant engineering, shipbuilding and the shipyard industry. Over one third of the visitors came from outside of Germany.

The exhibiting companies were cautiously optimistic, while the improving economy and wide range of environmentally sustainable and efficiency-boosting innovations clearly fueled the interest of trade visitors at SMM. "Green" technologies, offshore engineering and ship financing were the focal points of this year's international trade fair and accompanying program of conferences and workshops. SMM 2010 thus continued its tradition of being a trend indicator and trend setter in the global shipbuilding industry. The extensive accompanying program included the first SMM Offshore Dialogue, which was a great success. Around 400 industry experts discussed the existing and future opportunities and challenges posed by oil and gas production on the high seas, deep-sea mining and offshore wind energy.

www.smm-hamburg.de

SMM



SMM Istanbul

shipbuilding, machinery & marine technology, trade fair, istanbul

The shipbuilding industry in Turkey continues to suffer from the effects of the financial crisis, a factor which was reflected in the SMM Istanbul trade fair in 2010. Nonetheless, many high-caliber exhibitors have been acquired for SMM Istanbul 2011. The exhibitors consider the standard of the trade visitors to be very high. There are plans for SMM Istanbul to expand with respect to both visitor and exhibitor numbers.

www.smm-istanbul.com



H2Expo

H2Expo International conference and trade fair for hydrogen, fuel cells and electric drive technology

H2Expo is dedicated to the development of pioneering technologies for energy and mobility. The trade fair focuses on hydrogen and fuel cells as well as electric drive technology, energy storage and hybrid systems. The latest scientific discoveries are discussed and innovative products and services are presented at this event.

www.h2expo.com

international conference and exhibition on maritime security and defence, hamburg

A new date has been set for MS&D so that it fits comfortably in the maritime events calendar and takes place closer to Kieler Woche. In the future, this event will include activities in the Port of Hamburg. The topic of civilian maritime security has been expanded, and piracy will be explored in greater depth. The main exhibition and conference will be supplemented by additional talks on special issues, and a high-caliber conference on port security has also been scheduled parallel to this. More international military delegations will be addressed and involved in the event. At the same time, HMC will continue to promote MS&D among government and industry representatives.

www.msd-hamburg.com

MS&D



mineralien hamburg

International Show for Minerals, Fossils, Precious Stones and Jewellery

A dream wedding in a world of precious stones: A young couple exchanged vows at mineralien hamburg 2010. They had submitted their personal love story prior to the fair and won the wedding package. The special shows were another big attraction at mineralien hamburg, the largest gem and mineral show in northern Europe. Among other things, the 5th Earl of Cromartie, Lord MacKenzie from Scotland, shared his unique collection of agates. Despite the wintry weather and icy temperatures, over 20,000 visitors attended the fair in early December to see around 430 exhibitors.

www.mineralien-hamburg.de

Seatrade Europe

Cruise and Rivercruise Convention

The cruise market is booming: The European market once again experienced double-digit growth in 2010, reaching 5.5 million passengers, and further growth is expected in Germany in 2011. Conditions will therefore be ideal for the 6th Seatrade Europe, which will be held at the end of September 2011 at the Hamburg trade fair grounds. There has been a great deal of interest in Europe's leading trade fair for the cruise industry. Seatrade Europe will include a special Newcomers' Area for first-time exhibitors, while the Supplier Workshop will give manufacturers and suppliers the opportunity to talk with the world's three largest cruise ship yards. The accompanying conference will explore the key issues in the market.

www.seatrade-europe.com





Global corporations,
lighthouse keepers
and a horse on stage

When 100 additional kilometers of cabling disappear under a false floor in the CCH – Congress Center Hamburg, then the next VW annual general meeting can't be far off. The company from Wolfsburg has held its shareholder meeting in Hamburg every year since 1993. Parallel to this, VW publicly exhibits its entire product range, from Škoda to Bugatti, along with all VW-branded vehicles. VW expends the same effort on this event as it does on the Geneva Auto Show or the Detroit Motor Show.

Hartmut Hofmann, Head of HMC's Convention and Event Technology department, has experienced every VW annual general meeting at the CCH. "Even though we've done this for years, no two annual general meetings are alike. VW is a very demanding customer, and our great strength lies in our ability to respond to the company's requirements quickly, creatively and with the expected standard of quality," he says.

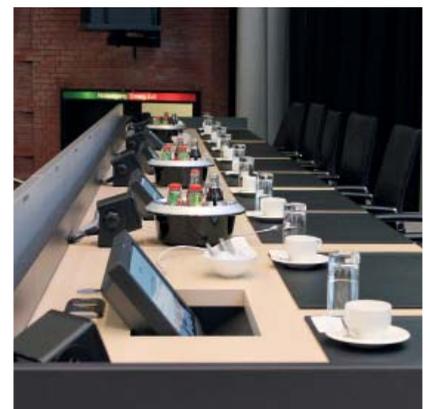
It's not always easy. Things got particularly exciting in 2010 when VW decided two weeks before the event that the projection screen should measure about 21 x 4.5 meters instead of 8 x 4.5 meters. "You can't just buy a screen that big, you have to have one made specially. We then spent a whole night synchronizing three pairs of projectors for the best image quality. Two would have been enough for the 'little' screen."

“No two weeks have ever been the same.”

Hartmut Hofmann has seen a lot in 18 years. Around 5,000 events have been held at the CCH during this time. "You encounter an entire cross-section of society here – trade unions, politicians, celebrities, company meetings, church congresses, live operations projected on the screen and school graduation parties. There have even been boxing matches. No two weeks have ever been the same, and that's what makes it so fascinating." Hofmann recalls church congress attendees rolling out their sleeping bags in the foyer, and he remembers how part of the stage had to be dismantled so the Soyuz space capsule could be exhibited in Hall 3.

Have there been any glitches? "Of course there have been glitches. One time a horse got loose on the stage, and another time a Chinese couple accidentally got locked in the bathroom. At one event, comedian Otto Waalkes was going to make a surprise appearance by rising onto the stage on an elevator platform, but the platform inched up at a snail's pace because it wasn't designed to move that fast. It ruined the joke, but it was funny anyway," Hofmann says. When asked what his favorite conference was, he answers immediately:

"The lighthouse keepers conference in 1998. There probably won't be anything like that ever again because so many lighthouses were shutting down since GPS navigation made them unnecessary. There were a good 400 lighthouse keepers at the two-week conference, which was unusually long. I suspect that they were a bit lonely. Most of them were probably just happy to be around other people. The conference only met in the mornings, and in the afternoons the attendees would go off and do things together. The lighthouse keepers were incredibly nice and undemanding," Hofmann recalls. "They were overjoyed if you gave them an extra glass of water." ■



CCH – Room for more

Annual general meetings, conventions, concerts – Congress Center Hamburg (CCH) has been one of Germany's prime addresses for large events for almost 40 years.

Hamburg is the cradle of the modern German conference industry. When the CCH – Congress Center Hamburg opened in 1973, it was Germany's first and Europe's most advanced pure conference center. It established Hamburg as one of the leading conference cities in Germany, a fact which holds true to this day. The CCH is a top venue for medical conferences and annual general meetings in particular.

In 2010, the CCH – Congress Center Hamburg ranked first in the location study by HV Magazine, a trade journal for annual general meetings. This study looked at all 345 companies which were listed in the Prime Standard – the segment of the Frankfurt Stock Exchange with the highest transparency requirements – at the time the study was carried out. Nine of these companies held their annual general meetings in the CCH – Congress Center Hamburg.

Beiersdorf AG, Kupferhütte Aurubis AG and Volkswagen AG from Wolfsburg all convened shareholder meetings in Hamburg. Volkswagen has been an annual guest at the CCH for 17 years, and it has meetings scheduled here to the year 2016.







“The service and the employees are what give a venue its personality.”



“We’re certainly pleased about being ranked first, but we’re especially pleased with our customers’ loyalty. This shows that we’re doing things right with our venue and our services,” says Edgar Hirt, Director of the CCH. “The service and the employees are what give a venue its personality. Our customers know that we will always find solutions for them, no matter what they need. We can do this thanks to our highly motivated staff and our access to the latest technical equipment.”

Cooperation with local institutions has also contributed to the success of the CCH. Good relationships with businesses, hotels, local authorities and universities are important for ensuring that Hamburg holds on to its top national and international ranking as a conference site. Close cooperation with the University Medical Center Hamburg-Eppendorf (UKE) has made Hamburg a leading location for medical conferences. The outstanding reputation of the professors, chairholders and institute directors at the UKE is always a decisive factor when attracting important national and international conferences.

There are benefits for the clinics, research institutions and institutes as well. “Without the CCH, Hamburg would not be the medical center that it is today,” says Dr. Jörg Debatin, Medical Director of the UKE. It is not surprising that half of the 40 large conferences with over 1,500 attendees that

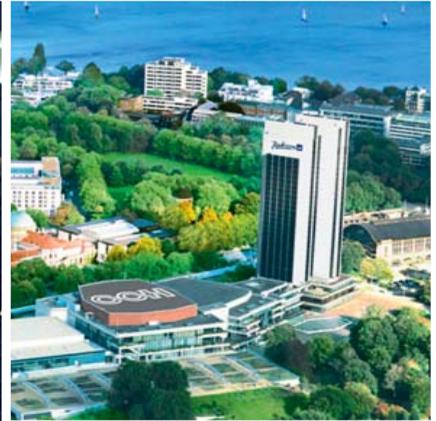
have already been booked up to the year 2015 are in the field of medicine. These include the World Congress of the International Federation for the Surgery of Obesity and Metabolic Disorders, the Deutsche Röntgenkongress (German Radiology Conference) and the Pain in Europe conference.

Popular meeting place for shareholders

The CCH – Congress Center Hamburg hosted more annual general meetings for listed companies than any other venue in Germany in 2010. The CCH was home to nine shareholder meetings in 2010 and thus ranked first in the location study by HV Magazine, a trade journal for annual general meetings.

This study looked at all 345 companies which were listed in the Prime Standard – the segment of the Frankfurt Stock Exchange with the highest transparency requirements – at the time the study was carried out. Volkswagen AG, Aurubis AG, HHLA AG, Beiersdorf AG, Conergy AG, D+S Europe AG, freenet AG, Jungheinrich AG and Bijou Brigitte AG all convened their shareholder meetings at the CCH – Congress Center Hamburg.





The CCH is the first port of call for other industries as well. It has been a stage for international stars like Patricia Kaas, Chris Rea, David Garrett and The Ten Tenors, and it has also hosted the national conventions of major political parties and the general meetings of the Hamburger Sportverein HSV. gmec, the world's first global maritime environmental congress, attracted a great deal of attention in 2010, and the Eisbeinessen, an event which draws around 5,500 international shipbrokers to the CCH every year, is now legendary.

In 2011, the CCH – Congress Center Hamburg will once again host the European Photovoltaic Solar Energy Conference and Exhibition, the most

important international solar energy trade fair with an exhibition which will occupy more than three fourths of the Hamburg trade fair grounds.

Major events are scheduled for the coming years as well, including the Lions Clubs International Convention and the Protestant Church Congress in 2013, which are expected to draw over 25,000 visitors each.

These large-scale events are possible thanks to the expansion of the CCH – Congress Center Hamburg in 2007, which involved the construction of new rooms as well as a 7,000-square-meter multi-functional hall for events and exhibitions. The CCH now has 10,000 square meters of exhibition



space and 23 flexible-use rooms with a total of 12,500 seats.

321,539 people attended 276 meetings, conferences and cultural events at the CCH in 2010. This benefited not only Hamburg Messe und Congress but also hotels, businesses, taxi companies and many service providers in Hamburg. According to a recent study by the Ifo Institute for Economic Research in Munich, for every euro of

sales revenue in the CCH, 15 euros are spent in the city. This adds up to around 100 million euros annually. Indirectly, events in the CCH secure around 1,370 jobs in Hamburg and generate five million euros of additional tax revenue for the city.

The success of the CCH comes down to its outstanding service and larger premises as well as its unique position in the heart of Hamburg, which offers

excellent connections to the airport, trade fair grounds, numerous hotels and sightseeing attractions, many of which can be reached on foot within just a few minutes. And nowhere else in Germany does the high-speed ICE train stop right at the door.

“We are in an ideal position to continue attracting important events to Hamburg in the future,” says Edgar Hirt. ■



Relax on the roof terrace

Since it was expanded, the CCH – Congress Center Hamburg has even more to offer visitors. In addition to new rooms, there is a 7,000-square-meter multi-functional hall for events and exhibitions which is topped by a large, accessible roof garden, which can be used during breaks or for special events.

The CCH offers customers 10,000 square meters of exhibition space as well as 23 flexible-use rooms with a total of 12,500 seats.

Spain, China, Korea

A portrait of Anja Ehrke, a woman with blonde hair pulled back, wearing a dark blue blazer over a light blue patterned blouse. She is smiling and looking directly at the camera. The background is a blurred, light blue architectural structure.

Hi, I speak Spanish, I'd like the job." These were the words that convinced Anja Ehrke's department head in 2006 to appoint her director of the German Pavilion at the Expo 2008 in Zaragoza, Spain. "At the time, I didn't realize just how big the job was," says the business school graduate, who speaks four languages. She has never regretted applying for the position, however. On the contrary, she spent eight months in Shanghai in 2010 as director and general manager of the Hamburg House at the Expo 2010, the largest World Expo ever. And her next project is already lined up: She's going to manage the German Pavilion at the Expo 2012 in Yeosu, Korea, on behalf of the German Federal Ministry of Economics and Technology.

“The international atmosphere and the whole flair of the Expo is always wonderful, but you have to give up a lot of your private life for it,” says Anja Ehrke, who is forced to tackle nearly insurmountable tasks with just a handful of colleagues. “The Spanish bureaucracy in Zaragoza was extremely difficult to deal with, for example, and there are specific Expo regulations, different tax laws and so forth to observe all the time.” After a year and a half of preparation in Hamburg, Anja Ehrke and her small team chose and trained 64 hosts and hostesses in Zaragoza, arranged for drivers, set up an office and much more in the weeks before the Expo 2008 opened. The German National Pavilion Day was held five days after the opening, and things got tense when a high-profile guest canceled his appearance with just 24 hours notice. “There was an evening reception with 800 guests, and suddenly the whole schedule changed. We had to revise the order of events and print a new program overnight. We had just enough time to shower and change in our apartment, and then we worked for 20 hours straight.”

“Suddenly it’s all over. Closing ceremony, music, fireworks. You have to say goodbye to people you’ve worked with very closely for months. These are very moving moments.”

Anja Ehrke and her colleague Jana Krüger faced very different challenges at the Expo in Shanghai in 2010. The two women, along with 60 Chinese hostesses and volunteers, were responsible for running the Hamburg House on behalf of the Hamburg Office for Urban Development and the Environment. “We set up our VIP lounge and all of our offices and staff rooms in Shanghai ourselves. We had to buy the furniture, office equipment, kitchen equipment, even a medical stretcher. We got some of it at IKEA, which is also where we found the best European cheese,” Anja Ehrke says. She smiles as she recalls how her colleague drove halfway across the city on a moped with a four-meter ladder so that the office lights could be installed.

“While we were setting up, we were at the Expo venue every day from morning to evening. Then we would spend the night back at our apartment responding to e-mails, because that’s when everyone in Germany was at work.” While the Expo was on, Anja Ehrke and her team bore sole responsibility for the staff, events, technical equipment, catering, security, cleaning and protocol. Official delegations visited the Hamburg House every single day. The mayors of Chinese metropolises came by, and Hamburg’s First Mayor Ole von Beust also visited Shanghai – Hamburg’s sister city – with a 50-member delegation. Even German President Horst Köhler took part in a panel discussion at the Hamburg House just a few days before he resigned. “It’s great to be able to meet interesting people like the president or well-known bands like Revolverheld,” Anja Ehrke says.

But every Expo comes to an end after three or six months. “Suddenly it’s all over. Closing ceremony, music, fireworks. You have to say goodbye to people you’ve worked with very closely for months. These are very moving moments.” Anja Ehrke wouldn’t trade these moments for anything, though. After serving as director of the German Pavilion at the Expo 2008 in Zaragoza and the Expo 2012 in Korea – two “small World Expos” – and supervising Hamburg’s participation at the Expo in Shanghai, she would very much like to manage the German showcase at a “big Expo” sometime. ■





From Hamburg to the world

Not just in Hamburg

– HMC serves its customers abroad as well.

Hamburg Messe und Congress is increasingly active and successful around the globe. It operates pavilions at World Expos, arranges for German companies to participate in foreign trade fairs and, last but not least, has launched spin-offs of the SMM international trade fair for shipbuilding in Istanbul and Mumbai.

Over half a million people visited the Hamburg House at the Expo 2010 in Shanghai. This was the first certified passive house in China, and it made the pavilion run by Hamburg Messe und Congress one of the most popular exhibits in the Urban Best Practices Area at the Expo. The award-winning German Pavilion operated by HMC at the Expo 2008 in Zaragoza was a crowd pleaser as well. These two success stories prompted the German Federal Ministry of Economics and Technology in October 2010 to award HMC the contract to operate yet another German Pavilion at a World Expo – this time at the Expo 2012 in Yeosu, Korea, the theme of which is “The Living Ocean and Coast.”

The Expo projects are handled by the foreign business division of HMC, which also arranged 19 joint appearances for 669 companies from all over Germany at trade fairs around the world in 2010. Most of these trade fair

appearances were organized on behalf of the German Federal Ministry of Economics and Technology or by HMC itself. The shows took place in the USA, Dubai, Kazakhstan, China, Japan and Brazil, and they focused on the oil and gas industries, aviation, the maritime industry and renewable resources.

Joint appearances give small and medium-sized German companies the opportunity for cost-efficient, professional participation in foreign trade fairs. These companies benefit from the experience and high standards of Hamburg Messe und Congress, which also organizes its own trade fairs abroad.

SMM Istanbul and SMM India were established in 2009 in two emerging international centers for the shipbuilding industry. These bi-annual trade fairs offer the same high standard of quality that exhibitors find at SMM Hamburg, the maritime industry’s foremost event. They also give regional exhibitors who do not participate in SMM Hamburg the chance to exhibit their products under the umbrella of the SMM brand. This, in turn, benefits the leading international trade fair in Hamburg: The number of Indian and Turkish visitors to SMM Hamburg doubled in 2010. ■



“You have to be everywhere”



When Heike Schlimbach was asked in May 2010 to manage the hanseboot project, she felt she had come full circle professionally. “It was like a trip down memory lane and a fresh start at the same time,” says the 45-year-old, who has been responsible for guest events at Hamburg Messe und Congress since 2006. “With guest events, it’s not about creating your own trade fair, it’s about marketing the venue. hanseboot was the first event in years that I’d had creative responsibility for. That was the trip down memory lane. The fresh start was that I was totally unfamiliar with the boating industry.”

That's all changed now, because as Heike Schlimbach knows full well, "Trade fairs are a 'people' business. People want to be able to see and speak to the project manager, so you have to be everywhere." A trained business administrator with 20 years of trade fair experience, Heike Schlimbach succinctly sums up the boating industry: "These are people with a strong handshake and a clear gaze. I think water sports leave their impression on you."

The Rhineland native puts her heart and soul into the trade fair business. Even as a trainee at Koelnmesse in the early 1990s, she organized and launched Intercycle Cologne, a cycling trade fair. Not long after, she was responsible for ENTSORGA, an international trade fair for waste disposal and recycling. "Because of the floor load capacity, just setting up these huge machines in the halls was hard enough – but they actually had to run, too." She recalls that one machine wouldn't fit through the doors to the hall, but the exhibitor refused to set it up outside. "It was worth it for us to increase the door height from six to ten meters. For a long time afterward, my co-workers called it the Schlimbach door."

In the following years, Heike Schlimbach managed other trade fairs, including a dental show and an exhibition of equipment for the tanning salons that were popping up all over at the time. "I've dealt with many different types of people. A lot of the tanning bed people confirmed every stereotype, while ENTSORGA had a very down-to-earth, tough clientele, and the dentists were extremely nice. The variety of industries and personalities is why I like this job so much."

Heike Schlimbach held other positions and spent three years in the USA before taking over the guest event department of Hamburg Messe und Congress in 2006. "You get every possible type of event here, from techno parties and small B2C exhibitions, to high-caliber trade fairs and leading international shows like the Aircraft Interiors Expo and the EU PVSEC."

**"The variety of industries and personalities
is why I like this job so much."**

She fought long and hard for the EU PVSEC, the leading trade fair for solar energy and photovoltaics. "When I visited the EU PVSEC in Valencia in 2008, there was a flyer at the information stand which said that the event would be held in Hamburg in 2009. I hadn't been told yet, I had just made an offer and hoped that something concrete would come out of my talks with the organizer in Valencia. Seeing that flyer was one of the best moments of my professional life," says Heike Schlimbach, who has found the ideal combination in her double role as director of guest events and manager of the hanseboot project.

"I get to experience the full range of guest events, while hanseboot and the hanseboot ancora boat show give me the opportunity to design, position and further develop a trade fair myself." Along the way, Heike Schlimbach has also discovered a new passion: sailing. "It's a fantastic counterpoint to my turbulent job." ■





The future is green

Climate protection, sustainability and renewable energy have long been a part of the HMC portfolio.



Environmental protection, sustainability and resource conservation are not just buzzwords anymore. Climate change, environmental disasters, the limited availability of fossil fuels, widescale pollution and the risks of nuclear energy have caused society to change the way it thinks about these issues. As a result, the demand for sustainably manufactured products and energy from renewable sources continues to grow.

Over the years, these developments have increasingly shaped the portfolio of Hamburg Messe und Congress. HMC co-organizes HUSUM WindEnergy, the foremost international trade fair for the wind energy industry. Hamburg also hosts two other events which have dedicated themselves to these issues for decades: H2Expo, the international conference and trade fair for hydrogen, fuel cells and electric drives, and acqua alta, the exhibition and international conference on climate impact, flood protection and hydraulic engineering.

The need for global action continues to grow, however, so in 2010, HMC invited international shipping companies, shipyards, cruise companies, port authorities and large associations to the CCH for gmeC, the first global maritime environmental summit under the patronage of German Chancellor Angela Merkel.

Consumers are the target group for goodgoods, a trade fair for sustainable consumer goods which was developed in 2010 and will be held for the first time in the Hamburg trade fair halls in 2011. goodgoods aims to unite ecology and environmental responsibility with quality, functionality and design.



Attractive products and services for all facets of life will be exhibited here. An advisory panel of independent experts will guarantee that these products and their exhibitors meet the highest ecological and social standards.

Even beyond these special trade fairs, companies and exhibitors have long focused on sustainability and resource conservation, not least because energy is becoming more and more expensive and environmental awareness makes economic sense as well. For many years, energy efficiency has been a major issue at Hamburg's leading trade fairs like SMM and INTERNORGA because energy costs are a key factor in shipbuilding and catering alike.

The same applies to the building technology sector, where demand is growing for energy-efficient solutions and renewable energies. Such solutions can be found at GET Nord, the trade fair for electrical engineering, sanitation and heating which is held by Hamburg Messe und Congress every two years.





In addition to organizing its own strong events, HMC is involved in significant guest events like the EU PVSEC, the European Photovoltaic Solar Energy Conference and Exhibition, one of the most important international solar energy conferences. The EU PVSEC was held in Hamburg in 2009 and will return in 2011, where it will occupy large parts of the CCH and trade fair grounds.

“I’m particularly pleased that the EU PVSEC is returning to Hamburg in 2011, when we will be the environmental capital of Europe,” says HMC CEO Bernd Aufderheide. “Hamburg Messe and the CCH are as much a part of the city as the Alster, the courthouse or St. Michael’s Church, so it makes sense for us to contribute to the city with high-quality events.”

As a public company, HMC helps ensure that the climate protection policy of the Senate of the Free and Hanseatic City of Hamburg is implemented. HMC strives for sustainable business operations, and the company introduced a climate protection concept and climate protection principles in 2009. ■



If something
has to be organized...

A company couldn't wish for a better ambassador than Lisa Steinkopf. When asked about her training at Hamburg Messe und Congress, the 22-year-old gushes enthusiasm. "It's great that there are so many trainees. We get to experience all the different departments, we have so many opportunities and we can work on projects independently right from the start. And when an event is on, you get to see what all the departments have been working toward and how everything fits together."

She especially enjoyed the orientation week when all of the departments introduced themselves to the new trainees. "I absorbed an unbelievable amount of information and was exhausted, but when I got home, I thought: I get to work here!"

How did Lisa Steinkopf wind up at Hamburg Messe und Congress? "I was always the class representative or group leader in school. If something had to be organized, it was always a case of 'Lisa can do it,'" she says with a grin. It was only natural, then, that she would organize the graduation ball for her high school class at the Ida-Ehre-Gesamtschule.

The goal was to hold a ball for 750 people at the Seeterrassen Café which would cost the attendees as little as possible. Things took their course, and Lisa Steinkopf and her classmates eventually organized a total of five school parties and used the proceeds to finance the graduation ball. They also convinced taxi companies, dress rental stores and dance schools to sponsor the event. "I was amazed at how easy it was," she says. In the end, the ball – which involved a sit-down dinner, DJ and free drinks – cost every attendee just ten euros. The students had earned the rest of the money in advance, and Lisa Steinkopf had found her calling.

She began training as an event coordinator in August 2009 and has worked in several departments at Hamburg Messe und Congress since then. She spent six months with the DU UND DEINE WELT project team, explored the passages under the trade fair halls with the technicians, then realized that "market research is really exciting" and wound up meeting several celebrities while working in the Protocol, Events and Social Programs department.

"The INTERNORGA opening party in 2010 was the first time I was linked to my co-workers with a proper headset and everything."

"The INTERNORGA opening party in 2010 was the first time I was linked to my co-workers with a proper headset and everything," she laughs. "And during the fireworks at the Hamburg Port Festival, I drank a beer with Corny Littmann on the deck of the RICKMER RICKMERS."

Lisa Steinkopf loves variety and interacting with people, so she jumped at the chance to work as an intern in London. She spent four weeks in the events and meetings department of the Chelsea Football Club hotel and even got to see a classic soccer game: Chelsea versus Liverpool.

While in London, she actually lived on the home turf of Arsenal, Chelsea's rivals. "Whenever I took the subway home carrying my Chelsea bag, it was like going to a Hamburger SV soccer game wearing a scarf from their rivals St. Pauli," says the Hamburg native, who lives between the Schanze and Kiez districts of Hamburg and plans to stay in the city after her training is finished. "I'm well rooted here. Hamburg is my home, and as long as I can do something here that I enjoy, there's no reason to go anywhere else..." ■





Food, clothing and a willing ear

Herz As is a day shelter for the homeless which opened in 1981.

The shelter helps homeless people establish prospects for their future, and it provides washrooms, clothing, free lunches, assistance in dealing with authorities and, above all, social contact. The staff at Herz As is always willing to lend an ear and offer advice.

All services are free of charge. An average of 135 people visit the shelter daily when it is open.



A heart for the homeless

An unusual partnership links the employees of HMC with the charitable organization for the homeless known as “Herz As”. This one is more about hands-on assistance than big donations.

Whenever home-baked cookies, gloves, socks, shower gel and other small items are packed in the recreation room of the trade fair center after business hours, it means that the Christmas season is approaching. However, these packages are not for the employees of HMC but for people who are forced to live outside in Hamburg’s streets during the winter season. Often the only place to go is a daytime homeless shelter at Norderstrasse known as “Herz As” where they can get a warm meal, take a shower, get some personal attention and words of encouragement as well as warm clothes or assistance in dealing with authorities.

Since March of 2009, HMC employees have been supporting the staff of “Herz As” with monetary donations, regular clothing collections and, most importantly, with hands-on assistance e.g. during meal service, the distribution of used clothing, renovation of the facilities or the organization of charity concerts. For example, on one weekend in March of 2010, the upper story rooms of “Herz As” were repainted by HMC employees and homeless visitors and equipped with new furniture. Moreover, HMC staff visited Hamburg’s Christmas markets to collect donations and to provide information on the charitable work of “Herz As”, which was established 30 years ago.

Yet this unusual partnership between HMC and “Herz As” is about so much more than mere material assistance. While helping with used clothing distribution or meal service, the HMC staff learn much about the worries and concerns of the homeless and their life on the streets. Many people are impressed with the appreciation shown to the approximately 135 daily visitors of “Herz As”. For example, nobody has to pick up his or her meal at an impersonal drop-off. Instead, all meals are served at tables by volunteers – a moment of dignity for the homeless who are frequently exposed to hostility and contempt on the streets. ■

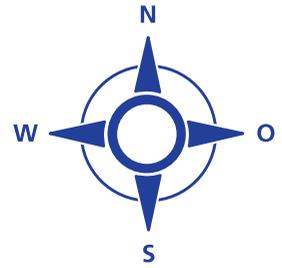


For more information on “Herz As”,
please visit www.herzashamburg.de.

At a glance



-  Central Multi-Level Parking Garage, CCH Underground Parking Garage, Eastern Underground Parking Garage
-  DB/S-Dammotor
-  S1 airport to central station
 At central station change to S21 or S31 to Dammotor or Sternschanze
-  U1, U2, U3
 S Sternschanze, S Dammotor
 Metro buses: 4 or 5 to Dammotor
 Express buses: 34 to Dammotor, 35 to East Entrance or Central Entrance
-  Stops at all entrances



Conference area B

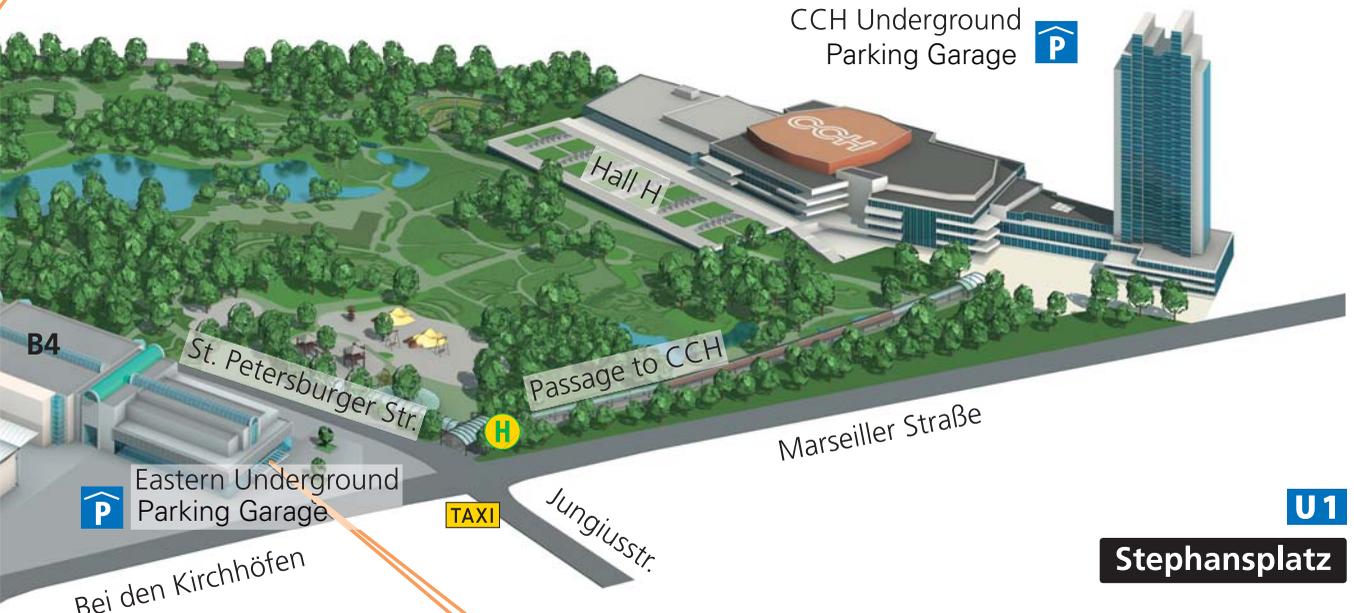
Park **Planten un Blomen**

CCH – Congress Center Hamburg



Dammtor

CCH Underground
 Parking Garage **P**



U1

Stephansplatz

East Entrance **i**

The CCH – Congress Center Hamburg and Hamburg Messe are uniquely positioned in the heart of one of Germany’s major cities. The Elbe and Alster Rivers, the port, the Reeperbahn, many hotels, numerous parks and one of Hamburg’s most attractive shopping streets can be reached in just a few minutes on foot.

Info counter **i**

Current as of: 1/2011. Subject to change!

Annual financial statements 2010

of Hamburg Messe und Congress GmbH

Balance sheet/Assets

of Hamburg Messe und Congress GmbH as to December 31, 2010

	2010	2009
All figures in EUR thousand		
1. Fixed assets	96,095	99,984
2. Current assets	25,615	24,572
Total ASSETS	121,710	124,556

Balance sheet / Equity and liabilities

of Hamburg Messe und Congress GmbH as to December 31, 2010

	2010	2009
All figures in EUR thousand		
1. Equity	11,679	11,679
2. Liabilities	110,031	112,877
Total EQUITY AND LIABILITIES	121,710	124,556

Income statement

of Hamburg Messe und Congress GmbH for the financial year
from January 1 to December 31, 2010

	2010	2009
All figures in EUR thousand		
1. Total revenue	77,744	58,086
2. Personnel expenses	14,991	15,569
3. Other expenses	79,183	71,449
4. Profit/loss from ordinary activities before loss absorption	-16,430	-28,932

SUSAT & PARTNER OHG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for the unabridged annual financial statements and management report on March 18, 2011.

Management report 2010

(short version)

A. Business and economic environment

1. The German trade fair market

In the 2010 financial year, the German trade fair sector saw slight improvements to the economic environment following the financial and global economic crisis. One key driver here was an increase in order volume in the capital goods sector. According to projections from the Association of the German Trade Fair Industry (AUMA), exhibitor registrations rose by approx. 1 percent compared with prior-year events. While foreign participation rose by approx. 2 percent (2009: minus 5 percent), domestic participation once again decreased slightly by 1 percent (2009: minus 3.5 percent). Available exhibitor space decreased by around 3 percent compared with prior-year events (2009: minus 6 percent). Cost reduction strategies such as the use of smaller exhibitor stands were particularly noticeable. Overall, AUMA registered a total of approx. 174,000 exhibitors, 6.9 million square meters of leased floor space and approx. 10 million visitors at the 159 national trade fairs organized in 2010. Visitor numbers were down 2 percent (2009: minus 8 percent). According to AUMA's forecasts, around 156,000 exhibitors will attend the 135 national trade fairs in 2011, utilizing exhibition space of 5.8 million square meters. Trends in visitor numbers are difficult to estimate. However, despite the recent significant decline in some areas, figures are expected to stabilize at the current level.

2. Foreign business

Foreign business for German trade fair organizers recovered fairly rapidly following the 2010 economic crisis. While the number of foreign trade fairs organized by German companies declined by 5 percent to 211 from 2008 to 2009, organizers held no less than 231 trade fairs during 2010. For 2011, 260 trade fairs are planned – half of these in Asia. Following Asia in importance are the European non-EU countries – Russia in particular – followed by the Middle East region and Latin America.

3. The national and international convention and conference business

In 2010, the lingering effects of the recent global economic and financial crisis were still present in the national and international convention and conference business. Compared with 2009, the number of events held in Germany declined by approx. 11 percent. Overall, participant numbers fell by approx. 5 percent. The sharpest decline was recorded by short-stay accommodation and event locations. Events held in convention centers decreased by 1.5 percent, while the number of participants increased by 1.6 percent. In particular, the year saw fewer small and mid-sized events being hosted (100–500 participants). In contrast to this trend, the number of event locations rose by approx. 1 percent to over 6,400.

Management report 2010

(short version)

B. Business trends: Hamburg Messe und Congress GmbH

Compared with 2008, and excluding the organization of the German pavilion at EXPO Zaragoza 2008 as an extraordinary item, Hamburg Messe und Congress GmbH (HMC) was able to increase its sales revenue by 8.2 percent to EUR 76.1 million. The Hamburg Messe division accounted for the largest portion of sales revenue (58.5 percent).

1. Hamburg Messe division

The division successfully hosted the SMM (shipbuilding, machinery & marine technology, international trade fair, hamburg) in 2010. Attendance by around 2,000 exhibitors from 58 countries (an increase of approx. 40 exhibitors from 2008) boosted sales revenue by 13.8 percent compared to the previous event. The SMM program also featured the first-ever gmec (global maritime environmental congress) – the world's first international eco summit for the maritime industry. This event featured discussions of the latest environmental efforts made by the sector as well as current and future developments. INTERNORGA (the key fair for the away-from-home market) was similarly successful. Good utilization of space led to sales revenue growth of 5.5 percent compared with prior-year figures.

One new event hosted was COTECA (international trade show for the coffee, tea and cocoa business). This trade show covers the entire process chain from raw materials through to the finished product.

Another first-time success was the extension of hanseboot to include the hanseboot ancora boat show in Neustadt (Holstein). At a total of 700,342, the number of visitors in 2010 was down from 839,555 in 2008. The number of trade fairs and events also declined slightly (42 in 2010, down from 48 in 2008). The gross area leased fell correspondingly in comparison to 2008 by 19,502 square meters to 891,961 square meters.

2. Foreign business division

Every year, HMC organizes numerous joint participations in trade fairs abroad either in its own name or on behalf of partners. The main focus was on the maritime industry, the oil and natural gas industry as well as the hotel and culinary industry. Events organized by HMC in the 2010 financial year included five German joint participations in foreign trade fairs (organized in its own name) and eleven joint participations on behalf of the Federal Ministry of Economics and Technology (BMW).i).

3. CCH division

There were 158 national and international conferences, conventions and presentations at the CCH in the 2010 financial year (170 in 2009, 239 in 2008). The number of events decreased due to changes in CCH business policies and cancellations at short notice resulting from the effects of the global financial and economic crisis. From 2009, events with fewer than 400 participants have been referred to the Hamburg Convention Bureau GmbH (HCB). As in previous years, medical events as well as annual general meetings and member meetings accounted for the lion's share of activities. Significant conferences in the medical field included the 38th Congress of the German Society for Rheumatology (2,700 participants), the 78th European Atherosclerosis Society Congress (1,800 participants) and the 10th Congress of the German Interdisciplinary Union for Intensive and Emergency Medicine (DIVI, 5,500 participants). In addition, the CCH also hosted the Volkswagen AG annual general meeting (3,000 participants), the Undersea Defence Technology Europe event (400 participants) and the 55th Distripress Congress (1,000 participants).

The number of concerts and cultural events rose by 12 to 118 compared to the previous year. CCH capacity utilization remained at the prior-year figure of 50.2 percent.

Management report 2010

(short version)

C. Economic situation

1. Development of revenue

At EUR 76.1 million (2009: EUR 54.1 million; 2008: EUR 79.2 million), HMC posted its second-highest sales revenue ever in an even year. The highest figure was recorded in 2008 when HMC organized the German Pavilion at the Expo 2008 in Zaragoza on behalf of the German Federal Ministry of Economics and Technology (sales revenue: EUR 8.9 million). Sales revenue in 2010 was distributed as follows among the divisions: Hamburg Messe: EUR 44.5 million; CCH: EUR 7.7 million; Foreign Business: EUR 8.8 million; and Services: EUR 11.5 million. Sales revenue from the Property division was EUR 3.6 million.

2. Profit/loss for the year

HMC posted a loss of approximately EUR 16.4 million for the 2010 financial year before loss absorption by HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH (HGV) (2009: EUR -28.9 million; 2008: EUR -12.3 million). Higher financing costs for leasing property as a result of completing the Neue Messe essentially had a stronger impact on results 2010 than in 2008 (2010: EUR 21.2 million; 2008: EUR 17.5 million).

3. Employees

As of the close of 2010, HMC had 280 employees (previous year: 278); of these, 246 had unlimited contracts while 34 had limited contracts (previous year: 242 unlimited and 36 limited). Expressed in FTE's, HMC had 243 employees as of the close of the year (previous year: 241).

HMC also made 22 training slots available for future event and office clerks, event technology specialists and Bachelor of Arts (BA) students.

4. Assets and liabilities

In the year under review, total assets decreased by EUR 2.9 million to EUR 121.7 million, as a result of which the equity ratio increased from 9.4 percent to 9.6 percent.

5. Cash flows

The company has a profit transfer agreement as well as a Group clearing agreement with HGV, its parent, which ensures its liquidity at all times.

Management report 2010

(short version)

D. Outlook, risks and opportunities of the company's future development

1. Outlook

In 2011, two new events are scheduled to take place: goodgoods (trade fair for sustainable consumer goods) and MxO (Mobile Opportunities Expo & Trend Conference). Companies will use the goodgoods event to showcase their innovative and sustainable products, services and projects. With this event, Hamburg Messe is responding to the increasing importance of sustainability. MxO constitutes the first and (to date) only professional event focusing on the topic of „mobile lifestyles.“ Key sectors addressed by the first MxO event include music & entertainment, games & social media, news & content, fashion & lifestyle, auto & travel.

2. Earnings

HMC expects sales revenue of EUR 57.5 million for the 2011 financial year, an increase of 6.4 percent compared to the 2009 reference year.

We expect to post a net loss for the current year, given the considerable financing costs for leasing the Neue Messe property as well as the costs arising from the financing and depreciation of CCH's expansion. Property costs will continue to have a negative impact on earnings in the coming years.

Based on our profit transfer agreement, HGV will absorb the losses that are expected for the next years.

3. Risk management

HMC maintains a risk management system that enables timely and systematic analyses and assessments of the company's exposure to risk as well as pertinent countermeasures. These analyses and assessments concern both strategic and operating risks. Risks arising from the construction projects related to the Neue Messe and the expansion of the CCH are also covered.

In terms of its future development, at this time HMC is unaware of any risks that might jeopardize the company as a going concern.

Hamburg, Germany, March 8, 2011

Bernd Aufderheide
President and Chief Executive Officer (CEO)

Dr. Ulla Kopp
Chief Financial Officer (CFO)

Statement of compliance

of the Management and the Supervisory Board of
Hamburg Messe und Congress GmbH and the Management of
BNM Baugesellschaft Neue Messe mbH and HMC
International GmbH dated February 14, 2011:

“Hamburg Messe und Congress GmbH complied with all the regulations of the Hamburg Corporate Governance Code (HCGC) for which the Management and Supervisory Board are responsible (sections 3–7 of the HCGC and their sub-sections) during the 2010 financial year. The following item was 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.

The 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 2010 financial year.”

Supervisory Board 2010

The Supervisory Board HMC was comprised of the following members
in the 2010 financial year

- **Johann C. Lindenberg: Chairman, former National Chairman of Unilever Germany**
- **Hartmut Hofmann: Deputy Chairman, Head of the Convention and Event
Technology department, Hamburg Messe und Congress GmbH**
- Dietrich von Albedyll: Managing Director, Hamburg Tourismus GmbH (since September 28, 2010)
- Sebastian Heinemann: Self-employed consultant
- Anja Holinsky: Deputy Head of the Product Development department,
Hamburg Messe und Congress GmbH
- Dr. Rainer Klemmt-Nissen: Managing Director, HGV Hamburger Gesellschaft für
Vermögens- und Beteiligungsmanagement mbH (since July 1, 2010)
- Dr. Claus Liesner: Managing Director, AMC Asset-Management-Consulting GmbH
- Katja Löwe: Exhibitor and Visitor Services Specialist, Hamburg Messe und Congress GmbH
- Loretta Marsh: Office employee, Hamburg Messe und Congress GmbH
- Prof. Dr. Hans-Jörg Schmidt-Trenz: Chief Executive, Hamburg Chamber of Commerce
- Thomas Schuster: Office Director, Finance Authority
- Peter Wenzel: Councillor of State, Authority for Economic and Labour Affairs (since June 22, 2010)

The following persons left the Supervisory Board in 2010

- Heino Greve: Managing Director, HGV Hamburger Gesellschaft für Vermögens-
und Beteiligungsmanagement mbH (until July 1, 2010)
 - Martin Köppen: Office Director, Authority for Economic and Labour Affairs (until June 22, 2010)
 - Heinrich Lieser: Chief Executive Officer, Hamburg Marketing GmbH (until September 28, 2010)
-

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.

Management provided regular, timely and comprehensive reports — both in writing and verbally — to the Supervisory Board regarding relevant issues of corporate planning, strategic development and results achieved as they relate to the individual companies, including the risk situation.

The full Supervisory Board conducted four meetings in the 2010 financial year while its committees met six times. The Human Resources Committee, the Construction Committee and the Finance Committee each met on two occasions. One resolution by the Supervisory Board and two resolutions by the Human Resources Committee were also passed as part of a written process during the 2010 financial year.

On 16 and 17 August 2010 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 audited the annual financial statements comprising the balance sheet, the income statement and the notes, together with the bookkeeping system and the management report for the financial year from 1 January to 31 December 2010.

Susat & Partner OHG Wirtschaftsprüfungsgesellschaft issued auditor's reports. The audit has not led to any reservations. In the opinion of Susat & Partner OHG Wirtschaftsprüfungsgesellschaft, the companies' annual financial statements are in compliance with legal provisions and the supplementary provisions of the articles of association and give a true and fair view of the companies' net assets, financial positions and results of operations in accordance with the principles of proper accounting. The management reports are consistent with the annual financial statements, provide a suitable understanding of the companies' situations and suitably present the opportunities and risks of future development.

The Finance Committee examined the annual financial statements, management reports and audit reports from Susat & Partner OHG Wirtschaftsprüfungsgesellschaft in detail at its meeting on 16 May 2011, as did the Supervisory Board at its meeting on 30 May 2011. 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 of the Managing Directors and the annual financial statements as of 31 December 2010. Mr. Peter Wenzel, Dr. Rainer Klemmt-Nissen and Mr. Dietrich von Albedyll were newly appointed to the Supervisory Board during the financial year just ended. Mr. Martin Köppen, Mr. Heino Greve and Mr. Heinrich Lieser left the Supervisory Board during the 2010 financial year. 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 this Board.

The Supervisory Board wishes to thank the Managing Directors and the company's employees for their dedication and their successful work in the past financial year.

Hamburg, Germany, May 2011

Johann C. Lindenberg
Chairman of the Supervisory Board

What happened after December 31, 2010



January 4, 2011
CCH – Congress Center Hamburg

A newborn was left in a suitcase at the delivery entrance to the CCH – Congress Center Hamburg in the evening. CCH employees heard the baby whimpering and rescued the little girl, who was later named Marie. After six months of searching, there was still no sign of her mother. The infant is doing well and living with a foster family.

March 18–23, 2011
85th INTERNORGA

Due to high demand, this leading trade fair for the away-from-home market featured an additional lightweight hall for the bakery and confectionery section for the first time. There were a record number of over 1,140 exhibitors.



May 6–8, 2011
HAMBURG HARBOR BIRTHDAY FESTIVAL

Sunny weather, an opening speech by Norwegian Crown Prince Haakon, five tall ships, six cruise ships and over 200 other exciting activities made the 822nd Hamburg Harbor Birthday Festival organized by HMC the most successful one ever. 1.5 million people came along to celebrate.

May 26–29, 2011
hanseboot ancora boat show

Over 140 motorboats and sailboats were presented at the first hanseboot ancora boat show in Neustadt/Holstein. hanseboot, which is traditionally held in the fall, is now the only German boat exhibition to kick off the season with a fully fledged in-water boat show.



May 27–29, 2011
goodgoods

goodgoods, the first trade fair for sustainable consumer goods in Germany, celebrated its premiere at the Hamburg Messe trade fair grounds.

Publisher

Hamburg Messe und Congress GmbH
Messeplatz 1
20357 Hamburg · Germany
Phone + 49 (0)40 3569-0
Fax + 49 (0)40 3569-2203
info@hamburg-messe.com
www.hamburg-messe.com

CCH – Congress Center Hamburg
Am Dammtor/Marseiller Straße
20355 Hamburg · Germany
Phone + 49 (0)40 3569-2222
Fax + 49 (0)40 3569-2183
info@cch.de
www.cch.de

Concept/Editors

Hamburg Messe und Congress GmbH
Karsten Broockmann/Birgit Czernotzky/
Sandra Höfener

Art Direction

CAT Consultants, Hamburg
www.cat-consultants.de

Photo credits

Title photo: www.christoph-siebert.com

C2: Katrin Neuhauser; HMC/Christian Freitag;
Michael Zapf
01: Michael Zapf;
www.umwelthauptstadt.hamburg.de
03: HMC; Ralf Meyer;
[www.mediaserver.hamburg.de/C. O. Bruch](http://www.mediaserver.hamburg.de/C.O.Bruch)
04, 07, 09: Michael Zapf
10: Katrin Neuhauser; Bertram Solcher;
Waldemar Krause
11: Stephan Wallocha; Romanus
Fuhrmann-Rickert
12: Rainer Sturm/pixelio.de; Waldemar Krause;
Hartmut Zielke; HMC
13: Nico Maack; Michael Zapf
14: Hamburg Messe und Congress International;
Michael Zapf
15: Michael Zapf; Romanus Fuhrmann-Rickert;
Katrin Neuhauser; Michael Bernhardt
16: Michael Zapf
17: HMC/Matthias Christiansen
18-19: Michael Zapf
20-21: Hartmut Zielke; Bertram Solcher; HMC
22: HMC
23: Stockheim Catering
24-25: Michael Zapf; HMC
26: Michael Zapf; Katrin Neuhauser;
www.mediaserver.hamburg.de/Hamburg
Liaison Office Shanghai; Hamburg Messe
und Congress International
27: Michael Zapf
28-29: Michael Zapf
30: www.umwelthauptstadt.hamburg.de
32-33: www.mediaserver.hamburg.de/Behörde
für Stadtentwicklung u. Umwelt; Nico
Maack; Bertram Solcher; Waldemar Krause
34-35: Michael Zapf
36: HMC/Christian Freitag
48: Michael Arning; Romanus Fuhrmann-
Rickert; Hartmut Zielke; HMC



Hamburg Messe und Congress GmbH
Messeplatz 1
20357 Hamburg · Germany
Phone + 49 40 3569-0
Fax + 49 40 3569-2203
info@hamburg-messe.com
www.hamburg-messe.com

CCH – Congress Center Hamburg
Am Dammtor/Marseiller Straße
20355 Hamburg · Germany
Phone + 49 40 3569-2222
Fax + 49 40 3569-2183
info@cch.de
www.cch.de