

On course together



Annual Report 2011

# Key figures of Hamburg Messe und Congress GmbH

	2011	2010	2009	2008	2007	2006
<b>Financial figures (in EUR million)</b>						
Revenue	59.1	76.1	54.1	79.2	48.1	60.6
Total assets	121.7	121.7	124.6	128.0	136.2	103.9
<b>Personnel</b>						
Number of employees (FTE)	243	243	241	246	252	259
Number of trainees (average)	21	21	19	16	17	16
<b>Hamburg Messe</b>						
Number of exhibitors	10,432	11,797	10,930	12,271	9,734	12,791
of which own events	3,801	6,906	4,051	7,313	4,339	7,309
of which guest events	6,631	4,891	6,879	4,958	5,395	5,482
Number of visitors	670,667	700,342	747,505	839,555	848,746	980,226
of which own events	361,412	487,954	444,961	610,747	554,542	709,431
of which guest events	309,222	212,388	302,544	228,808	294,204	270,795
Total gross area used (excl. outside space) in sq. m.	812,351	891,961	914,717	911,463	738,385	829,405
Number of fairs and exhibitions	43+1*	42	43	48	45	41
of which own events	9+1*	10	9	11	9	12
of which guest events	34	32	34	37	36	29
<b>Abroad</b>						
Number of fairs and exhibitions	17	22	16	20	19	23
of which joint presentations	17	18	14	20	19	23
Number of exhibitors	982	623	921	782	823	535
of which joint presentations	982	571	666	782	823	535
<b>CCH – Congress Center Hamburg</b>						
Number of events	270	276	276	371	315	299
of which conventions and conferences	165	158	170	239	195	193
of which other events	105	118	106	132	120	106
Number of participants	335,758	321,539	336,480	336,568	358,821	327,139
of which conventions and conferences	172,646	134,446	149,493	147,318	148,781	145,642
of which other events	163,112	187,093	186,987	189,250	210,040	181,497

\* hanseboot ancora boat show

# HMC – in Hamburg for Hamburg

**44 trade fairs, 270 conventions,  
conferences, annual general meetings  
and concerts, one million visitors,  
over half a million overnight stays  
year after year.**

Hamburg Messe und Congress is  
delighted that its events are helping  
shape and enhance Hamburg's  
reputation as a major international  
business center and an attractive  
tourist destination.



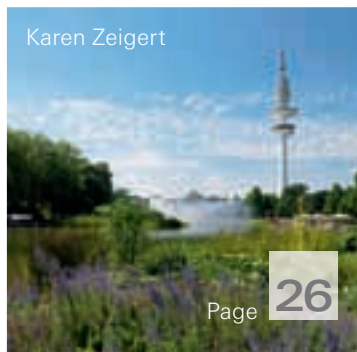
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“We are continuing our growth course.”

Interview with the Management

“Ultimately it is the **individual industries that determine where trade fairs will be held**. This tends to be forgotten in the sometimes heated debates about exhibition locations.”

In 2011, Hamburg Messe und Congress (HMC) once again generated record revenue in an uneven year. How do you do it?

**Bernd Aufderheide:** Mainly by systematically implementing our corporate planning. In 2005, we defined our goals and strategy up to 2016, and so far the implementation has gone swimmingly. In 2011, we generated excellent results in the Service, CCH and Guest Events units in particular.

**Dr. Ulla Kopp:** Revenue is important, but generating revenue growth is even more important for achieving our long-term goals. At the same time, we critically examine the use of our financial and human resources on an ongoing basis so that these are deployed wherever they provide the greatest benefit for the company.

Which events in 2011 stood out in your mind?

**Bernd Aufderheide:** One of the things that stood out most was, of course, the clear vote by the German Engineering Federation in favor of Hamburg as the venue for

a wind energy fair of international importance. Ultimately it is the individual industries that determine where trade fairs will be held. This tends to be forgotten in the sometimes heated debates about exhibition locations. Another highlight for me, though not in the strictly business sense, was the showdown between the two heavyweight boxers Wladimir Klitschko and David Haye at the press conference held in our facilities ahead of their title match last summer.

**Dr. Ulla Kopp:** I personally was delighted to see SAP being introduced successfully in our company. Of course, the optimization of internal processes was not very spectacular for outsiders, but altogether it helps give a substantial boost to profitability. The same applies to our efficient purchasing processes. I was also happy that we succeeded in attracting a number of new, interesting guest events to Hamburg for 2012 such as the transfairlog, a trade fair for international transportation and logistics management, or the World Travel Catering and Onboard Services Expo, the subject of which is aircraft catering.

You mentioned guest events, at which HMC provides the space, the expertise and services, but does not act as the organizer. What role do such events play in your portfolio?

**Bernd Aufderheide:** Guest events are an important component of our portfolio. Some guest events such as the early bird, the former Hamburg Shopping Days or the Aircraft Interiors Expo have been a fixture of our event program for many years and help to significantly shape the portfolio.

**Dr. Ulla Kopp:** We already touched on the topic of growth. Guest events allow growth in comparatively short periods. In recent years, we have been increasingly successful in securing guest events for Hamburg that have close ties to the economic clusters that Hamburg particularly promotes – examples being aviation, renewable energy or media.

“We were very successful in 2011 in the CCH, for example, where we **focused squarely on acquiring conferences and conventions** with between 1,500 and 8,000 participants.”

Which challenges did you face in 2011?

**Bernd Aufderheide:** The trade fair and convention business is so diverse that it is difficult to identify specific issues. One of the main challenges was certainly preparing the operation of the German Pavilion at Expo 2012 in Yeosu, Korea. And an ongoing challenge is implementing the strategy we already mentioned...

**Dr. Ulla Kopp:** ... the goal of which is profitable growth. We were very successful with this in 2011 in the CCH, for example, where we focused squarely on acquiring conferences and conventions with between 1,500 and 8,000 participants.

**Bernd Aufderheide:** We have referred small events with up to 500 participants to the Hamburg Convention Bureau. In the end, we were able to increase the number of convention and conference participants by over 38,000 year on year. This benefits not just us but also many companies in the city.

What do you mean by that?

**Bernd Aufderheide:** A study conducted by the Munich-based ifo Institute for Economic Research in 2010 showed that visitors to the events in the CCH spend another EUR 100 million per year on taxis, restaurants, accommodation and other things in Hamburg. Visitors to conventions and conferences spend a particularly large amount – an average of EUR 436 per person. This is another reason why we are so happy about the increase in the number of participants in this area.

**Dr. Ulla Kopp:** The events held in the CCH indirectly safeguard around 1,780 jobs in Germany. However, what is more important to me is that with its events the CCH is an ambassador for the city...

**Bernd Aufderheide:** Yes, that is true for large AGMs and medical congresses, as well as for large public events such as the German Senior Citizens Day in 2012 or the German Protestant Church Convention and the International Lions Convention

in 2013, which are expected to attract tens of thousands of visitors.

What do you expect for 2012?

**Dr. Ulla Kopp:** Once again, the highest revenue and the best operating result in the history of the company as well as continued successful implementation of our ideas.

**Bernd Aufderheide:** I would certainly agree with that. Due to the quick succession of a number of major events, the second half of 2012 in particular will be a real challenge for all our staff, whom I would like to thank again most sincerely.





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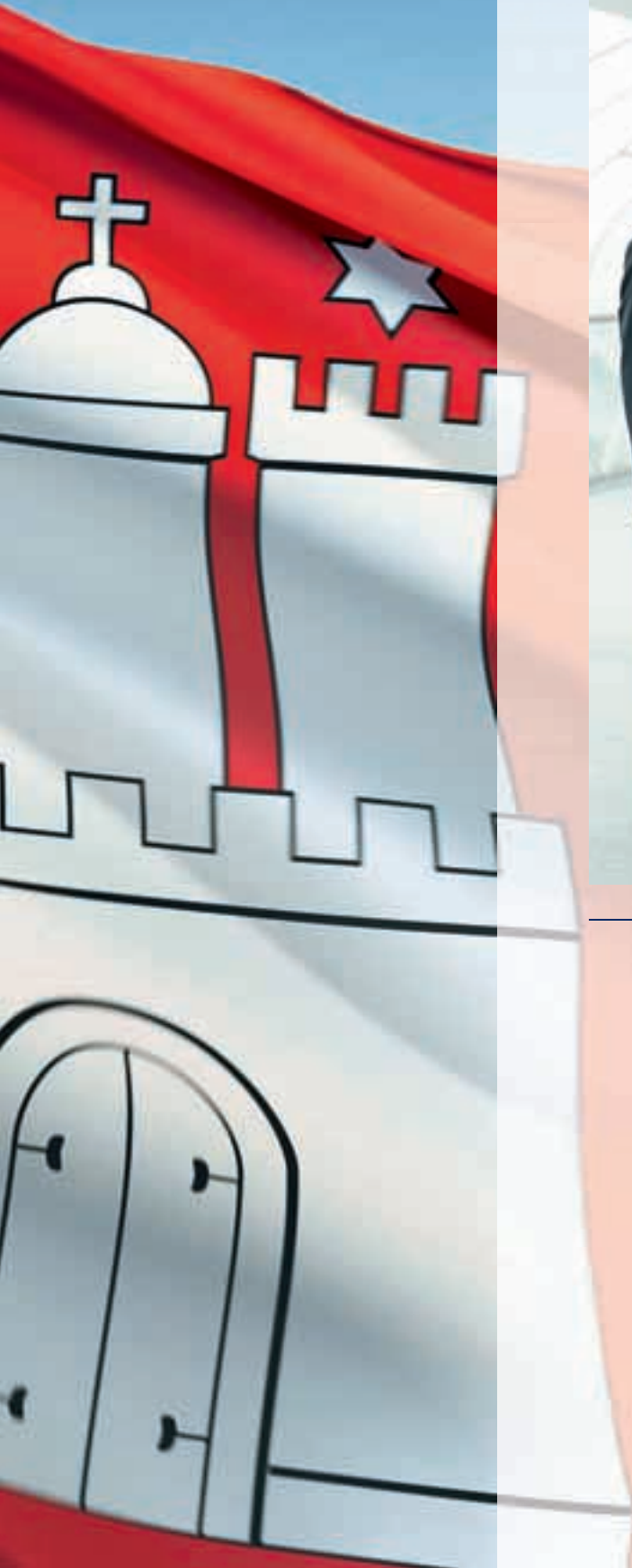
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Hamburg Messe und Congress:

# The Managing Board









from left to right:

**Dr. Philipp Steinwarder:**

Senior Vice President  
Corporate Development

**Lars Kanbach:**

Senior Vice President  
Technology and Infrastructure

**Birgit Czernotzky:**

Senior Vice President  
Marketing

**Bernd Aufderheide:**

President and Chief Executive  
Officer (CEO)

**Dr. Ulla Kopp:**

Chief Financial Officer (CFO)

**Edgar Hirt:**

Senior Vice President  
Conventions and Events

**Silke Reuter:**

Senior Vice President  
Fairs and Exhibitions

**Michael Strohmenger:**

Senior Vice President Human  
Resources and Accounting

## mineralien hamburg

mineralien hamburg 2011 was a sensational spectacle, giving Germany its first glimpse of the giant dinosaur known as Suuwassea and featuring the largest fossil egg in the world and even a real king in the flesh. The largest gem and mineral show in northern Europe attracted more than 21,000 visitors from Germany and abroad over the course of three days. King Bansah of the Gbi Traditional Area in Ghana talked about his foundation's current aid projects and also represented this year's special exhibition entitled "Africa – Expedition to the Land of Precious Stones." Impressive pieces from the home of the world's most valuable gemstones were on display here. The world's largest fossil egg – a 31-centimeter specimen from an elephant bird – was also a big draw. The exhibitors were very pleased with the trade show as well. The show was held on the first weekend in December, so many visitors took the opportunity to pick up some special Christmas gifts in the trade fair halls.

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



## INTERNORGA

INTERNORGA 2011 once again confirmed its status as Europe's largest and most important trade fair for the away-from-home market. Around 100,000 trade professionals visited the 85th international trade fair for the hotel, restaurant, catering, baking and confectionery trades to learn about new trends, concepts and complete solutions from the exhibitors. INTERNORGA 2011 had a record number of 1,123 exhibitors from 27 countries. Due to high demand for exhibition space, an additional lightweight hall was set up for the bakery and confectionery section for the first time.

Business in the restaurant and hotel segments picked up noticeably prior to INTERNORGA 2011. A survey showed that the positive mood in the industry and the extensive range of products and services on show at the trade fair resulted in very good business for the exhibitors: Over half of all buyers were so impressed by the exhibitors' offers that they spontaneously decided to place orders right away.

There was a great deal of interest in new products and innovative ideas in particular. In response to this, INTERNORGA 2011 expanded the Newcomers' Area for first-time exhibitors in the away-from-home market which was launched last year and included more international exhibitors here.

The first INTERNORGA Future Award for sustainability was also presented at the trade fair. This award was given to exhibitors with particularly sustainable products or processes.

The INTERNORGA School Catering Forum which was held for the first time was also a great success. This event, which focuses on catering for schools and kindergartens, attracted around 400 participants right off the bat, nearly twice as many as expected. In the future, the Forum will be a permanent part of this leading European trade fair.

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

## Aircraft Interiors Expo

The Aircraft Interiors Expo in April 2011 once again attracted high-caliber buyers and decision-makers in the aviation industry to the trade fair grounds of Hamburg Messe und Congress. The industry used the trade fair as an opportunity to present the latest products and services for aircraft interiors. Many companies in the airline industry have some catching up to do in the wake of the investment slump during the financial crisis in 2009/10, so the event attracted a lot of attention.

The trends here included new business class seats and advanced in-flight entertainment and connectivity systems. The Crystal Cabin Awards for innovative products and concepts in the field of aircraft interiors – known as the “Oscars” of the industry – were once again presented during the expo.

[www.aircraftinteriorexpo.com/de/](http://www.aircraftinteriorexpo.com/de/)



## REISEN HAMBURG

The new trade fair concept for REISEN HAMBURG 2011 was very well received by visitors. The “Outdoor World” section – with its Globetrotter Adventure Camp, hiking equipment, larger cycling area and numerous special tour organizers – filled an entire hall, and it proved to be a successful way of including the outdoor sector in this long-established travel fair and attracting new target groups to the exhibition. A total of around 900 exhibitors from 70 countries presented their innovative products and services for travel and leisure in Germany and around the world. The exhibition visitors were most interested in city breaks, activity holidays and beach vacations. Demand was also high for long-distance travel, and exhibitors from the camping trailer sector were very pleased to see so many knowledgeable visitors with good purchasing power.

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

## COTECA Hamburg

Hamburg is a center of European trade for tea, coffee and cocoa, and COTECA is an international platform which highlights the city's importance as an industry hub. Last year the foundations were laid for the next version of this event to be held in September 2012. COTECA has teamed up with a strong partner: October Multimedia, the publisher of Tea & Coffee Asia, Asia's leading trade magazine for tea and coffee, as well as the new global magazine called STiR. October Multimedia's extensive international network makes the publisher an ideal partner for targeting these industries worldwide. The German Coffee Association and the German Tea Association are also on board as sponsors.

[www.coteca-hamburg.com](http://www.coteca-hamburg.com)



By focusing on hosting guest events, expanding its own events and developing highly specialized trade fairs, **Hamburg Messe und Congress** continued to enjoy success in the odd-numbered year 2011.



## GET Nord

GET Nord is Germany's only joint trade fair for the electrical engineering, sanitation, heating and air-conditioning sectors. It focuses on the developments in building systems technology that are made possible by bringing together different sectors of the building industry and integrating control technologies and energy supply systems. In 2011, a great deal of work went into developing the program for GET Nord 2012, which will take place November 22-24, 2012. For the third time, trade professionals will have the opportunity to find out about state-of-the-art building technologies, energy-efficient solutions and options for using renewable energies in building systems. Energy efficiency will be one of the main topics at the trade fair.

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



## acqua alta

acqua alta, the exhibition and international conference on climate impact, flood protection and hydraulic engineering, took place in the CCH – Congress Center Hamburg under the shadow of the recent disastrous flooding in Southeast Asia. Over the course of three days, more than 70 speakers from 13 countries presented the latest research results and discussed adaptation strategies and specific measures for flood protection and coastal defense. Thirty-nine percent of the attendees came from outside Germany, making acqua alta 2011 more international than in previous years and demonstrating once again that this event for experts from business, science and the public sector is an important forum for networking and the intensive transfer of knowledge.

[www.acqua-alta.de](http://www.acqua-alta.de)

## Seatrade Europe

The good growth prospects and optimism in the cruise industry could be felt at Seatrade Europe in September 2011. With 250 exhibitors from 50 countries, rising visitor numbers and many new items on the program, Seatrade Europe consolidated its position as Europe's leading trade fair for the cruise industry. There was also an outstanding response to the River Cruise Day, a conference dedicated to river cruises. For the first time ever, Seatrade Europe also featured a Supplier Workshop which gave more than 120 suppliers the opportunity to introduce themselves to the head buyers of the world's leading shipyards.

[www.seatrade-europe.com](http://www.seatrade-europe.com)





## H2Expo

In early June, experts from industry, research and politics spent two days at the H2Expo 2011 discussing the latest developments in hydrogen and fuel cells and electric drive technology. Applications in the maritime and aerospace industries were of particular interest at the 8th international conference and trade fair. H2Expo also focused on the infrastructure needed for these technologies and on the field of electromobility. Seventy speakers from 11 countries gave an overview of the latest trends and projects around the world.

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



## HAFENGEBURTSTAG

The 822nd Hamburg Harbor Birthday Festival in 2011 was the most successful yet, and it consolidated the event's position as an internationally important maritime celebration and a significant economic factor for the city of Hamburg. Blue skies, bright sunshine and an extensive maritime program drew over 1.5 million excited visitors to the Port of Hamburg. The world's largest port festival offered visitors from Germany and abroad a wide variety of entertainment along the six-kilometer stretch from HafenCity to the Oevelgönne heritage harbor. Crown Prince Haakon of Norway, the highest-ranking representative of the festival's partner country, opened the celebrations with royal flair.

Since 1994, Hamburg Messe und Congress has organized and carried out the Hamburg Harbor Birthday Festival on behalf of the Departmental Authority for Economic Affairs, Transport and Innovation of the Free and Hanseatic City of Hamburg.

[www.hamburg.de/hafengeburtstag](http://www.hamburg.de/hafengeburtstag)

## goodgoods Hamburg

Exhibitors at the first trade fair for sustainable consumer products in Hamburg at the end of May presented a range of goods and services that were ecological and responsible but also desirable, smart and of a very high standard of quality. There was a great deal of interest in this new event: Around 10,000 visitors took the opportunity to learn about sustainability in all areas of life – including housing, technology, mobility, nutrition, health and business – and to buy the corresponding products and services. Lively discussions took place between the exhibitors, experts and visitors on topics such as green fashion, ecological design, environmentally friendly production and sustainable finance.

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





## HansePferd Hamburg

Every two years, the Hamburg trade fair grounds become a Mecca for horse enthusiasts in the north. Intensive preparations took place throughout 2011 for the HansePferd Hamburg 2012 exhibition. 450 exhibitors with a wide range of high-quality products and services registered for northern Europe's most important exhibition for equestrian activities.

One of the hallmarks of HansePferd is its unique variety of products for leisure riding, Western riding, dressage, show jumping, eventing, driving, polo, horse racing, vaulting, trekking and trail riding. The expert accompanying program and big GalaShows in the evenings are also very popular. "NO LIMITS" was the motto of this year's GalaShow. The exhibition in April 2012 received high marks from exhibitors. They were very pleased to have encountered so many interested and knowledgeable visitors who were eager to place orders.

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

## SMM

In 2011, SMM Hamburg repositioned itself as the world's leading trade fair for the maritime industry by focusing on the environment, maritime security, financing and offshore engineering. This is in keeping with industry developments which have led to a growth in the importance of ocean carriers and specialized shipping while individual sectors become increasingly integrated. gmecc, the premium global maritime environmental congress, will be incorporated into SMM for the first time in 2012. Key issues and developments relating to environmentally friendly shipping will be discussed in this context. MS&D, the high-caliber maritime security and defense conference, has also been integrated into SMM.

SMM and other events organized by Hamburg Messe und Congress GmbH are breaking new ground in terms of communication and visitor services. SMM has been especially active and successful internationally on social media websites. Business networks are being used to nurture relationships with exhibitors and visitors. On Facebook, too, SMM is assuming a more international role and getting a positive response particularly in important emerging markets like Brazil and India. An app is being developed for SMM Hamburg 2012 to give visitors mobile access to a complete overview of the event and many other services.

SMM India and SMM Istanbul were also held in 2011. These two international events took place under very different conditions. The trade fair in the Turkish metropolis was of a very high standard, but the number of exhibitors and visitors was clearly affected by the industry crisis that hit Turkey particularly hard. Market developments will be taken into account as this event evolves.

SMM India was very well received. Outstanding cooperation with the event's Indian partners contributed to the success of the trade fair in the economic center of Mumbai.

As a result of these international activities, there will be a larger number of exhibitors from these two important emerging markets at SMM Hamburg in September 2012.

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



Ninety-two percent of **hanseboot visitors** are **water sports enthusiasts** active primarily on the **Baltic Sea and North Sea**.



## hanseboot

Hanseboot is the highlight for active water sports enthusiasts and the best time to buy a boat. This was confirmed at the 52nd international boat show in Hamburg at the end of October 2011, which featured around 700 shipyards and yacht dealers along with manufacturers and suppliers of equipment, accessories and services for water sports. Many innovative products for sailing yachts and motorboats as well as equipment and accessories were presented for the first time at the boat show.

The highlights of the accompanying program included the indoor land yachts, the hanseboot academy courses and the presentations on the

“meet the experts” stage. The new hanseboot show arena with its second water basin was also very popular.

The exhibitors once again praised the visitors’ high level of expertise. Ninety-two percent of the visitors are water sports enthusiasts active not only on the Mediterranean but also primarily on the Baltic Sea, the North Sea and the inland waters of Mecklenburg-Western Pomerania and Brandenburg/Berlin.

Hamburg Messe und Congress also worked intensively on the further development of hanseboot in 2011. The trade fair’s target visitors are active water sports enthusiasts,

and more boats will be on display for them in the trade fair halls in the future. In terms of communication and orientation, hanseboot will focus on the Baltic Sea and North Sea as well as the inland waters of northern Europe. With its “lighthouse” events, hanseboot will ensure that it has a local presence in these areas during the year. At the hanseboot ancora boat show, visitors to Neustadt on the Baltic Sea can view and test boats in their element. Hanseboot is the active main sponsor of the Warnemünder Woche and Flensburger Fördeweche sailing events, and it will be much more visible in Hamburg as well in 2012.

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

## MS&D

A total of 1,400 participants from around the world attended MS&D 2011 in Hamburg in June to discuss current issues and developments in maritime security. The attendees included 19 international navy delegations. With its high-caliber international professional conference, MS&D has raised its profile as Germany’s central discussion and information platform for security-related topics in the maritime sector

on a political, military and industrial level. To further enhance the accompanying exhibition and establish even closer contacts with industry, MS&D will be a part of the SMM shipbuilding, machinery and marine technology trade fair in the future.

[www.ms-d-smm.com](http://www.ms-d-smm.com)





Daniel Aalberts/Project specialist:

“It’s great to see a trade show grow”



EUR **59.1** m  
in revenue

Listening to Daniel Aalberts, who is originally from East Westphalia, talk about Seatrade Europe, you notice immediately how the work of a project specialist is much more than just a job. "I provide all-round support to Seatrade Europe and handle every eventuality – it's great to see a trade show like this take shape," says the 29-year-old about the event run as a joint venture with Seatrade Communications since 2007. His dedication and expertise has made a real difference to ensuring that this biennial trade fair continues to record growing numbers of both visitors and exhibitors. "When you support a relatively young trade show, you have the chance to develop many more ideas and concepts. You're a co-designer. This is very exciting, of course – especially when your strategy pays off and the show is a success," stresses Aalberts.

While he is perfectly at home in the trade show arena and the milieu of his cruise shipping clients, he cannot personally imagine actually setting foot on one of the giant ocean liners. "I get sea-sick very quickly," admits Daniel Aalberts with a laugh. Playing soccer, however, is a real pleasure, and he regularly finds the time for a kickabout in Hamburg's City Park. Which is just outside his front door. He also makes his soccer skills available to the Hamburg Messe und Congress soccer team, where he plays as goalkeeper. At the 2011 nationwide tournament for trade show companies in Essen, the team from Hamburg managed a





*Daniel Aalberts*  
*Project specialist*

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respectable fifth place. “We’ve still got a way to go yet,” comments Daniel Aalberts optimistically. He learned the trade show ropes from first principles, starting as a trainee event management assistant at Hamburg Messe und Congress and completing his training in January 2010. He is also a project specialist for the INTERNORGA trade show, Europe’s leading show for outside catering that attracts around 1,000 exhibitors and 100,000 specialist visitors every year. Daniel Aalberts organizes the kitchen appliances area that is used to showcase products such as cookers, dishwashers, refrigerators and cutting tools. His job covers a wide range of tasks – from new customer acquisition and providing advice to customers both before and during the trade show to hall planning and on-site organization. “Whatever my work, experience tells me I need to keep a level head, see the bigger picture and develop a knack for understanding the needs of my exhibitors,” he says.

Planning a trade show always requires a good deal of both intuition and strategy, he tells us: after all, optimum placement is a key issue for each and every exhibitor. And his tactical and analytical skills are not only useful to Daniel Aalberts in his career, but also when playing poker – his second major passion alongside soccer. He is a member of the company’s “Poker Players” sports team and finished last year with an impressive third place on the annual league table. Two successful trade shows, plus a third and fifth placing: Daniel Aalberts’ annual report for 2011 is a positive one all round. But there’s still a way to go yet, as he would say.



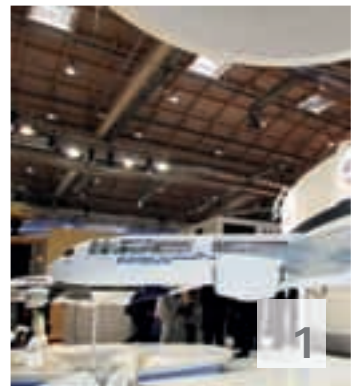


# Much more than just renting out space

Europe's most attractive cities are vying to host interesting guest events – and Hamburg is one of them

**V**ienna, Barcelona, Amsterdam, Geneva – Hamburg joins a long list of other cities competing for the prize of hosting attractive guest events. “When we are trying to win over event organizers for the city, Hamburg’s downtown area – with its hotels, restaurants, shopping precincts and ‘Planten un Blomen’ park – is truly invaluable,” says Heike Schlimbach, manager of the hanseboot event and director guest events at Hamburg Messe und Congress.

Unlike what are termed “own events” – i.e. organized and hosted by HMC itself – the first task with guest events is to locate an event host who wishes to rent the trade show grounds or some of its individual halls. “While you don’t need to be an absolute expert on the show’s subject, we do much more than ➔





just rent the space out.” Event hosts must, after all, be given a set of compelling arguments that will in turn convince their customers – the exhibitors – to participate in the show. And chief among these – alongside flawless infrastructure and other key locational factors – is the certainty they will meet the right kind of visitor. As a result, the members of staff working in the Guest Events division not only know every inch of the show grounds and every corner of the City of Hamburg, but also maintain close partnerships with the Hamburg Business Development Corporation (HWF), Cluster Management, Hamburg Airport, the Hamburg Convention Bureau (HCB), the local transport companies, the German Hotel and Restaurant Association (DEHOGA) and many other organizations. Staff members are as well informed about the number of hotel beds as they are about current cultural events or the latest flight connections.

Above all, the **major focus** of their work is the acquisition of large international **B2B events**.

They are also familiar with transport options through the city, since the Hamburg trade fair grounds are ideally suited to trade shows featuring capital goods, due to its high floor load capacity and hall heights. While even the largest and heaviest machinery can be showcased here, it needs to be delivered via specially selected routes so as not to fall foul of narrow streets or low bridges. “A guest event always involves a great many people even before the doors open,” says Heike Schlimbach. “Only by working with the city and its facilities can we convince our customers to choose Hamburg for their exhibition.”

In the future, work for the Guest Events team will focus even more strongly on “short-term business.” These are events that will be hosted in the same year that the exhibition request is submitted. This is an attractive segment, since it offers a very flexible way to close gaps between other events. Then again, short-term business cannot be marketed in the traditional sense. Often, the clients are agencies who suddenly need space for an



event. "To make sure we get the inquiries here," Schlimbach says, "we just have to be the first thing agency staff thinks of."

The most important aspect, however, is the acquisition of major international business-to-business events – a segment for which the strategy seems almost the opposite of that for short-term business. Sometimes it takes years until trade shows like IFRA Expo, FESPA Digital or the European Photovoltaic Solar Energy Conference and Exhibition (EU PVSEC) can be convinced to host their shows at Hamburg. "For transfairlog, a trade show for global transportation and logistics management, it took us four years of work – supported all the way by the city, particularly its Logistics Initiative – to win the client. In 2012, we'll host the fair for the first time," says Heike Schlimbach proudly, reporting on one recent success.



1 The HMC is now a joint event partner for Aircraft Interiors Expo – a show that was once a guest event

2 Aircraft Interiors Expo is the world's most important trade show for aircraft cabin interiors

3 EU PVSEC, Europe's leading photovoltaics trade show, has also been a regular guest in Hamburg

4 Twice a year, the trade show halls are booked by Early Bird, the major lifestyle trade show

5 A star is born: Crowds rush to the X-Factor TV talent show castings

6 FESPA Digital 2011: Held in Hamburg for the first time in 2011, FESPA Digital broke all attendance records to this trade show for the print and media industry

# “A business card for the city”

An interview with Frank Horch, Hamburg’s Senator for Economics, Transportation and Innovation

What is the significance of Hamburg Messe und Congress for the city of Hamburg?

For us, Hamburg Messe und Congress plays an extremely important role in the competition among German and international metropolitan areas to attract businesses.

For many visitors who come to Hamburg to attend a trade fair or an event, the company acts as a business card that is designed to reflect the modernity, prosperity and cosmopolitan nature of our city wherever possible.

This often determines visitors’ willingness to return. Our aim, however, is not only to successfully project Hamburg’s good image, but also to establish and deepen business contacts with the ultimate goal of strengthening Hamburg as a business location. This applies in particular to the branches of

industry on which the senate’s economic policy is focused, such as the aviation industry, the maritime industry and renewable energy.

In your opinion, what is so special about Hamburg as a trade fair venue?

Like us, many of our competitors in other cities have spent a lot of money in recent years on expanding and modernizing their trade fair and conference facilities. The investments we have made over the last few years are therefore not unique to Hamburg, but were rather a consequence of the increasingly intense competition among fair and convention locations. What sets Hamburg Messe und Congress apart, however, is the special location right in the heart of the city with excellent road, rail and air transportation links. The location has advantages that some of our competitors lack. We should make greater use of these in the future.

What effect do international, national and regional trade fairs have on the economy of the city of Hamburg and the region?

While trade fairs do not receive as much public attention as consumer fairs and exhibitions, they are often far more important for the economy of our metropolitan area.

Companies and residents benefit in an infinite number of ways from the existence of a competitive trade fair and convention company, not least from the additional revenue generated for our hotel industry, restaurant industry, retail and a host of other services.

Trade fairs give rise to much higher consumer spending than fairs and exhibitions that are open to the general public.

How important is an internationally renowned conference center such as CCH for a large urban area like Hamburg?

I believe there is broad consensus not only in the senate and the city parliament but also among the general population that CCH should continue as an internationally renowned conference center. However, given the high capital expenditure that a comprehensive revitalization of our conference center will entail and in view of our

customers' changing requirements, a carefully prepared decision on further action is needed. This process is still ongoing.

What hopes do you have for the future?

As regards Hamburg Messe und Congress, I would hope that its importance and visibility among international competitors will grow. To this end, the unique advantage of a location close to a city should not only continue to be leveraged but

also aggressively communicated to the public if possible. This is something that can only work if there is continuous investment and modernization.

With public funding being stretched at present, this will depend to a large extent on whether Hamburg Messe und Congress can actually make the necessary investments. I see this as the main challenge facing the company in the long term.

“I believe there is **broad consensus** not only in the senate and the city parliament but also among the general public that CCH should continue as an **internationally renowned conference center.**”

*Frank Horch*  
Senator for Economics, Transportation and Innovation





## Sailing into the wind

DBSV President Torsten Conradi on ships, sailing and the hanseboot show

When Torsten Conradi looks out of the picture window in his office on the old Bremerhaven docks towards the Weser estuary, it is home as far as the eye can see. "I was born in Bremen. That's to the left. But half of me's also from Helgoland – and that's to the right," says the managing partner of judel/vrolijk & co, the world-famous racing yacht design engineers, with a wink that leaves his listeners wondering what to make of his comment.

shipyards from these regions as well as the Netherlands, for example", he says.

And he has a clear goal in mind for the immediate future: He wants to bring what is now an ever-growing number of small shows in the catchment area back on board at hanseboot. "Over the last few – economically difficult – years, the cost of attending shows has

**"hanseboot has a super date, a great range of territory in its catchment area and Hamburg – an outstanding event location."**

There's no doubt it was Helgoland that awakened the successful yacht designer's passion for sailing. It was here that he first boarded an Optimist and it's here that his boat is still berthed – the "ESTA," 37 feet long, built by hand from mahogany in 1986. "1986 was a year with far-reaching consequences: I got married, launched my own boat and became a partner at judel/vrolijk," says the keen regatta sailor, whose customers include heavy-weights such as sailing legend Hans-Otto Schümann and the Spanish Royal Family.

Many of the winning vessels at the Admiral's Cup in the 1980s and 1990s were designed by Conradi and his team of engineers. "Sometimes one of our boats was there, sometimes two – and there were even some winning teams where all three boats were ours," he says. "One of the winning yachts is in the museum over there. The 'Diva' was one of the winners in 1985. I designed the rudder."

For Torsten Conradi, shipbuilding and sailing are his life. So it comes as no surprise that, in the 1990s, he let himself be "harangued" (as he puts it) into joining the board of the German Boat- and Shipbuilders' Association (DBSV). In 2008, he was made President. "When I do something, I do it properly, and the same goes for hanseboot," says Conradi, who has also sat on the Advisory Board for Germany's largest boat show since 2008.

"The trump card held by hanseboot is that Hamburg is geographically the gateway to Scandinavia and the Baltics. What's more, the trade show's location and focus also makes it attractive for small and mid-sized

become an increasingly important topic for exhibitors. In Scandinavia in particular, this has led to the creation of many smaller shows, which saves exhibitors the costs of long journeys to the event."

A blinkered strategy, in Conradi's opinion, since smaller shows offer less in the way of exhibits and thus attract fewer visitors. "All of these little shows are hurting the sector," he insists. "A central event location such as hanseboot is therefore not just beneficial to visitors, but also – and above all – to the manufacturers. We've certainly enjoyed easier times in our business. But if we're forced to sail into the wind, hanseboot is one of the most important nautical events in Europe. And we'll be capitalizing on this in the future."



*1 Torsten Conradi wants to bring the many different small shows in Northern Europe back on board at hanseboot*

Karen Zeigert/Protocol specialist:

“The perfect job for me”



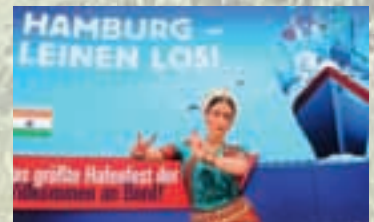


## 44

## trade shows and exhibitions

Karen Zeigert caught the trade fair bug at an early age. "I was already working as a trade fair hostess here in Hamburg during my law studies. It was not only great fun, but also a very instructive time," recalls the Hamburg-born woman with the piercing blue eyes, who originally wanted to be a lawyer. But after her second exam, things – as so often in life – took a quite different course. In 2004, she began working as a project management assistant at Hamburg Messe und Congress.

One year later, she was offered the position of assistant in the Protocol, Events and Support Program department. Karen Zeigert didn't take long to accept the offer. She has not regretted the decision for a minute, she says. Since May last year, she has been working in the department as a protocol specialist. Here, she handles the organization of opening ceremonies at the various shows, service staff, the arrival and departure of VIPs from politics and academia, guest introductions to trade show catalogs and recipients of honorary annual season tickets. In addition, she is also responsible for seating





*Karen Zeigert*  
*Protocol specialist*

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plans at seated dining events, for support program events, press monitoring and site tours. "I love the international flair and the contact with people from so many cultures," says the 40-year-old. "Here in Protocol, I've found my home and I look forward to welcoming every one of our guests."

One of her personal highlights last year was the visit of the Norwegian Crown Prince Haakon Magnus of Norway, who attended the opening of the HAMBURG HARBOR BIRTHDAY FESTIVAL in the Hanseatic city. "The higher the rank of the person visiting, the more extensive are the security arrangements we have to make," Karen Zeigert reports. "And there's always a long list of special requirements we have to clarify." Her impression of the Crown Prince? Very, very nice and very close to the people. Her job not only requires strong nerves, she says. A friendly manner, a focus on service and the ability to listen and respond to people are an absolute must.

For Karen Zeigert, HansePferd is one of the most special shows. "When all of those animals turn up at the show grounds, there's always a real hullabaloo," she says with a grin. In her free time, she reads and travels often, or meets up with friends to take a stroll or drink a coffee near the Alster. And on lunch breaks – especially when summer comes to Hamburg – she is drawn with her dear colleagues to the Planten un Blomen park. When attending to her guests, Karen Zeigert, true to her Hanseatic roots, always takes a back seat – it's all part of the job. And what makes her truly happy? "When everything comes together and works properly! It's then we know that Protocol has done its job."

# Germany's wind capital

Wind energy will make a major contribution to meeting our future energy requirements. Hamburg is well prepared.

**A**nd the prospects for the future are good. The government plans to increase the share of electricity obtained from renewable sources in Germany to at least 30 percent of the total by 2020. Wind energy will be a key technology in this endeavor. The technology currently leads the field in renewable electricity generation in Germany. But its potential has not been fully exploited yet. Not by a long way. There has been increased interest all over the world in the use of wind energy at sea (offshore) as well as in the continued exploitation of wind energy on land (onshore). ➔

*Hamburg has benefited greatly from the boom in the wind energy sector in recent years*





### **The city of Hamburg is ideally located between the North Sea and the Baltic Sea**

The Hanseatic City of Hamburg has played a key role in the development of a sustainable energy policy. Benefiting greatly from the boom in the wind industry in recent years, it has developed to become the wind capital of Germany. The proximity of the offshore wind fields of the North Sea and Baltic Sea make it an ideal location for the wind energy sector. Then there is Hamburg's outstanding infrastructure, its diverse research landscape and high quality of life.

The exhibition center in Hamburg offers sufficient room for expansion to cope with growing numbers of international exhibitors and visitors. The dates of the fair itself are close to those of the important SMM international shipbuilding trade fair, making it particularly convenient for ship builders, shipping companies, port operators, logistics companies and the maritime supply industry, without whom the offshore wind energy market would not be possible, to attend WINDENERGY HAMBURG.

The trade fair will cover the wind industry's entire value chain and reflect the sector's dynamic development in its key global markets.

These geographical advantages have encouraged a growing number of wind energy companies to move to and create long-term jobs in Hamburg. Major manufacturers of wind turbines with their headquarters, sales offices or research centers in and around Hamburg include REpower Systems, Nordex, General Electric Energy and Siemens. In addition, there are a large number of small and medium-sized companies. The customers for new wind farms, such as Vattenfall, RWE Innogy and EnBW, also have their headquarters or offices in Hamburg. In total, there are approximately 600 wind energy sector companies operating in Hamburg.

"We are very proud that our concept has met with such a positive response," says Bernd Aufderheide, President and CEO Hamburg Messe und Congress GmbH, commenting on the keen interest in the new trade fair expressed by broad sections of the industry.

### **WINDENERGY HAMBURG: The new international trade fair for the wind energy sector in Hamburg from 2014**

The new international trade fair WINDENERGY HAMBURG bears witness to the status of the Hanseatic city as Germany's wind capital. The fair will be held for the first time between September 23 and 26, 2014, at the Hamburg Messe und Congress site. It will cover the wind industry's entire value chain and reflect the sector's dynamic development in its key global markets. WINDENERGY HAMBURG will be supported not only by the sector's best-known companies but also by the VDMA Power Systems trade association, whose initiative was responsible for the decision to hold an internationally competitive wind energy trade fair in Hamburg.

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*1 Hamburg is the wind capital of Germany*

*2 Hamburg has plenty of room to cope with growing numbers of international exhibitors and visitors*

*3 Wind energy is considered a key technology in the field of renewable energy*



## Employment generator Renewable energies

Renewable energy is driving the economy in the Hamburg metropolitan area; in recent months there has been an unprecedented rise in the number of people in employment. As Prognos AG recently revealed in a report commissioned by the Renewable Energy Hamburg Cluster, the sector witnessed seasonally adjusted growth in employment of around 56 percent between 2008 and 2011. There are a total of 24,700 people working in 1,466 companies in this sector in the Hamburg metropolitan area, about 14,500 of whom work in the city itself. These companies are optimistic about the future and expect their job numbers to grow by a further 40 percent by 2015.

The number of people employed in the **renewable energy** sector in the **Hamburg metropolitan region** grew by 56 percent between 2008 and 2011.

Last year, the German wind industry employed 101,100 people. Onshore wind energy was responsible for around 92,500 of these jobs and offshore for around 8,600. The workforce has therefore more than doubled since 2003. Industry experts estimate that more jobs will be created in the coming years. The latest surveys predict that in 2020 as many as 160,000 people will be employed in the onshore wind energy sector alone. The German Ministry for the Environment, Nature Conservation and Nuclear Safety believes that there could be 600,000 people working in the renewable energy industry by 2030.





Dierk Schmude/Sound engineer:

## On stage with the stars







# 270

events at the CCH

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He has been on stage with entertainment legends like Ella Fitzgerald, Chris Barber, Harry Belafonte, Luciano Pavarotti and Hans Rosenthal – usually in search of perfect sound for the artist, but occasionally to retrieve a microphone they had accidentally dropped. Dierk Schmude is there when the artists rehearse and again later in the day when they perform on the CCH stage. He has been responsible for the sound in the Congress Center since the CCH first opened in 1973. Dierk knows the venue and its technical quirks like the back of his hand.

“The time has gone by very quickly. Boredom has never been a problem at any time in the past 39 years. I have always been much too involved in keeping up with the latest technical developments,” says Dierk, who is currently the longest-serving CCH employee. He recalls with some fondness the 1970s, when major movie and theater premieres were held at the CCH and television shows like “Spaß muss sein” or “Stars helfen Kindern” were broadcast live into German living rooms from the studios. “I have never experienced an artist being overbearing or arrogant. Quite the contrary: Whenever I work with them they are always very friendly,” he says. Even today, he still feels nervous whenever he has to deal with a new production – whether he





*Dierk Schmude*  
*Sound engineer*

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is organizing the event technology for a major sales or stockholders' conference lasting several days, or a ball, or a concert in one of the 23 rooms.

For decades now, colleagues, future event technology specialists and student trainees have all benefited from his immense experience; he is always prepared to lend an ear to new recruits to the profession. He has also passed on his expertise to his colleagues abroad. Dierk spent two months in Adelaide, Australia, in 2005 actively supporting technology transfer at the Convention Center there. "My colleagues were so fascinated by our event technology that they eventually adopted it," he says. Dierk also spent time passing on his knowledge during an educational vacation in Nicaragua in 1998. He made a major contribution to the rebuilding of the theater in Hamburg's twin city of León, which had been almost completely destroyed by the devastating Hurricane Mitch.

But it is Australia that has made the most lasting impression on Dierk. Whenever he starts talking about the continent, his eyes light up. He finds the beauty of the countryside, the carefree attitude and openness of the people so appealing that he can imagine emigrating "down under" with his wife one day. And "one day" could be quite soon, for Dierk Schmude's time at CCH is nearly over and in 2012 he will take a well-earned retirement. He admits to having very mixed feelings about his impending retirement, but given the many plans he has already made, he is unlikely to suffer from boredom. Taking it easy certainly seems an unlikely option in the coming years. An RV awaits in Australia, ready to be driven away. And there are the seals and lobsters on Helgoland, which he and his wife have sponsored...



# “Seavolution”

– HMC at the World Expos

Hamburg Messe und Congress continues its work of promoting German exports at Expo 2012 in the Korean city of Yeosu.



The German Pavilion at the 2012 Expo in the South Korean coastal city of Yeosu will have a maritime, modern, entertaining, interactive and cosmopolitan feel, and feature groundbreaking scientific and technological innovations.

One of the undeniable highlights of the German presence is a virtual trip to the bottom of the sea in a futuristically designed deep sea

diving craft. The surprises to be found during the journey include meeting some of the creatures who live at the bottom of the ocean.

Thanks to the spectacular 360-degree projection, those taking part in this unusual expedition feel that they are floating in a glass ball. The French writer Jules Verne, author of *20,000 Leagues Under the Sea*, would certainly have enjoyed such a trip. This will be the third successive time that Hamburg Messe und

Congress acts as an official contractor at a World Expo. Bernd Aufderheide, President and CEO of Hamburg Messe und Congress GmbH, says, "It is a great honor for us to be responsible for the German participation at another World Expo. We see this as validation for the work we have done in the past." ➔

In 2011, the Federal Ministry of Economics and Technology (BMWi) asked Hamburg Messe und Congress to **organize and manage the German Pavilion under the name “Seavolution”** from May 12 to August 12, 2012. The motto of Expo 2012: **“The Living Ocean and Coast – a Wealth of Resources and Sustainable Activities.”**



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The first time the HMC organized the German Pavilion was at Expo 2008 in Zaragoza, Spain. Ninety-four percent of guests rated their visit to the German Pavilion as “wonderful,” “excellent” or “very good.” The professionals also celebrated the German Expo presence by awarding it two prizes: one, from the official body responsible for overseeing the selection of World Expos, the Bureau International des Expositions, and the other a “special prize” from the Direkte Wirtschaftskommunikation e.V., the German professional organization representing communication service providers. The success of the “Hamburg House” at Expo 2010 in Shanghai was due in large part to the enthusiasm and professionalism of Hamburg Messe und Congress. The Hanseatic City built the first certified, ultra energy efficient Passivhaus in China. With a colorful exhibition and cultural program, Hamburg showed itself to be an innovative and important coastal city that offered a high quality of life. More than half a million guests visited the “Hamburg House.”

### Coast, Biotope and Treasure Chamber

The design concept for the interior of the German Pavilion at Expo 2012 came from the communication

agency facts + fiction and architects GTP. Taking inspiration from the motto of Expo, the pavilion is divided into three themes: Coast, Biotope and Treasure Chamber. Each area provides a showcase for the innovative technologies and solutions that can play a part in dealing with the challenges of protecting the world’s coasts and seas.

When they reach the waiting area in front of the pavilion, visitors are invited to take part in a quiz to test their knowledge about Germany. A short film is shown at the entrance to the pavilion.

The film introduces HafenCity Hamburg, Europe’s largest inner-city development project, the wonderful coasts of the North Sea and Baltic Sea, and the major German ports. Visitors then enter a dune landscape and a multimedia projection with wicker beach chairs. The projections and animations focus on life on the coast and in coastal waters. The topics of environmentally-friendly boats, power generation turbines and Tsunami early warning systems are also touched upon.

Visitors then pass through a light tunnel to reach the Biotope area. Here,

they can explore the earth's biggest ecosystem, the ocean biotope. The presentations include one on deep sea fishing and the associated dangers of overfishing. Then it is on to the relatively unexplored world of deep sea animals and plants, and the issue of garbage in the sea. The waste products of modern society, in the form of extremely durable plastic items, are considered to be particularly harmful when allowed to reach the world's oceans. In the exhibition, visitors follow the route taken by the plastic particles as they break up on their journey across thousands of kilometers of ocean. When they are eaten by muscles and worms, the tiny pieces return to the food chain – with dire consequences for the sea creatures and for people. Visitors can analyze the contents of three glass cylinders containing garbage from various sources and investigate where it was found.

After passing through another light tunnel, visitors arrive at the Treasure Chamber, which consists of two rooms. Here, the focus is on the sea's wealth of resources. A millions of years old manganese nodule from

the bottom of the Pacific symbolizes the tremendous reserves of natural resources awaiting exploitation in our oceans.

It is thought to be around five million years old. Life-size probes are on display, showing the methods that mankind is currently using to explore the marine world. Animations show visitors the future options for the environmentally responsible undersea mining of ore, methane hydrates and other resources.

#### **There is an attractive mix of adventure and information**

Dietmar Schmitz of the BMWi, commissioner general and senior representative of the German Pavilion, says, "The German Pavilion offers an attractive and well-balanced blend of adventure and information for both specialists and the general public." The German Pavilion, which includes a souvenir shop and a restaurant serving typical German dishes, occupies an area of around 1,700 square meters. The Expo organizers expect as many as eight million visitors to attend.



## SEAVOLUTION 바다의 친환경적 진화

German Pavilion Expo 2012 Yeosu

2012 여수세계박람회 독일관

1 Preparations for Expo 2012 in Yeosu, Korea, began in 2011

2 Having fun with Han-S, one of the "guides" at the German Pavilion.

3 Wind power – another important topic for the HMC

4 The German Pavilion offers a well-balanced blend of adventure and information.



# Social Media

– HMC across all channels

1 *The "Tutima" racing yacht on the crane in front of the exhibition halls*

2 *The HansePferd horse show appeals to large numbers of young women – also through social media*

Facebook, twitter, Xing, YouTube, LinkedIn & Co.: The number of people using online social networks is growing apace. What does that mean for HMC and its events? On which channels is it easier to reach customers? What is a fad and what is essential so as not to be left behind? Last but not least, how many social media do exhibitors and visitors need? Questions upon questions, because the World Wide Web has changed the way we live our lives. The way we communicate has changed. Social networks are playing an increasingly important role in helping companies around the globe reach their target audiences. Hamburg Messe und Congress is no exception: Its increasingly intensive use of social media as a further

element of the marketing mix enables it to rapidly disseminate up-to-the-minute information about events at its trade fairs.

It is estimated that in Germany alone 74 percent of all Internet users are now registered in at least one online social network. Around two-thirds of these use social networks regularly. Recommendations and information, for example, are often no longer taken from the Net but come directly from friends, acquaintances and other like-minded individuals. And even the use of media has changed: Videos, photos and texts are no longer simply consumed; feedback is provided online and they are discussed or modified by the users themselves. The variety of social networks enables companies to maintain even closer contact to the target groups in different ways. For example, a clip on HMC's YouTube channel shows how the 14 meter-long, 8.6 ton racing yacht "Tutima" is lifted on to the forecourt of the exhibition grounds by a large crane as an eye-catcher for the hanseboot ancora boat show. The setup of the HansePferd horse show is the subject of another clip, filling equestrian fans and visitors with anticipation about the show. The same effect is achieved by a raffle on Facebook with a prize of free tickets to the legendary HansePferd GalaShow. The HansePferd is also present on the twitter platform with countless tweets.







2

However, the huge interest among the specialist public in the SMM, the leading international trade fair of the ship-building industry, is mirrored not only on Facebook and YouTube but also on Xing, the social network for business and career. One user posted her very personal opinion of the fair on this site, writing, "Maritime automation is jumping on the green train," and sparking a public discussion on this topic.

Social media are more than just a trend. Interaction and discussions will be promoted through the social media activities. The content posted will include references to relevant papers and conferences, practical

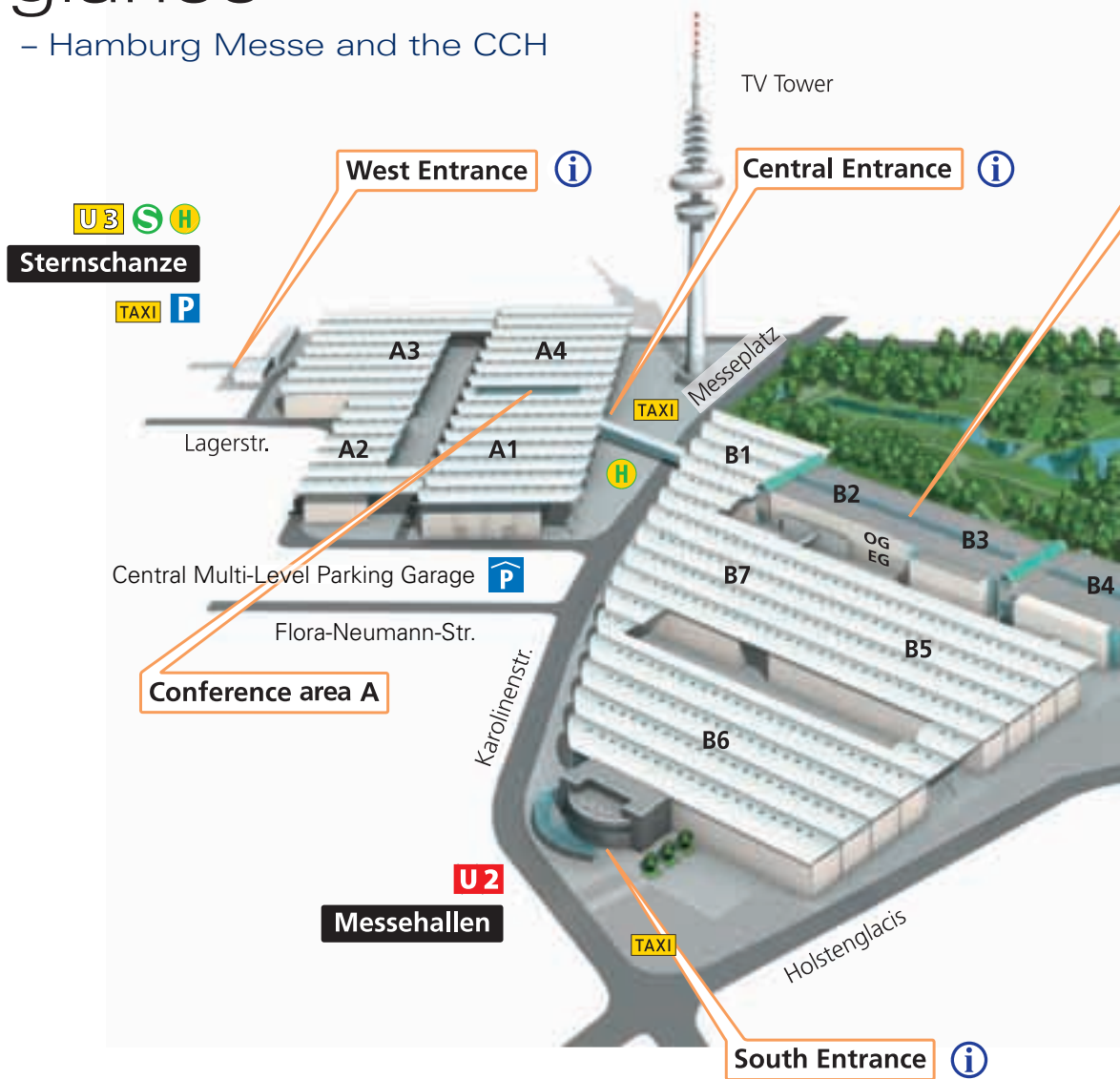
applications, project stories, award ceremonies, premieres and product presentations, among other things. Early bird discounts will also be announced and partners will be presented. These will mainly be targeted at exhibitors and visitors, but also at partners, associations and other interested parties. "Due to the variety of topics at our fairs, the forms in which they are presented in social networks vary considerably," says Bianca Gellert, social media expert at Hamburg Messe und Congress GmbH. "We decide for each individual event where and how the specific target audience can best be reached, naturally making a big distinction between trade fairs and consumer exhibitions."

The number of click rates, "likes," and "friends" that Hamburg Messe und Congress recorded in the social networks in 2011 provide an incentive to us to continue to expand our social media activities in the future.

"The next step now is to evaluate the experience we have gained so far and build on our presence in the social media," Bianca Gellert points out. She knows that blogging, tweeting, chatting and posting are not trends that will disappear overnight. There are too many success stories for this to happen.

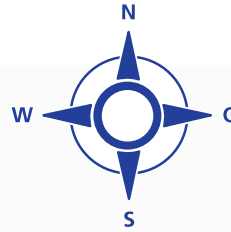
# At a glance

- Hamburg Messe and the CCH



## LOCATION MAP:

One of the ways in which Hamburg Messe and the CCH – Congress Center Hamburg captivate people is through their unique location at the heart of the city. Only the Planten un Blomen recreational park separates the eleven exhibition halls with their 87,000 square meters of exhibition space from the 23-room convention center. Shopping, restaurants, hotels, the city, the port, a broad range of cultural activities, the Reeperbahn and many sights are all within easy walking distance.



**Conference area B**

Park **Planten un Blomen**

**CCH – Congress Center Hamburg**

**DB S H**  
**Dammtor**

CCH Underground  
Parking Garage **P**



**East Entrance** **i**

**U1**  
**Stephansplatz**



Central Multi-Level Parking Garage,  
CCH Underground Parking Garage,  
Eastern Underground Parking Garage



DB/S Dammtor



S1 airport to central station  
At central station change to S21 or S31  
to 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



Stops at all entrances

# Annual financial statements 2011

## – of Hamburg Messe und Congress GmbH

### BALANCE SHEET/Assets

– of Hamburg Messe und Congress GmbH as to December 31, 2011

	2011	2010
<hr/>		
<i>All figures in EUR thousand</i>		
1. Fixed assets	89,783	96,095
2. Current assets	31,904	25,615
<b>Total ASSETS</b>	<b>121,687</b>	<b>121,710</b>

### BALANCE SHEET/Equity and liabilities

– of Hamburg Messe und Congress GmbH as to December 31, 2011

<hr/>		
<i>All figures in EUR thousand</i>		
1. Equity	11,679	11,679
2. Liabilities	110,008	110,031
<b>Total EQUITY AND LIABILITIES</b>	<b>121,687</b>	<b>121,710</b>

### INCOME STATEMENT

– of Hamburg Messe und Congress GmbH for the financial year from January 1 to December 31, 2011

<hr/>		
<i>All figures in EUR thousand</i>		
1. Total revenue	62,468	77,744
2. Personnel expenses	14,856	14,991
3. Other expenses	73,964	79,183
<b>4. Profit/loss before loss absorption</b>	<b>-26,352</b>	<b>-16,430</b>

RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for the unabridged annual financial statements and the management report on March 15, 2012.

# Management Report 2011

(short version)

## A. Business and economic environment

### 1. The German trade fair market

In the 2011 financial year, the German trade fair sector saw substantial improvements in the economic environment compared with the previous years. According to the preliminary results for 2011 published by the Association of the German Trade Fair Industry (AUMA), the country's 135 national trade fairs registered some 159,000 exhibitors, an increase of around 3 percent compared with prior-year events (2010: 1 percent). While foreign participation rose by an above-average 4 percent (2010: 2 percent), domestic participation recorded a comparatively low increase of 1 percent. According to AUMA, this shows the depleted potential for attracting new exhibitors in the German market. Most companies are already represented at all relevant trade fairs, it said. The amount of leased floor space (6.1 million square meters) rose by 2 percent for 2011 compared with prior-year events. The decline in the number of visitors in the last two years (2010: –1 percent; 2009: –8 percent) was partially compensated by an increase of 4 percent in 2011. Approximately 9.5 million visitors were registered in total.

According to AUMA's forecasts, around 182,000 exhibitors will attend the 160 national trade fairs in 2012, utilizing exhibition space of 6.8 million square meters. AUMA is also expecting a slight increase in the number of exhibitors and visitors of approximately 2 percent. According to AUMA, domestic participation is set to decrease marginally, while foreign participation will remain stable.

### 2. Foreign business

Foreign business for German trade fair organizers continued to recover following the economic crisis. As a consequence of this rebound, participation in foreign trade fairs rose by around 16 percent to 266 in 2011 (previous year: 231). The most important regions in the reporting year were Asia, where around 50 percent of the events were held, and the European non-EU countries – Russia in particular – followed by the Middle East and Latin America.

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

Although final figures for 2011 are not yet available, it is assumed that there will be a slight drop in the number of events and participant numbers in the national and international convention and conference business.

The larger variety of venues available is increasing competitive pressure. This is particularly apparent in the international association business (for example, medical traveling conventions) and in the corporate client business. Competitive pressure is also intensifying as a result of a specific policy of subsidizing individual national and international destinations.

In addition to the functions of convention centers, the infrastructure (transportation links, hotels, etc.) and the image of the cities holding the conventions and conferences play an important role in the decisions made by the event organizer. Hamburg ranks fifth among the most popular German metropolitan areas (according to the 2010/2011 Meeting & Event Barometer).

# Management Report 2011

(short version)

## B. Business trends: Hamburg Messe und Congress GmbH

Compared with 2009, Hamburg Messe und Congress GmbH (HMC) lifted its sales revenue by 9.3 percent to EUR 59.1 million. The Hamburg Messe division accounted for the largest portion of sales revenue in the amount of EUR 38.9 million (65.8 percent). Of this figure, EUR 8.7 million is attributable to the Services sales unit, while EUR 10.0 million is attributable to the Guest Events sales unit.

### 1. Hamburg Messe division

The encouraging trend in the German trade fair market is also reflected in some of the events that HMC itself organizes. For example, the INTERNORGA held in March 2011 posted record participation with 1,123 exhibitors from 27 countries and over 100,000 visitors, further cementing its position as the leading trade fair for the away-from-home market. Due to high demand from exhibitors, an additional lightweight hall was set up for the bakery and confectionery section for the first time. Full use of the exhibition space led to sales revenue growth of 3.8 percent compared with the prior-year event. The Seatrade Europe fair and, in particular, mineralien hamburg confirmed the uptrend with higher visitor numbers. In addition to around 16 percent growth in visitor numbers, mineralien hamburg also recorded 5 percent more exhibitors and 8 percent more floor space.

One new event hosted was goodgoods (an exhibition for sustainable consumption in Hamburg), which was held for the first time in May. Serving a broad range of industries interested in sustainable consumption – from health and nutrition to living and fashion to services – this fair was geared toward end consumers.

In May, HMC organized the hanseboot ancora boat show on its own for the first time in a move designed to strengthen the hanseboot brand. A record number of boats exhibited and an ambitious accompanying program sharpened the profile of the floating boat fair in Neustadt/Holstein.

The Guest Events division recorded encouraging growth in the reporting year. A total of 34 guest events were held on HMC's grounds, two more than in the previous year. The largest events were the European Photovoltaic Solar Energy Conference and Exhibition (PVSEC) and the FESPA Digital Europe.

In the 2011 financial year, 44 trade fairs and exhibitions were hosted (43 in 2009), of which ten were own events (nine held in the grounds and one in Neustadt/Holstein). At a total of 670,667, the number of visitors in 2011 was down 76,838 compared with 2009 (747,505). The gross area leased fell correspondingly by 102,366 square meters to 812,351 square meters (2009: 914,717 square meters).

# Management Report 2011

(short version)

## Foreign business division

Every year, HMC organizes numerous joint participations in trade fairs abroad, most of which are implemented on behalf of the Federal Ministry of Economics and Technology (BMWi). The main focus is on the maritime industry, the oil and natural gas industry as well as the hotel and culinary industry. In the reporting year, the BMWi commissioned HMC to organize and implement ten joint participations.

## 2. CCH division

There were 165 national and international conferences, conventions, exhibitions and presentations hosted at the CCH in the 2011 financial year (158 in 2010, 170 in 2009). Due to the strategy that has been pursued in the past three years of focusing on the acquisition of mid-sized (1,500 to 3,500 participants) and large (3,500 to 8,000 participants) events and referring events with fewer than 500 participants to the Hamburg Convention Bureau (HCB), the capacity utilization of the rooms and floor space has improved substantially compared with the previous year.

The continuous acquisition of mid-sized and large conventions over the last three years also pushed up visitor numbers in this segment. While 134,446 visitors were recorded in 2010, the number rose to 172,646 in 2011, an increase of 28.4 percent.

As in previous years, medical events as well as annual general meetings, member and company meetings accounted for the lion's share of the convention and conference business. Significant conferences in the medical field included the German Anesthesia Congress 2011 (5,000 participants), the 20th European Stroke Conference 2011 (2,500 participants), the 92nd German Radiology Conference 2011 (7,200 participants), and the 7th Congress of the European Federation of IASP (Pain Congress) (5,000 participants). In addition, the CCH hosted the Volkswagen AG annual general meeting (2,500 participants) and the ISC 2011 – International Supercomputing Conference (2,000 participants).

The number of cultural and social events fell by 13 to 105 compared with the previous year. Visitor numbers totaled 163,112 (2010: 187,093). The share of CCH's total revenue accounted for by these events was around 10 percent in the 2011 financial year.

# Management Report 2011

(short version)

## C. Economic situation

### 1. Development of revenue

At EUR 59.1 million (2010: EUR 76.1 million; 2009: EUR 54.1 million), HMC posted its highest revenue ever in an uneven year. Total revenue in 2011 was distributed as follows among the sales units: Hamburg Messe: EUR 20.2 million; CCH: EUR 9.2 million; Guest Events: EUR 10.0 million; Foreign Business: EUR 6.2 million; and Services: EUR 9.9 million. Revenue from the Property unit was EUR 3.6 million.

### 2. Profit/loss for the year

HMC posted a loss of approximately EUR 26.4 million for the 2011 financial year before loss absorption by HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH (HGV) (2010: EUR 16.4 million; 2009: EUR 28.9 million). The improvement in earnings compared with the 2009 reference year was primarily due to the increase in gross profit.

### 3. Employees

As of the close of 2011, HMC had 290 employees (previous year: 280); of these, 256 had unlimited contracts while 34 had limited contracts (previous year: 246 unlimited and 34 limited). Expressed in FTE's, HMC had 242.5 employees as of the close of the year (previous year: 243). HMC also made 23 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 stayed unchanged at EUR 121.7 million, as a result of which the equity ratio remained constant at 9.6 percent.

### 5. Cash flows

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



# Management Report 2011

(short version)

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

### 1. Outlook

More trade fairs are scheduled to take place in 2012, which will substantially improve the profit/loss for the year. In particular, record revenue is anticipated for the large trade fairs INTERNORGA and SMM (Shipbuilding, Machinery & Marine Technology International Trade Fair Hamburg), which is held every two years. This revenue is expected to be lifted further in subsequent years. GET Nord is also expected to stimulate growth in 2012 and beyond.

In addition to the further development of HMC's own events, the implementation of a fair dedicated to wind energy, which will take place in 2014 for the first time, will generate further growth.

### 2. Earnings

HMC expects revenue of EUR 94.8 million for the 2012 financial year. After adjusting for the extraordinary item of EUR 14.5 million relating to the organization and implementation of the German Pavilion at Expo 2012, a 5.5 percent increase in revenue is expected compared with 2010.

We expect to post a net loss for the current year, given the 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 report

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.

In terms of its future development, at this time HMC is unaware of any risks that might jeopardize the company as a going concern. No events of special importance that would have resulted in a material change in the presentation of the company's assets, liabilities, cash flows and earnings occurred after the close of the financial year.

Hamburg, March 13, 2012

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, 2012:

“Hamburg Messe und Congress GmbH complied with all the regulations of the Hamburg Corporate Governance Code (HCGC) for which the Management and Supervisory Board were responsible during the 2011 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 were responsible during the 2011 financial year.”

# Supervisory Board 2011

The Supervisory Board of HMC was comprised of the following members in the 2011 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 Marketing GmbH and Hamburg Tourismus GmbH

**Sebastian Heinemann:** Self-employed consultant, SH Consultants (until November 15, 2011)

**Anja Holinsky:** Project Manager, Hamburg Messe und Congress GmbH

**Kai Hollmann:** Managing Director, Gastwerk Hotel Hamburg Verwaltungsgesellschaft mbH (since November 15, 2011)

**Dr. Rainer Klemmt-Nissen:** Managing Director, HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH

**Martin Köppen:** Director of the Office for Economic Development, Foreign Trade and Agriculture, Authority for Economics, Transportation and Innovation, Free and Hanseatic City of Hamburg (since 29 March 2011)

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

**Katja Löwe:** Sales Specialist, Hamburg Messe und Congress GmbH

**Loretta Marsh:** Chairperson of the Works Council, Hamburg Messe und Congress GmbH

**Prof. Dr. Hans-Jörg Schmidt-Trenz:** Chief Executive, Hamburg Chamber of Commerce

**Thomas Schuster:** Director of the Office for Real Estate Management, Finance Authority, Free and Hanseatic City of Hamburg

**Peter Wenzel:** Councillor of State, Authority for Economics, Transportation and Innovation (until 29 March 2011)

# 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 2011 financial year while its committees met nine times. The Human Resources Committee met three times, the Construction Committee four times and the Finance Committee twice. One resolution by the Supervisory Board and four resolutions by the Human Resources Committee were also passed as part of a written process during the 2011 financial year.

On June 1 and August 11, 2011, respectively, 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 ("Susat") has been merged into RöverBrönner GmbH & Co. KG in the meantime. The company now does business under the name RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft ("RBS").

RBS 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 January 1 to December 31, 2011.

RBS issued auditor's reports. The audit has not led to any reservations. In the opinion of RBS, 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 RBS in detail at its meeting on May 22, 2012, as did the Supervisory Board at its meeting on June 18, 2012. 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 at December 31, 2011.

Mr. Martin Köppen and Mr. Kai Hollmann were newly appointed to the Supervisory Board during the financial year just ended. Mr. Peter Wenzel and Mr. Sebastian Heinemann left the Supervisory Board during the 2011 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, June 2012

Johann C. Lindenberg  
Chairman of the Supervisory Board

# What happened after December 31, 2011

> April 19, 2012

## Volkswagen AG

Volkswagen AG held its 20th annual general meeting at the Congress Center Hamburg.

> May 3/4, 2012

## German Senior Citizens Day

Two of Germany's highest-ranking officials, President Joachim Gauck and Chancellor Angela Merkel, visited the 10th German Senior Citizens Day in the CCH on two consecutive days.

> May 12, 2012

## World Expo

Expo 2012 kicked off in Yeosu, Korea. The German Pavilion was manned by HMC staff. Following the German Pavilion at the Expo 2008 in Zaragoza, Spain, and the Hamburg House at the Expo 2010 in Shanghai, this was the third World Expo in a row for Hamburg Messe und Congress.



> May 12, 2012

## HAFENGEBURTSTAG HAMBURG



An unparalleled experience: At the launching of the AIDamar during the 823rd Hamburg Harbor Birthday Festival, its three sister ships expressed their congratulations with a show on the Elbe River.

The AIDamar was christened in the presence of the AIDAbu, AIDA luna and AIDA sol. 1.4 million people attended the three-day celebrations.



## Publisher

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

## Editors

Karsten Broockmann/Birgit Czernotzky/  
Kirsten Köther/Sabrina Neumann/Chan Sidki-Lindus

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## Hamburg Messe und Congress GmbH

### **Hamburg Messe**

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