

GERMAN TRADE FAIRS START AGAIN IN SEPTEMBER



- 84 exhibitions still planned until the end of the year

After a shutdown of almost six months due to the Corona pandemic, major exhibitions for trade visitors and the general public will be held again in Germany from September onwards, often in modified formats and sometimes with digital supplements.



Hannover Messe

“Many exhibitors and visitors are waiting for trade fairs to restart, because they will once again stimulate demand through the presentation of innovations and personal trust-building communication,” explains Jörn Holtmeier, Managing Director of AUMA – Association of the German Trade Fair Industry, the importance of the restart for the German economy.



“Through their participation exhibitors and visitors show that they expect high benefits from trade fairs even under altered conditions. In addition to business success, side-effects for companies such as image building are included, for example through showing innovative force, or being present in trade media or by direct exchange of experience within the industry.”

Caravan Salon is the largest exhibition to kick off

Twelve exhibitions are planned in September alone, including several international events, from the CARAVAN SALON in Dusseldorf as the largest show to restart, the compact version of the IFA Berlin right in the first week of September to the INTERBOOT in Friedrichshafen at the end of the month.



Messe Dusseldorf's President & CEO Wolfram N. Diener, is looking forward to the restart of trade fair operations in Germany: "We want to signalise: Trade fairs can work in corona times, too. In close cooperation with authorities, partners and customers, we have realised the CARAVAN SALON 2020 under high hygiene and safety standards. The result: Around 350 exhibitors in eleven exhibition halls are presenting the entire spectrum of mobile travel."

Exhibitions are not major events

The trade fair industry is not affected by the extension of the ban on major events in Germany by the Prime Minister's Conference on 27 August 2020. Trade fairs have already been considered separately since 6 May 2020. Accordingly, a total of 84 exhibitions listed by AUMA, are currently planned for the months of September to December, 47 of them with international or national relevance and 37 with regional relevance. Dates for trade fairs, taking place in the near future are listed by AUMA at www.auma.de/Exhibition-Data.

Comprehensive concepts for health protection, which are approved by the responsible health authorities, are the basis for the industry meetings. "The trade fair organizers are doing everything possible to create safe and promising conditions for exhibitors and visitors. Size and quality of the exhibition grounds offer very good conditions for implementing hygiene and distance regulations", says AUMA Managing Director Jörn Holtmeier.

AUMA has listed the key points of the protective measures as well as the safety concepts for all exhibition sites in Germany on its website at <https://www.auma.de/en/exhibit/legal-matters/hygiene-and-distance-concepts-at-trade-fairs-in-Germany>.



AUMA Chairman Philip Harting: "Those who focus on trade fairs can gain market shares"

"The principle is: Whoever dares wins. Anyone who bets on trade fairs in the coming months will have an earlier chance than others to receive a direct, unfiltered response to innovations, because at trade fairs customers can check and test the product. Once the customer is convinced of the quality, he simply decides faster.

Winning new customers in particular is extremely difficult with the help of digital formats. Many companies have experienced this in recent weeks and months. Along the way an exhibitor also gets valuable advice for the enhancement of his products". And, according to Harting, those who exhibit at trade shows find suitable cooperation partners faster, both professionally and personally, to help them weather the crisis better. Last but not least, he says, one can initiate urgently needed business deals, perhaps not as extensive as usual, but small orders often enough turn into large ones in the medium term.

Trade fairs offer just as great a benefit to visitors in the current situation. The AUMA Chairman: "Trade fair visitors can personally negotiate with potential new suppliers at an early stage, experience technology and design innovations earlier than others. And they may find suggestions on how retailer can inspire hesitant consumers".

*Source:
AUMA Association of the German Trade Fair Industry*