



**Association of the German
Trade Fair Industry**
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www.auma.de



Serving the Trade Fair Industry

Leading association of the German trade fair industry

As the central organisation of the German trade fair industry, AUMA is the combination of all those forces which are partners shaping the trade fair market, in other words, exhibitors, visitors, trade fair organisers and service companies. It was already founded in 1907.

In the service of its members it devotes all its energies to ensure that

- trade fairs are leading marketing instrument for the exhibiting and visiting sectors of business,
- Germany with its international events maintains its leading position worldwide,
- trade fairs conducted by German organisers abroad play a leading role.

The central task of AUMA is therefore to reinforce the German trade fairs at home and abroad. To this end, AUMA promotes the quality of German trade fairs through the creation of market transparency, through the support of cooperation between the market partners, through the exchange of information and experience between its members and through joint projects with the members.

AUMA supports the market activities, in particular, of small and medium-sized German companies via their participation at trade fairs in Germany and abroad.

Externally, as the central organisation of the industry, AUMA combines the forces and represents the interests of the exhibiting, visiting and organising trade fair industry as well as the trade fair service providers on a national and international level.

Internally, AUMA plays an active role in balancing the interests of these different business circles.

AUMA

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Membership spectrum

In line with that range of tasks, the 79 current members of AUMA include the German trade fair and exhibition organisers, leading associations of the manufacturing industry, retail trade, wholesale and foreign trade, crafts and agriculture as well as the Association of German Chambers of Industry and Commerce.

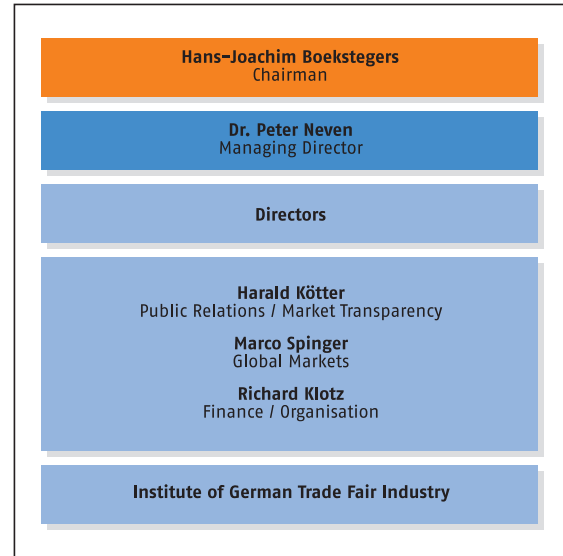
In addition, all the important industrial trade associations interested in trade fairs are organised in AUMA. Its members also include the companies organising foreign trade fair participations, as well as the organisers' associations GDG (Association of Major German Exhibition Organisers), IDFA (Pool of German Trade Fair Organisations and Exhibition Cities) and FAMA (Special Association of Fairs and Exhibitions).

Other members of AUMA are service provider organisations, headed by the FAMAB as the lobby group for stand construction companies, designer and event agencies and the association of trade fair forwarders. In line with the intense interdependence of the trade fair and convention business, the EVVC (European Association of Event Centres) is also a member.

Organisation

The General Meeting, Executive Board and Management constitute the bodies of AUMA. The Executive Board consists of a maximum of 22 representatives of the exhibiting and visiting industries as well as the trade fair companies.

The Chairman and the Second Deputy Chairman must be from the exhibiting industry, the First Deputy Chairman from a trade fair company.



A large number of working groups promote the exchange of experience among members, make recommendations and prepare resolutions for other bodies. As examples we might mention the AUMA Press and Marketing Groups, the IT Working Group, the Working Groups for Trade Fair Transparency and Law / Administration and the Working Group for Foreign Trade Fair Participations at AUMA.

The six core business segments

1 | Lobbying

Lobbying ■ As a lobby organisation AUMA defends the interests of the trade fair industry vis-à-vis the legislative and executive branches at the federal and state levels. This involves the promotion of sales and exports as well as, for example, industrial, sustainability, construction and tax law issues.

But AUMA also has the task of maintaining the position of the German fair business vis-à-vis the EU Commission and in the international sphere. In addition, it supports joint lobby work on specific issues by the fair and convention business.

Contacts with foreign and international trade fair organisations ■ AUMA maintains intensive contacts with foreign and international organisations of the trade fair industry. For example, AUMA is a member of the world trade fair association UFI. Intensive contacts are also maintained by AUMA with the International Association of Exhibitions and Events (IAEE) in the USA, with the organisations of the principal trade fair countries in Western, Central and Eastern Europe and with trade fair organisations in Asia and Latin America.

Collaboration with other organisations ■ AUMA also performs its function at the national level by collaborating with the trade fair departments of the umbrella and trade organisations of German business and the conferences of organisers' associations such as the IDFA and the FAMA. AUMA is also a permanent guest at meetings of the State and Federal Committee on Trade Fairs and Exhibitions. The officials responsible for trade fair matters at the Federal Ministry of Economics and Technology and the state ministries of economics belong to that committee.

2 | Information and advisory services for trade fair customers in Germany and abroad

AUMA provides information on the dates, offerings, and numbers of exhibitors and visitors at trade fairs and exhibitions in Germany and abroad in order to facilitate decision making about participation or attendance for prospective exhibitors and visitors from all parts of the world. To enhance trade fair transparency, AUMA compiles and publishes in its world wide four-language Internet data-





base ► www.auma.de extensive data on more than 5,000 events in Germany and abroad as well as on individual countries and trade fair venues.

Apart from that AUMA publishes a core supply of trade fair data in its print media, the German language AUMA_Messe-Guide Deutschland and the booklet »German Trade Fair Quality Abroad« including foreign trade fairs organised by German companies. To supplement this AUMA publishes specialised brochures on the preparations for and participation in trade fairs in Germany and abroad as well as an interactive CD-ROM »Ready for trade fairs« to help small and medium-sized enterprises in particular with their trade fair commitments.

Management of the FKM ■ The management of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) is in the hands of AUMA. The FKM has established uniform rules for identifying and publishing exhibitor, space and visitor figures and for carrying out visitor profile analysis. Observance of the rules is monitored by a certified public accountant. In this way AUMA helps make comparable and reliable data available, thus making trade fair planning easier for exhibitors and visitors.

Creation of market transparency ■ AUMA helps to harmonize the interests of exhibitors, visitors and organisers with regard to the designation, nomenclature, site, date, duration and frequency of trade fairs and exhibitions. This is meant to prevent inefficient overlapping of substantial proportions. In its media AUMA classifies German events into the categories »national/international«, »special« and »regional« providing for a basic orientation in the trade fair market.

3 | Co-ordination of the foreign trade fair activities of German business

AUMA coordinates the interests of German business during the selection of foreign trade fair participations of the Federal Ministry of Economics and Technology (BMWi) and supports the BMWi and the Federal Ministry of Food, Agriculture and Consumer Protection in the implementation of their respective foreign trade fair programs. Within the context of these programs, financial support is given by the federal government to mostly small and medium-sized companies in their attempts at opening up difficult foreign markets joint participations through at foreign events and for independent presentations of German industry abroad. AUMA acts jointly with the relevant federal ministries as organiser of such participations and presentations.

The interests of industry and politics in this field are co-ordinated in the Working Group for Foreign Trade Fair Participations within AUMA, in which representatives of export-oriented associations meet regularly with representatives of the ministries.



In addition, the foreign trade fair activities of the federal states are co-ordinated in a special body with the participation of AUMA.

Another focal point of AUMA's work is the intensive support for foreign trade fairs of its members through marketing measures, the publication »German Trade Fair Quality Abroad« (GTQ) and corresponding quality labels in the Internet presence.

4 | Umbrella marketing

International marketing for trade fairs in Germany ■ Providing information for prospective foreign customers is a particularly important task of AUMA. The association publishes brochures in up to ten language versions with a total print run of about 150,000 copies under the headline »Messen made in Germany«; it organises and supports seminars and presentations for opinion leaders abroad, especially in the eastern part of Europe and in non-European countries. A poster and advertisement series provides information worldwide about the specific qualities of German trade fairs and trade fair organisers. AUMA thus supports the international marketing of the German organisers and helps enhance the international character of German trade fairs for the benefit of exhibitors and visitors.

Pro-trade fair marketing ■ In order to stress the continuing good price-performance ratio of trade fair participation, AUMA provides the German companies with extensive arguments to help them decide on participation. These include the »Trade Fair Benefits Check«, a trade fair success schedule for calculating the costs and benefits of participation which includes detailed information about what spectrum of targets can be achieved with the help of trade fairs – from the preparation of sales deals to staff motivation.





Furthermore, AUMA regularly promotes trade fairs in print and online media, especially to support its members in gaining new exhibitors and visitors.

5 | Institute of the German Trade Fair Industry

With the Institute of the German Trade Fair Industry, AUMA provides a platform for knowledge-transfer and a competence network for the sector. The institute regards trade fair research, trade fair education and further training and consulting as well as practice-oriented exchange of knowledge as its main tasks.

Trade fair research ■ In the interest of the entire trade fair industry, AUMA commissions research and conducts its own studies and evaluations. These include the annual »AUMA_MesseTrend« analysis of the future participation behaviour of the exhibiting industry, but also topics like the importance of trade fairs for German exports, the behaviour of decision-makers, the registration of visitors at trade fairs, trade fair costs, functions and potential of trade fairs and the relevance of fairs in the communication mix.

Education and further training ■ A further task lies in the development of job descriptions in the trade fair and events industry. AUMA played a leading role in the development of the training occupation »event manager« and annually trains the vocational school teachers in this area. Building on this foundation, AUMA has played a leading role in the rearrangement of the training qualification of the Bachelor Professional in Event-Management.

In addition, the Institute of the German Trade Fair Industry supports universities and educational and further training institutions with special involvement in the trade fair industry in the form of guest lectures and through the provision of information material.

The Seminar Alliance of German Trade Fairs within AUMA helps exhibitors to prepare for a fair. As patron, AUMA also supports the annual expobusiness congress – information by exhibitors for exhibitors.

German Trade Fair Library ■ The German Trade Fair Library of AUMA contains a stock of 7,300 media: scientific papers, magazine articles, reference books, trade fair catalogues and antique publications. The library is available for research to students, doctoral candidates and professionals interested in the areas of the trade fair, congress and event industry. All interested parties can also investigate online in the library's stocks. The newsletter of the AUMA Institute has the latest information on education and research.

6 | PR und Events

AUMA maintains intensive contacts with the daily and specialised press interested in trade fairs. AUMA_Compact, an information service appearing twice a month, informs members and the general public about the situation in the trade fair industry, upcoming events and the work of AUMA. A general overview of trade fair activities of the German industry and the work of AUMA is contained in the annual AUMA review »The German Trade Fair Industry«.

As the leading organisation of the trade fair industry, AUMA annually conducts the AUMA_MesseTreff in Berlin, the top event for the entire industry and a communication platform for the trade fair industry, politics and media. Additionally, AUMA organises expert panels with varying topics for special target groups.





Overview of the Trade Fair Industry

Germany is the world's number 1 for international trade fairs. Nearly two thirds of the world's leading trade fairs for specific industrial sectors take place in Germany.

About 150 international trade fairs and exhibitions with 160,000 - 180,000 exhibitors and 9 - 10 million visitors are held every year. One main asset of the German trade fairs is their international character: More than half the exhibitors come from abroad, and one third of these companies are from non-European countries. Approximately a quarter of the visitors arrive from abroad, and of those about 20% are from overseas.

Additionally there is a dense network of regional trade and consumer exhibitions that are an important supplement to the international trade fairs. About 50,000 exhibitors and 6 - 7 million visitors come together at these events annually.

For the organisation of international and national trade fairs and exhibitions 22 German exhibition venues with a total of around 2.75 million square meters of hall space are available. Ten venues offer more than 100,000 square meters, five have more than 50,000 at their disposal. The other seven have a capacity of up to 50,000 square meters. Four of the six largest exhibition centres in the world are in Germany.

For German companies, trade fairs are among the most important instruments of communication. All in all, exhibitors and visitors spend about 12 billion Euro a year on their trade fair commitment in Germany. Trade fairs boost annual economic output by 23,5 billion Euro. Around 226,000 jobs are being secured by holding trade fairs.

German trade fair organisers have a yearly turnover of around 3 billion Euro. Five of the ten trade fair companies with the biggest turnover in the world have their headquarters in Germany. This puts the German trade fair industry among the leading service sectors not only in Germany but internationally. German business uses not only domestic trade fairs but to a substantial extent foreign trade fairs as well for its export marketing. At the fairs with official German participation alone more than 6,000 exhibitors are present every year.

More than 200 export platforms a year supported by the German federal government are organised by special companies that carry out international fair participations and that have known the industry sectors and the countries for many years.

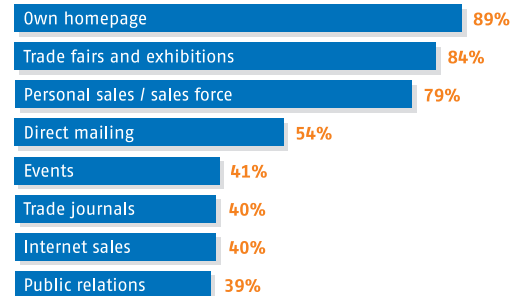
The trade fair organisers represented by AUMA also hold about 250 trade fairs a year in important foreign growth regions – especially in Asia, North and South America and Eastern Europe, and this also

AUMA_MesseTrend 2011



Trade fairs in the communication mix

In b-to-b communication ...% of the German exhibiting companies* regard as very important or important:



* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented fairs; October 2010

benefits German business, which needs competent partners for its trade fair commitment particularly in difficult foreign markets.

German exhibitors make substantial use of trade fairs as a marketing instrument, compared with other media, and particularly so in the B2B sector. The share of spending on trade fairs amounts to over 40% of the overall communications budget.

The significance of trade fairs among various promotional means employed by German exhibitors is extremely high. 84% regard trade fairs as important or very important in their business-to-business communications. This is followed by sales force activities at 79%, followed by direct mailshots and events.

More information on the trade fair industry:

Print and online

- ▶ German Trade Fair Industry / AUMA_Review
- ▶ AUMA_MesseTrend 2011

Online

- ▶ www.auma.de





Members

Industry and trade organisations

A

Association of German Chambers of Industry and Commerce (DIHK) · Berlin ▶ www.dihk.de

Association of German Dental Manufacturers (VDDI) · Cologne ▶ www.vddi.de

Association of German Tool Manufacturers (FWI) Remscheid ▶ www.werkzeug.org

Association of International Motor Vehicle Manufacturers (VDIK) · Bad Homburg ▶ www.vdik.de

Association of Steel and Metal-Processing Industry (WSM) · Düsseldorf ▶ www.wsm-net.de

C

Caravaning Informations GmbH (CIG) Frankfurt/M. ▶ www.civd.de

Central Committee for German Agriculture (ZDL) Berlin ▶ www.bauernverband.de

Confederation of the German Textile and Fashion Industry, Berlin ▶ www.textil-mode.de

D

Didacta-Verband-Education Commerce Lobby Darmstadt ▶ www.didacta-verband.de

DEHOGA German Hotel and Catering Association Berlin ▶ www.dehoga.de

E

EVVC – European Association of Event Centres Bad Homburg ▶ www.evvc.org

F

Federal Association of German Galleries and Editions (BVDG) · Cologne ▶ www.bvdg.de

Federation of the German Food and Drink Industries (BVE) · Berlin ▶ www.bve-online.de

Federation of German Industries (BDI) · Berlin ▶ www.bdi-online.de

Federation of German Heating Industry (BDH) Cologne ▶ www.bdh-koeln.de

Federation of German Wholesale, Foreign Trade and Services (BGA) · Berlin ▶ www.bga.de

Federation of the Manufacturers of High-grade Consumer Goods (IVSH) · Solingen ▶ www.ivsh.de

G

GATE – German Airport Technology & Equipment Taunusstein ▶ www.gate-alliance.com

General Association of the German Locks and Fitting Industry (FVSB) · Velbert ▶ www.fvsb.de

German Aerospace Industries Association (BDLI) Berlin ▶ www.bdli.de

German Association for Information Technology, Telecommunications and New Media (BITKOM) Berlin ▶ www.bitkom.org

German Association for Water, Wastewater and Waste (DWA) · Hennef ▶ www.dwa.de



German Association of Direct Business Communications (FAMAB) · Rheda-Wiedenbrück
▶ www.famab.de

German Boat and Shipbuilders Association (DBSV) Hamburg ▶ www.dbsv.de

German Chemical Industry Association (VCI) Frankfurt/M. ▶ www.vci.de

German Confederation of Skilled Crafts (ZDH) Berlin ▶ www.zdh.de

German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW) · Frankfurt/M.
▶ www.ikw.org

German Industry Association for coin-operated Amusement and Vending Machines (VDAI) · Berlin
▶ www.vdai.de

German Electrical and Electronic Manufacturers Association (ZVEI) · Frankfurt/M. · www.zvei.de

German Federation of the Wood and Plastics Processing Industries (HDH) · Bad Honnef
▶ www.hdh-ev.de

German Machine Tool Builders' Association (VDW) Frankfurt/M. ▶ www.vdw.de

German Machinery and Plant Manufactures Association – VDMA · Frankfurt/M.
▶ www.vdma.org

German Retail Federation (HDE) · Berlin
▶ www.einzelhandel.de

German Shipbuilding and Ocean Industries Association (VSM) · Hamburg ▶ www.vsm.de

German Sweets e.V. · Bonn ▶ www.germansweets.de

German Winegrowers' Association (DWV) · Bonn
▶ www.dwv-online.de

I

IELA International Exhibition Logistics Associates – German Chapter · Kelsterbach ▶ www.iela.org

N

National Association of German Commercial Agencies and Distribution (CDH) · Berlin
▶ www.cdh.de

S

SPECTARIS – German Industry Association for Optical, Medical and Mechatronical Technologies Berlin ▶ www.spectaris.de

Steel Information Centre · Düsseldorf
▶ www.stahl-info.de

Trade fair organisers / companies organising participations abroad

A

asfc atelier scherer fair consulting GmbH · Fuerth
▶ www.asfc.de

B

Balland Messe-Service GmbH · Cologne
▶ www.balland-messe.de

D

DEGA – Expoteam GmbH & Co. Ausstellungs-KG Obersöcherling ▶ www.dega-expoteam.de

Deutsche Messe AG · Hanover ▶ www.messe.de



E

expotec gmbh · Berlin ▶ www.expotecgmbh.de

F

FAMA Special Association for Fairs and Exhibitions
Erfurt ▶ www.fama.de

Frankfurt Book Fair · Frankfurt/M.
▶ www.buchmesse.de

G

GDG – Association of Major German Exhibition
Organisers · Hanover

GHM Gesellschaft für Handwerksmessen mbH
Munich ▶ www.ghm.de

H

Hamburg Messe und Congress GmbH · Hamburg
▶ www.hamburg-messe.de

Hannover-Messe International GmbH · Hanover
▶ www.messe.de

I

IDFA – Pool of German Trade Fair Organisations
and Exhibition Cities · Essen ▶ www.idfa.de

IEC – Inter Expo Consult GmbH · Berlin
▶ www.iecberlin.de

IFWexpo GmbH · Heidelberg ▶ www.ifw-expo.com

IGEDO Company GmbH & Co. KG
Düsseldorf ▶ www.igedo.com

IMAG – International Exhibition and Fair Service Ltd.
Munich ▶ www.imag.de

K

Karlsruher Messe- und Kongress-GmbH · Karlsruhe
▶ www.kmkg.de

Koelnmesse GmbH · Cologne ▶ www.koelnmesse.de

Koelnmesse International GmbH · Cologne
▶ www.koelnmesse.de

L

Landesmesse Stuttgart GmbH · Stuttgart
▶ www.messe-stuttgart.de

Leipziger Messe GmbH · Leipzig
▶ www.leipziger-messe.de

M

Mack-Brooks Exhibitions Ltd. · St Albans Herts (UK)
▶ www.mackbrooks.co.uk

MCO Marketing-Communication-Organisation
Düsseldorf ▶ www.mco-online.com

MESAGO Messe Frankfurt GmbH · Stuttgart
▶ www.mesago.de

Messe Berlin GmbH · Berlin ▶ www.messe-berlin.de

Messe Duesseldorf GmbH · Duesseldorf
▶ www.messe-duesseldorf.de

Messe Essen International Trade Fair Center
Essen ▶ www.messe-essen.de

Messe Frankfurt GmbH · Frankfurt/M.
▶ www.messefrankfurt.com

Messe Friedrichshafen GmbH · Friedrichshafen
▶ www.messe-fn.de

Messe Offenbach GmbH · Offenbach
▶ www.messe-offenbach.de

Messe Westfalenhallen Dortmund GmbH
Dortmund ► www.westfalenhallen.de

Messe Muenchen GmbH · Munich
► www.messe-muenchen.de

N

NuernbergMesse GmbH · Nuremberg
► www.nuernbergmesse.de

R

Reed Exhibitions (Germany) GmbH · Duesseldorf
► www.reedexpo.de

S

Saarmesse GmbH – Saarbruecken International
Exhibition Center · Saarbruecken
► www.saarmesse.de

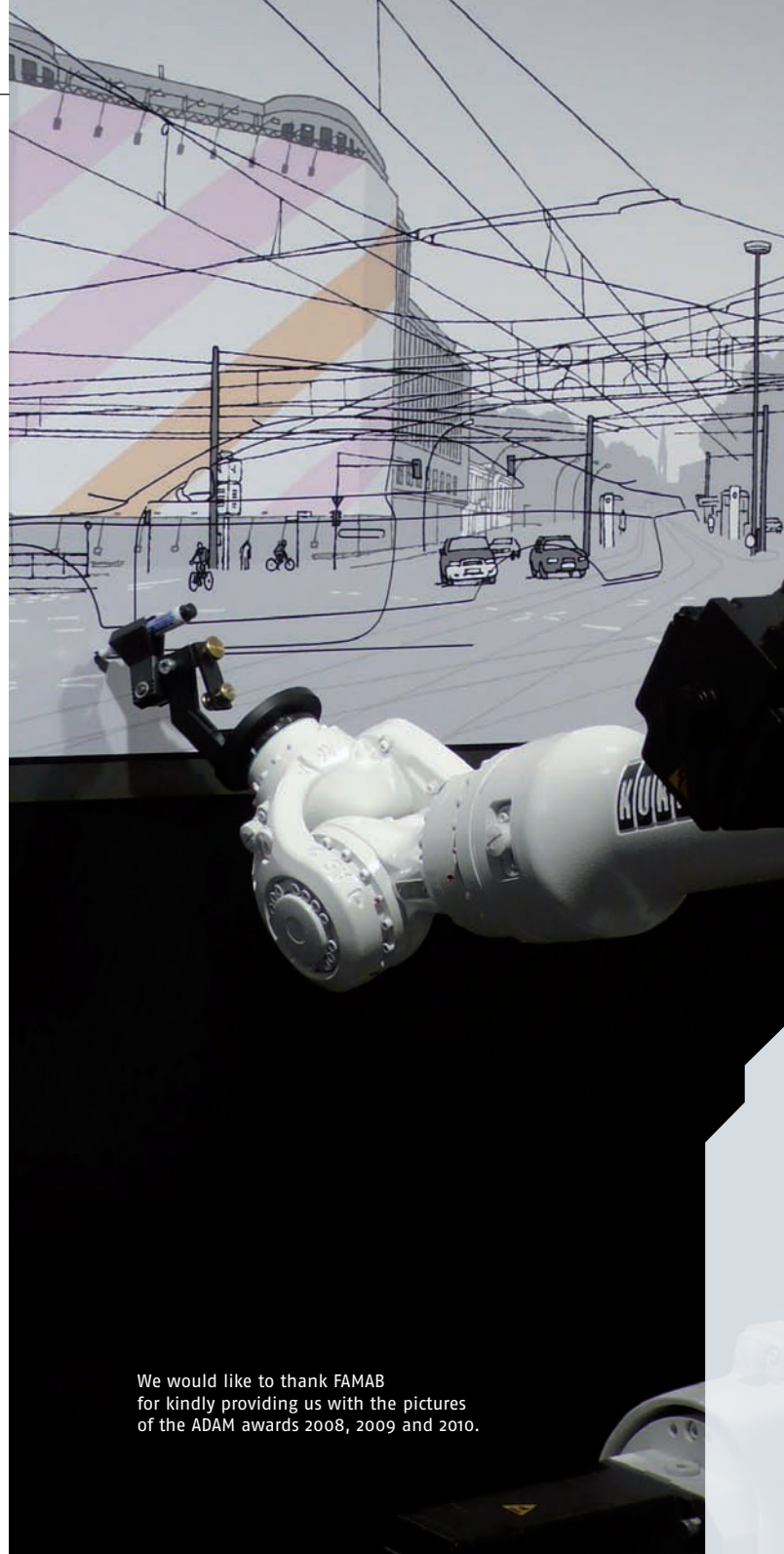
Spielwarenmesse – International Toy Fair
Nuremberg ► www.spielwarenmesse.de

T

the fair agency gmbh · Munich
► www.the-fair-agency.com

W

WFB Wirtschaftsförderung Bremen GmbH
Bremen ► www.messe-bremen.de



We would like to thank FAMAB
for kindly providing us with the pictures
of the ADAM awards 2008, 2009 and 2010.