

German trade fairs abroad: At home on the world's markets

German trade fair organisers offer their event and sector-related expertise not only in their home country but also around the world. Their event strategies are based on those of established international trade fairs in Germany. This enables you as an exhibitor to enter markets far from home, with the assurance of German quality standards under the label GTQ-German Trade Fair Quality Abroad.



Scan the QR code and find out more.

German Pavilion: Meet German companies at trade fairs worldwide

"German Pavilion" is the name given to the official joint booth of German companies at trade fairs worldwide as part of the federal foreign trade fair program. As an exhibitor, German companies present their products and services under the "Made in Germany" brand.



Scan the QR code and find out more.

On the internet portal german-pavilion.com you will find an overview of the German participations in international trade fairs. Each of the trade fair participations listed here has its own website. Here you will find detailed information on the participating German companies and the products on display in English and in the respective national language.



Scan the QR code and find out more.

Your sources of information

If you are well-prepared for an exhibition, you are halfway to success. We can give you reliable data and tips on taking part in exhibitions in Germany.

AUMA

AUMA is a reliable partner for you when you first get started in the German exhibition market. The Association of the German Trade Fair Industry brings together the four groups that make up the exhibitions market: organisers, exhibitors, visitors and service companies.

Branches abroad

German exhibition organisers have more than 440 branches abroad. The foreign branches of German exhibition organisers can provide points of contact for face-to-face meetings in your country and in over 80 other countries. There you can obtain detailed information about the facilities and visitor structure of specific exhibitions. You can find out about the terms and conditions for exhibiting, and the costs, and learn about the city hosting the exhibition and the choice of hotels.

Basic information about German exhibitions and German business is available from the German Chambers of Commerce Abroad in your country: ahk.de. The Chambers of Commerce can also tell you about the situation regarding your sector of industry in Germany and about German foreign trade relationships. They can help you, for example, when it comes to customs procedures and statutory regulations.

You can get information about AUMA and its services at any time, wherever you are, from auma.de, our address on the Internet.



AUMA

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We call it trade fair.
Our exhibitors say:

#WORLDSTAGE

Space for ideas. Place for business.
Where the world experiences success:
auma.de/ExhibitionSuccess



Some impressive facts: two-thirds of all the world's leading exhibitions take place in Germany

- **Perfect location**
 - in the heart of the inner-European market
 - directly accessible also from America, Asia and Africa
- **Exceptionally international**
 - participants from all continents
 - more than 60 % foreign exhibitors
 - about 1/3 of visitors from abroad
- **Exhibition grounds and infrastructure of leading quality**
 - perfect technical conditions
 - attractive design
 - modern traffic routes
- **Customer-oriented trade fairs**
 - long-term trade show concepts
 - little thematic overlaps
 - permanent dialogue between organisers and exhibitors
- **Leading trade fair service**
 - support for exhibitors in marketing, PR, recruitment ...
- **Excellent price/performance ratio**
 - moderate price level with high visitor quality

Good to know: The German government is also well aware that German trade fairs are very important as a platform for German exporters and as a meeting venue for innovation and inspiration. That is why entry is facilitated for trade fair participants, also during the COVID-19 pandemic.



Scan the QR code and
find out more.

TOP 10 reasons: Why exhibit?

- Doing business – **boosting sales**
- **Reaching new target groups** and cooperation partners
- Showing presence, **building trust**, retaining customers
- **Demonstrating strength**
- **Gaining market share**
- Personal **networking as a door opener**
- Getting direct **feedback on own products**
- **Discovering industry trends**
- Using trade fairs as **communication events**
- **Motivating employees** and winning new ones

Experience. Success. On Demand.

auma.de is the portal that offers you all the important **tips for exhibiting** in Germany and topical sector information at a glance. **Detailed trade fair data** can be simply combined with **tools on trade fair planning**.

The best basis for this is the **trade fair database**, which contains 5,000 events worldwide and lists the statistics for the last three events for all German trade fairs. Differentiation according to industry makes it easier for you to use. All core information is available in **German** and **English**. The online database is also available in **French** and **Spanish**.

Supplementary you will find at **auma.de** additional event information:

- Main product ranges
- Statistics
- Exhibitor and visitor structure
- Dates

Important addresses in the trade fair industry are always available in updated form e.g. AUMA members, trade fair organisers, German chambers of commerce and representatives of German trade fairs in your country.

Further offers in the portal:

Overview of the German Trade Fair Industry, Germany's **trade fair market**, **TradeFairBenefitCheck** as well as **current information**.

