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19.01.2023

Messe Friedrichshafen in 2023

Five new trade fairs and a full calendar

Friedrichshafen – Messe Friedrichshafen is looking forward to a busy 2023. With new structures, a fresh orientation and its portfolio now featuring "Americana", a new leading European trade fair. Other premiere events are the "Gastro Summit Friedrichshafen" in February, "poolgarden" in spring, the "Spiel doch!" board game trade fair and the industrial trade fair "SAWexpo" in June. In 2023, the trade fair team will be in charge of around 50 trade fairs, conferences and events. It started on January 13 with the successful gathering of 320 exhibiting companies from the fruit and agricultural sector at "Fruchtwelt Bodensee" with more than 13,000 visitors. "Motorradwelt Bodensee" will follow on January 27.

In 2023, it's back to success: "Messe Friedrichshafen managed well through the years marked by corona – with intelligent approaches and creative ideas; now we feel the new, unbridled optimism among the exhibitors and the desire to meet again in person at the trade fair," says Klaus Wellmann, CEO of Messe Friedrichshafen: "Already the fact that IBO, our flagship consumer fair, can return to its usual date in spring shows our anticipation towards this trade fair year."

The team at Messe Friedrichshafen sees the change not as a threat, but as something steady: "Trade fairs go, new ones come," says Klaus Wellmann: "And some are not completely gone: Messe Friedrichshafen has a 51 percent share in the new subsidiary fairnamic at 'Eurobike', which now takes place in Frankfurt." Know-how from Lake Constance, even more space in Frankfurt: "Eurobike" had an excellent start in the city on the River Main in

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2022. The leading trade fair AERO in Friedrichshafen and "VELOBerlin" next May are also already something to look forward to. With "Americana", the largest trade fair for Western riding in Europe, Messe Friedrichshafen has brought a new highlight to Lake Constance which will take place in the former Eurobike time slot. With almost twice as many horses and a considerably extended show program, "Americana" is bigger than "Pferd Bodensee", which it will take turns with every two years from next September.

It's the blend that counts: If you want to master market changes, you need a broad portfolio. The same holds true for this year. Alternating in-house and guest events gives the trade fair business in Friedrichshafen a healthy balance. There are "home-grown events" like "Aqua-Fisch" and "Tuning World Bodensee", "Ham Radio" and above all the traditional trade fairs IBO and "Interboot". And then we have trade fair organizers from outside, who appreciate exactly what Messe Friedrichshafen has to offer – from the airport next door for AERO to the international location in the tri-border region of Lake Constance – which also brings in moneyed customers from Austria and Switzerland. Last but not least, the professionalism and decades of experience of the on-site trade fair team make the location so attractive for many organizers. And Friedrichshafen offers great service, right up to the trade fair kindergarten, for example, which not every trade fair organizer has on offer.

It's the blend that counts, also in terms of diversity. On the one hand, we have industrial fairs like the proven "Fakuma", "all about automation Friedrichshafen" or premieres like "SAWexpo". On the other hand, there are trade fairs that focus on a special field of interest, from the beekeeper trade fair "Eurobee" to "Vertical Pro" to "InterDive" and "Faszination Modellbau". And finally everything about mobility: AERO and "Interboot", "Tuning World Bodensee" and "Klassikwelt Bodensee" right up to the CamperVan spectacle "Adventure Southside": Everything that drives, floats and flies is in good hands in the Zeppelin City on Lake Constance.

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Bookings for company events, conferences and congresses should not be underestimated. 28 conference rooms for up to 520 people, two event foyers, catering, presentation opportunities and parking spaces – Messe Friedrichshafen offers the right infrastructure for business events of all sizes. For example, the Friedrichshafen automotive companies ZF and Rolls-Royce Power Systems use the exhibition halls for works meetings and Supervisory Board elections; the IG Metall German Metalworkers' Union and parties meet here and at the new Gastro Summit in February there will be a caterers' congress.

For additional information and the event overview 2023 visit <https://www.messe-friedrichshafen.com/trade-fairs/programme>.