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Event business restarts successfully in 2023 – promising outlook for the years to come

## **Messe Friedrichshafen Heads Into the New Year 2024 With an Upswing and Optimism**

Friedrichshafen – Leading international trade fairs, high-quality specialist fairs in all forms and sizes, sports events, staff meetings and corporate events: The event calendar at Messe Friedrichshafen was well filled in 2023 for the first time since the coronavirus pandemic, the premises once again becoming a space for personal encounters and experiences. "We're ending the current year with the realization that the trade fair business is again in focus as a marketing instrument for the relevant industries. This not only makes us optimistic, it also gives our team a great motivation boost," emphasizes Messe Managing Director Klaus Wellmann and adds: "There are many indications that the operating result in 2023 will be significantly better than expected after the pandemic. We feel we're on the upswing and look forward to the coming year with a wide range of event formats from AERO to the ZF company run.

The halls of Messe Friedrichshafen are expected to be bustling in early 2024: starting at full throttle with Motorradwelt Bodensee at the end of January, followed by Pferd Bodensee (February 16-18, 2024), Fruchtwelt Bodensee (February 23-25, 2024), all about automation (March 5-6, 2024) and Aqua-Fisch (March 8-10, 2024). The assembly and disassembly of exhibition booths will be almost seamless. While the major events AERO Friedrichshafen (April 2024), Tuning World Bodensee (May 2024), Klassikwelt Bodensee (June 2024), Fakuma (October 2024) and Faszination Modellbau (November 2024) will cover the entire site, there will also be many parallel events in 2024, such as the partly overlapping trade fairs

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Interboot and Interdiver.

And there will be many a cause for celebration on the exhibition grounds next year: As the mother of all trade fairs at Lake Constance, the IBO spring exhibition will celebrate its 75th birthday with a colorful supporting program and offer a strong platform for networking. AERO Friedrichshafen will celebrate its 30th anniversary befittingly with an air show. A highlight for the trade fair team in Friedrichshafen will also be Eurobike, which is organized by fairnamic GmbH in Frankfurt and is actively supported by several central departments of Messe Friedrichshafen. "Already for its second edition in the Main metropolis in June 2023, Eurobike occupied 50 percent more gross space than we have available here in Friedrichshafen, including all mobile halls and the Zeppelin hangar. Signs point to further expansion in 2024 as well – not only in Frankfurt but also through the two new events Eurobike Istanbul and Asia Bike Jakarta. Thus, the joint venture is successful from both the thematic and the financial perspective, while fairnamic, as its subsidiary, ensures the vitality of Messe Friedrichshafen," points out Stefan Mittag, Chief Financial Officer.

With 14 trade fairs, some 4,000 exhibiting companies and 317,017 visitors, a further 15 trade fairs by guest organizers as well as 19 corporate and other events, the Messe Friedrichshafen team was hard at work in 2023. "Blank spaces in the event calendar were barely there, the usual gap in summer had disappeared. In July and August alone, seven trade fairs and events took place this year, and our 2024 calendar is going to be equally packed," predicts Thomas Grunewald, Head of the Guest Events Department, speaking of numerous inquiries, sometimes for dates as late as 2027. "This clearly underlines two things: The trade fair and event market is recovering rapidly, and the trade fair location Friedrichshafen is in great demand," Grunewald sums up.

For more information  
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