



18.11.2021

fairnamic

Messe Frankfurt takes a stake in fairnamic GmbH – the joint venture focuses on the fields of urban mobility and general aviation – Eurobike and Aero are the core brands

## Now it's official: trade fair organisers Messe Frankfurt and Messe Friedrichshafen launch fairnamic joint venture

Friedrichshafen/Frankfurt am Main – On 17 November 2021, trade fair organisers Messe Frankfurt and Messe Friedrichshafen officially signed off on their new partnership, which is primarily concerned with innovative mobility. Messe Frankfurt is taking a stake in fairnamic GmbH, a joint venture that combines the expertise of both partners in the fields of urban mobility and general aviation with a view to driving the global mobility transition. With the main focus on the Eurobike and Aero brands, the goal is to expand and develop these flagship fairs at both venues.

The new company based in Friedrichshafen on Lake Constance aims to deepen the collaboration that has long existed for the Aero South Africa and Eurobico trade fairs. "Mobility sectors represent extremely promising markets for the future, and our partnership seeks to acquire new markets and reach new target groups while expanding our international reach. Messe Frankfurt is a real heavyweight in the global trade fair market, making them our ideal partner," said Klaus Wellmann, Managing Director of Messe Friedrichshafen. This joint venture is unlike any other in the industry and is focused on the future markets for bicycles, e-bikes, micromobility and



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general aviation. These are key markets in the ongoing mobility transition, something that is also a point of emphasis for Uwe Behm, Member of the Executive Board of Messe Frankfurt: “fairnamic allows us to unite factors that are the key to success in these promising markets: ‘globality’, strength and speed. We must assert and expand the market positions of the Eurobike and Aero flagship fairs quickly and make them available to a wide audience. This will strengthen and grow the mobility expertise of each of our companies.”

fairnamic’s managing directors, Stefan Reisinger and Stefan Mittag, are both experienced trade fair organisers. Stefan Mittag: “Friedrichshafen-based fairnamic GmbH is an innovative company that enriches not only its home base in Friedrichshafen, but the entire region, and it is well aware of the advantages offered by its location.” Aero (27 to 30 April 2022) will continue to be held in Friedrichshafen, where it benefits in particular from its direct airport access. Eurobike will be making its Frankfurt debut from 13 to 17 July 2022 at the Frankfurt exhibition grounds in the city centre. Stefan Reisinger: “Eurobike’s Frankfurt venue links it directly to urban spaces, offering the ideal conditions for strengthening and expanding the event.”

More information is available online at:

[www.fairnamic.com](http://www.fairnamic.com),

[www.messe-friedrichshafen.com](http://www.messe-friedrichshafen.com),

[www.messefrankfurt.com](http://www.messefrankfurt.com),

[www.eurobike.com](http://www.eurobike.com), [www.aero-expo.com](http://www.aero-expo.com).