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To afford planning certainty, Messe Friedrichshafen and industry representatives make preemptive decision - My Cake, Motorworld Classics Bodensee, AERO and guest event Cosmetica Friedrichshafen will not take place in 2021 - Other events remain on track

## **Additional on-site fairs slated for first half of 2021 now canceled due to the COVID-19 pandemic**

Friedrichshafen, Germany - Due to the current circumstances surrounding the coronavirus pandemic, it has proven impossible to reliably plan a number of other on-site events scheduled for the first half of this year. In close coordination with its clients and partners, Messe Friedrichshafen has decided that it must cancel its My Cake and Motorworld Classics Bodensee events planned for 2021, as well as its AERO Summer Edition in July. With respect to guest events, it has also been decided that the new Cosmetica Friedrichshafen trade fair cannot be held. However, the 2022 dates for all the trade fairs affected by these decisions have already been scheduled, and numerous events still slated for the second half of 2021 continue to generate strong customer demand.

Klaus Wellmann, CEO of Messe Friedrichshafen, on the latest decisions: "Unfortunately, the pandemic still has the upper hand and this, regrettably, has forced us to cancel additional events. We aimed to provide the industries with the on-site events they wanted in the first half of the year. But the likelihood of being able to make business trips to Friedrichshafen and to hold face-to-face gatherings is simply too low. Under these circumstances, it is unfortunately impossible to meet the requirements of all participants in terms of the quality of our on-site trade fairs and thus our own standards for successful events."

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Messe Friedrichshafen's cancellation decisions are a preemptive response to the imponderables that stem from the pandemic situation. To guarantee its customers the planning certainty they require to participate in a future trade fair, Messe Friedrichshafen has already scheduled the dates of the affected events for 2020. My Cake, the international fair for cake design and creative baking, originally planned for June 12-13, 2021, will now take place on February 5-6, 2022. Motorworld Classics Bodensee, planned for June 18-20, 2021, has been rescheduled for April 1-3, 2022, and the next edition of AERO will be held April 27-30, 2022. Until now, the newest edition of Europe's leading general aviation trade show was planned as AERO Summer Edition, to be held July 14-17, 2021. In addition, the trade show premiere of guest-event Cosmetics Friedrichshafen will not be able to take place on July 24-25, 2021, but is instead scheduled for May 14-15, 2022.

At this time, all our other trade show events in the second half of 2021 remain scheduled to take place as planned. We are very hopeful that the rate of public immunization will continue to gain momentum and that these events can be held with the appropriate health protection and hygiene measures in place. A large proportion of our clientele from these industries remains on board for the 2021 events. Our first Vertical Pro trade show (November 19-20, 2021), for instance, is receiving a steady stream of exhibitor commitments, and there is also growth to report in terms of guest events. Our premier professional beekeeping event Süddeutsche Erwerbs- und Berufsimkertage (October 29-31, 2021) has already doubled its exhibition space relative to its previous venue. Currently, in fact, Hall A3 is already fully booked for the event, thanks to numerous new exhibitors. Athletes can also breathe a sigh of relief: According to current plans, the ZF Friedrichshafen Company Run with virtual crowd support will definitely take place.

For further information, please visit [www.messe-friedrichshafen.de](http://www.messe-friedrichshafen.de). For the current calendar of events, please visit <https://www.messe-friedrichshafen.de/mfn-de/messen-events/messen.php>. For detailed information about the canceled events, please visit <https://www.mycake-messe.de/>, <https://www.motorworld-classics-bodensee.de/> and <https://www.aero-expo.com/>