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Exhibition year 2021

Covid-19 forces Messe Friedrichshafen to cancel or postpone 2021 events in the first quarter as well as during a portion of the second quarter - Global Show for General Aviation AERO to take place as a "Summer Edition" in July 2021 - Spring trade fair IBO postponed to July 8 to 11, 2021 - Aqua-Fisch to be held again in March 2022 - New trade fair themes for 2021

## Alternative dates and new events in the second half of the year

Friedrichshafen - When a pandemic is raging, trade fair teams need to demonstrate their special organizational skills. It is particularly important for them to respond flexibly to changes and to always have a plan B ready to go. Messe Friedrichshafen therefore had to redefine its activities in the first and second quarters of 2021. Following cancellation of Motorradwelt Bodensee at the end of January 2021 and postponement of My Cake in February 2021, there were additional postponements that included the international trade show for angling, fly fishing, and aquaristics Aqua-Fisch and the spring trade fair IBO in March, the Global Show for General Aviation AERO in April, Tuning World Bodensee in May, and trade fair KPA (Kunststoff Produkte Aktuell), which was originally scheduled to take place in Ulm in March. However, the trade fair team was also able to attract new events to the trade fair venue on Lake Constance despite these difficult circumstances. An overview of the 2021 exhibition year already underway shows the event dates that have been set as well as what new events are now planned.

"The pandemic continues to pose major challenges for the trade show and

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event industry this year, unfortunately ensuring that even more events will not be able to be held as planned in 2021. After carefully weighing numerous factors, including the seasonal peaks of the respective markets, overlapping dates, and venue availability, alternative concepts that were developed in advance are now coming into play, especially in regard to spring trade fairs," explains Klaus Wellmann, Managing Director of Messe Friedrichshafen. "We are confident that we will see a more successful event year in 2021 compared to 2020, not only due to the start of coronavirus immunization but also because we will be hosting numerous leading trade shows and even a wide variety of new events starting in the second half of the year."

**March 2021**

**Aqua-Fisch postponed to March 4 to 6, 2022**

The international tradeshow for angling, fly fishing, and aquatics Aqua-Fisch cannot be held as planned from March 5 to 7, 2021, and will be rescheduled to take place from March 4 to 6, 2022. This is due to exhibitor uncertainties in regard to Covid-19, with participation in the fair presently out of the question for a large portion of the exhibitors.

**Trade fair KPA one year later**

Messe Friedrichshafen has been forced to postpone the "KPA - Kunststoff Produkte Aktuell" trade fair until next year. It was originally scheduled to take place at the Ulm Exhibition Center on March 23 and 24, 2021. The trade fair team from Lake Constance had taken over this regional industry platform for plastics processing from Carl Hanser Verlag in Munich at the beginning of October 2020.

**May 2021**

**Velo Berlin**

In early May, VELOBerlin will kick off the new 2021 bike season as the key event on the European calendar of events that cater to the cycling public. To ensure safe implementation, the entire fair will be relocated to the outside areas of Tempelhof Airport. The venue will also be expanded to include exhibitor booths and be moved to the weekend time slot of May 8 and 9, 2021.

**Tuning World Bodensee suspended in 2021**

Due to the current situation, Tuning World Bodensee 2021 will not be able to take place. The event thrives as an event and showroom for enthusiasts, as

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an exhibition with a wide range of opportunities for meeting other people, and as a stumping ground for countless fans of automotive transportation. Like last year, a reunion weekend has been planned for October 2 and 3, 2021, in order to continue to provide a meeting place for participants in the scene. The next Tuning World Bodensee will take place on the exhibition grounds in Friedrichshafen from Thursday, May 26, to Sunday, May 29, 2022.

**June 2021**

**Baking event postponed**

The coronavirus pandemic is also affecting an event focused on sweet creations: In view of the very high infection numbers, it will not be possible to hold the international exhibition for cake design and creative baking My Cake in early February 2021. The organizers have decided to postpone the international cake event until June 12 and 13, 2021.

**"Like old times" is the catchphrase for classic car fans and radio operators**

Classic car enthusiasts are getting ready for Motorworld Classic Bodensee, which is to take place from June 18 to 20, 2021. Preparations for the classic mobility trade fair are already underway, with radio amateurs also setting their sights on the Ham Radio date of June 25 to 27, 2021.

**July 2021**

**Spring fair IBO to be held in the summer**

In this pandemic era, IBO Project Manager Rolf Hofer and his team are also resorting to plan B: Due to the current Covid-19 situation, spring fair IBO cannot be held as planned from March 17 to 21, 2021; instead, it is being postponed to a new date in July and taking place with a modified concept. The special summer IBO will be hosted at the exhibition center from Thursday, July 8, to Sunday, July 11, 2021. Preference will be given to activities outside, but a portion of the exhibitors will also be offering indoor attractions.

**AERO South Africa**

Africa's largest trade show for general aviation will be held from July 8 to 10, 2021. The event at Wanderboom National Airport Field is being organized by Messe Friedrichshafen in cooperation with Messe Frankfurt.

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**AERO**

The Global Show for General Aviation AERO, which was scheduled to take place at the exhibition center from April 21 to 24, 2021, will have to be postponed until July 14 to 17, 2021, due to the renewed lockdown. The very high number of registrations overall and the many positive comments on the AERO encouraged the trade show team to organize a Summer Edition. "We hope that the event takes off without a hitch in July 2021," the AERO team wrote to the exhibitors.

**A trade fair premiere: EUROBICO from July 24 to 26, 2021**

New and scheduled before the international bicycle fair Eurobike: together with dealer association group BICO, the EUROBIKE organizers will be hosting the "EUROBICO - Order & Preview Show" from July 24 to 26, 2021, as a B2B and media season opener at the exhibition center in Frankfurt.

**September 2021**

**EUROBIKE rolls into view**

The global bicycle industry can now make plans to attend a very important trade fair: After the coronavirus situation caused almost all events to be canceled in 2020, Messe Friedrichshafen is paving the way for vital face-to-face communication and exchange among the members of the international bike community in 2021. As the most important industry meet-up, the 29th EUROBIKE will be taking place at Lake Constance from Wednesday, September 1, to Saturday, September 4, 2021.

**Interboot**

International watersports exhibition Interboot is now slated to take place from September 18 to 26, 2021, offering a wide spectrum of products ranging from sailboats and motorboats to accessories and equipment at the exhibition grounds on Lake Constance.

**October 2021**

**An exhibition premiere: AERO ASIA in China for the first time**

From October 28 to 31, AERO ASIA will be celebrating its premiere in China at the Zhuhai Airport Exhibition Center. AERO ASIA is held in annual rotation with Airshow China and is a collaboration between Messe Friedrichshafen and Zhuhai Airshow Company.

**November 2021**

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**A postponed premiere: EUROPEAN ROTORS in Cologne**

It was not possible for the first EUROPEAN ROTORS to take place as planned from November 10 to 12, 2020, with the event instead postponed to November 16 to 18, 2021. The new leading European trade show in the area of Vertical Take Off and Landing (VTOL) will be held in conjunction with the European Helicopter Association (EHA) and the European Union Aviation Safety Agency (EASA).

**A new event: trade fair Vertical Pro**

A new annual trade fair by the name of Vertical Pro will have its premiere on November 19 and 20, 2021. The focus of the event, which combines a trade fair and symposium, will be on the topic of height and occupational safety as well as techniques and technologies involving rope and safety systems. Vertical Pro involves realistic product presentations and tests and also addresses issues relating to industry-spanning safety standards. As part of the new event, Messe Friedrichshafen and its partner the German Alpine Association (DAV) will also be sponsoring Halls & Walls, an annual meeting of climbing hall operators.

**Guest events at the exhibition center in 2021**

June 21: New: COSMETICA: scheduled for June 12 to 13, 2021.

July 21: Firmenlauf/Corporate Challenge Run on July 1, 2021. Trade fair "all about automation" on July 6 and 7, 2021. New: Adventure Southside from July 16 to 18, 2021.

September 21: InterDive from September 23 to 26, 2021.

October 21: international trade fair for plastics processing Fakuma, October 12 to 16, 2021. BODAN in-house exhibition on October 24, 2021. New: gastronomy and catering trade fair Gastro from October 24 to 26, 2021. New: Süddeutsche Erwerbs- und Berufsimkertage/Southern Germany Beekeeper Days from October 29 to 31, 2021.

November 21: Faszination Modellbau/Fascination Model Building, November 5 to 7, 2021. Wedding fair "JA, ich will"/"I do," November 13 and 14, 2021.

Haus Bau Energie/House Construction Energy, November 12 to 14, 2021.

In planning: Bildungsmesse Bodensee/Lake Constance Education Fair (date still to be determined), NADELWELT/NEEDLE WORLD (scheduled for November 12 to 14, 2021), and the Movera Infoshow (December 14 and 15, 2021). Various areas of the exhibition grounds will be used on a long-term basis in 2021, including space for the Fever Outpatient Clinic, the District Vaccination Center, and the games of the volleyball team VfB

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