

Meeting Point World Market: Trade Fairs Made in Germany 2025



JÖRN HOLTMEIER



SILVIA BAUERMEISTER

The German Trade Fair Association



AUMA

Since 1907

Members:

- Trade fair organizers
- Industry associations representing exhibitors and visitors

Relevance of Trade Fairs

INDISPENSABLE

99%

... of exhibiting companies do not want to miss out on trade fairs in the future...

EFFECTIVE

45%

... of their marketing budgets, exhibiting companies spent an average of their marketing budget on trade fairs...

Why German trade fairs?

- Doing business and boosting sales
- Reach new target groups and cooperation partners
- Build trust, strengthen customer relationships
- Networking
- Get feedback on products
- Discover industry trends
- Recruiting



The Added Value of Trade Fair Visits

TOTAL VISITORS

13.1 business contacts

5.1 avoided trips



INTERNATIONAL VISITORS

17.8 business contacts

7.9 avoided trips



AVOIDED
TRIPS

5.1

avoided trips per day
and trade fair visitor



NATIONAL VISITORS

10.8 business contacts

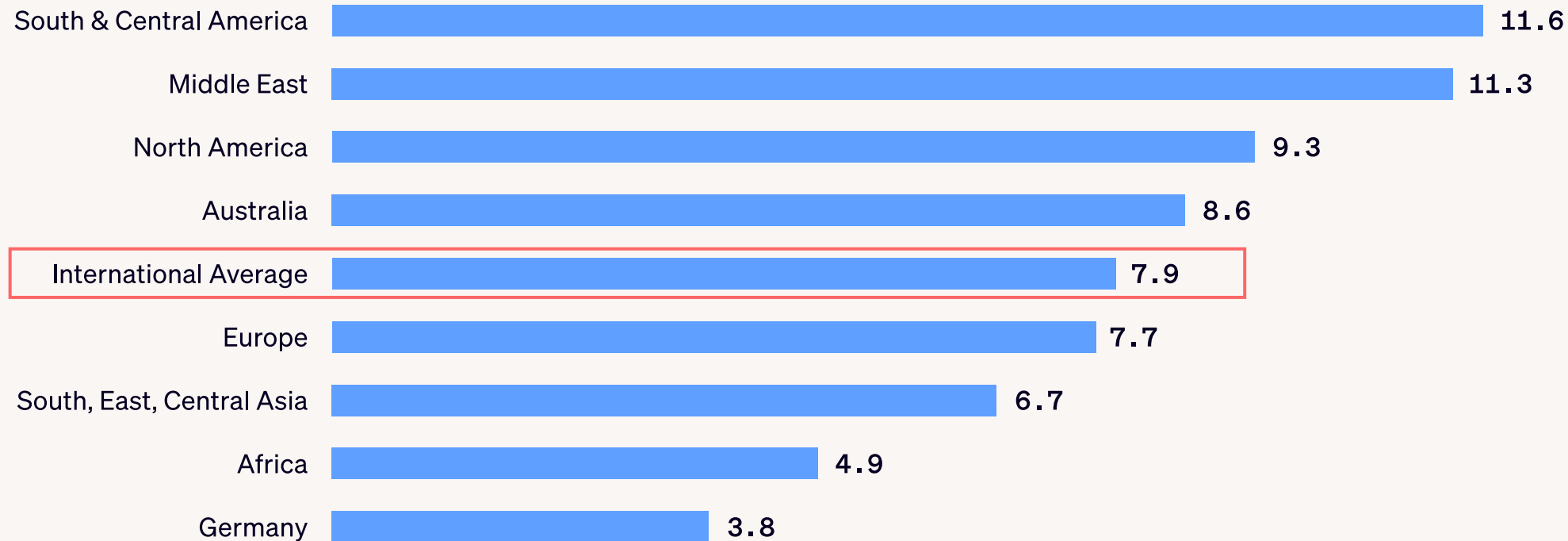
3.8 avoided trips

AIR TRAVELERS

17.6 business contacts

7.7 avoided trips

Avoided Trips by Region of Origin of Trade Fair Visitors



AUMA, visitor survey at nine selected trade fairs, January-April 2024, n=2,912.
The survey was conducted using standardized questionnaires through personal interviews (CAPI).

Conclusions

Trade fairs should further strengthen and communicate their **role as an efficient international platform for personal business contacts**. Proof of avoided travel is an argument for the sustainability potential of trade fair visits.

International visitors especially benefit from visits to German trade fairs, as this group makes a particularly large number of contacts and thus avoids additional travelling.

ness

Digital enhancements complement trade fair visits and can thus further increase the reach of trade fairs.

Support and promotion of climate-friendly travel and sustainable accommodation options should be increased in order to meet the ecological requirements of visitors and companies.

The German Trade Fair Market

Germany is the
world's number

1

trade fair location.

Germany hosts

2/3

of the world's leading
trade fairs.

Germany offers
around

70

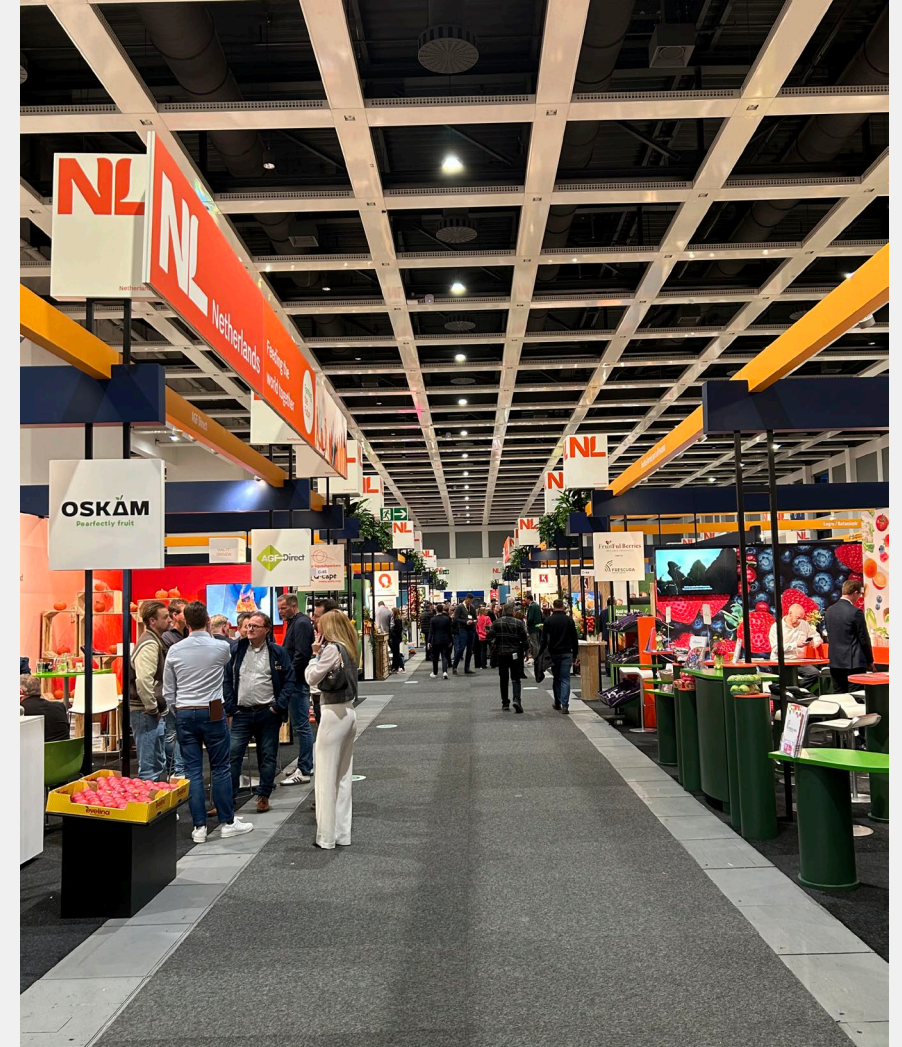
exhibition centers.

2025: Trade fair year with extra length

310 Trade Fairs

170 International Trade Fairs

1,107 Trade Fair Days



Recap: Trade Fairs in Germany 2024 compared to 2023 in %



Exhibitors

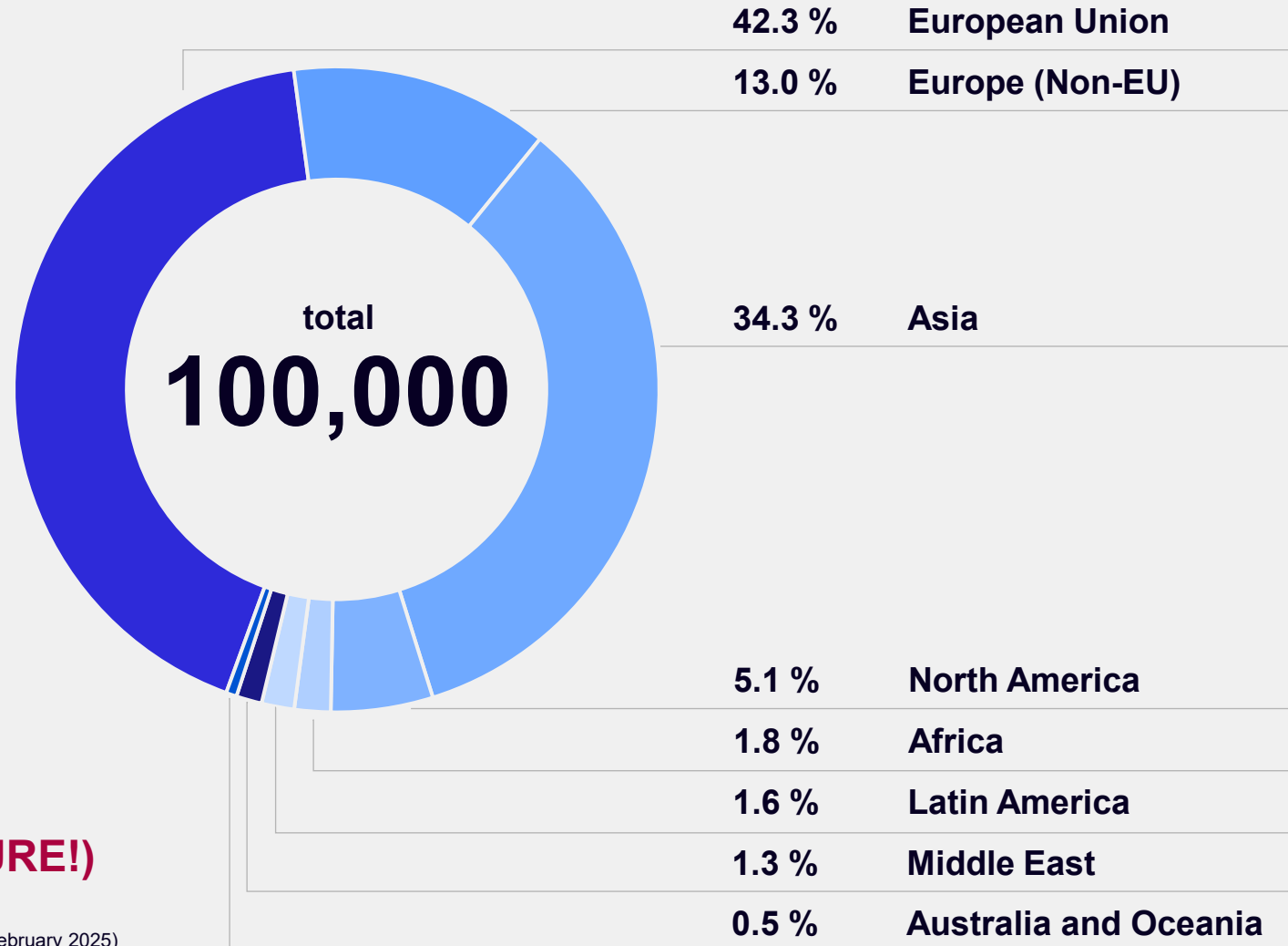
Number of International Exhibitors in 2024

100,000

...exhibitors from abroad exhibited at trade fairs in Germany in 2024.

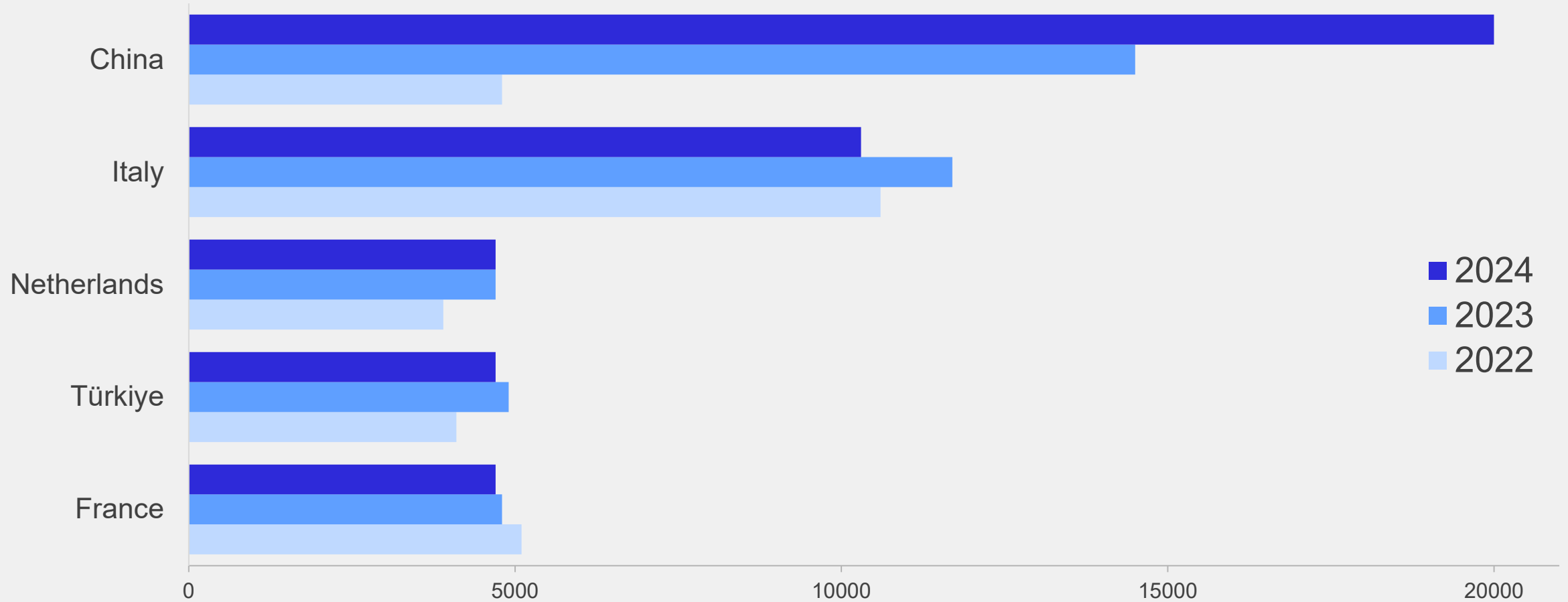
(PRELIMINARY FIGURE!)

International Exhibitors at Trade Fairs in Germany in 2024



(PRELIMINARY FIGURE!)

Top 5 Exhibiting Countries at Trade Fairs in Germany 2022 - 2024



(PRELIMINARY FIGURE FOR 2024!)

Number of Exhibitors

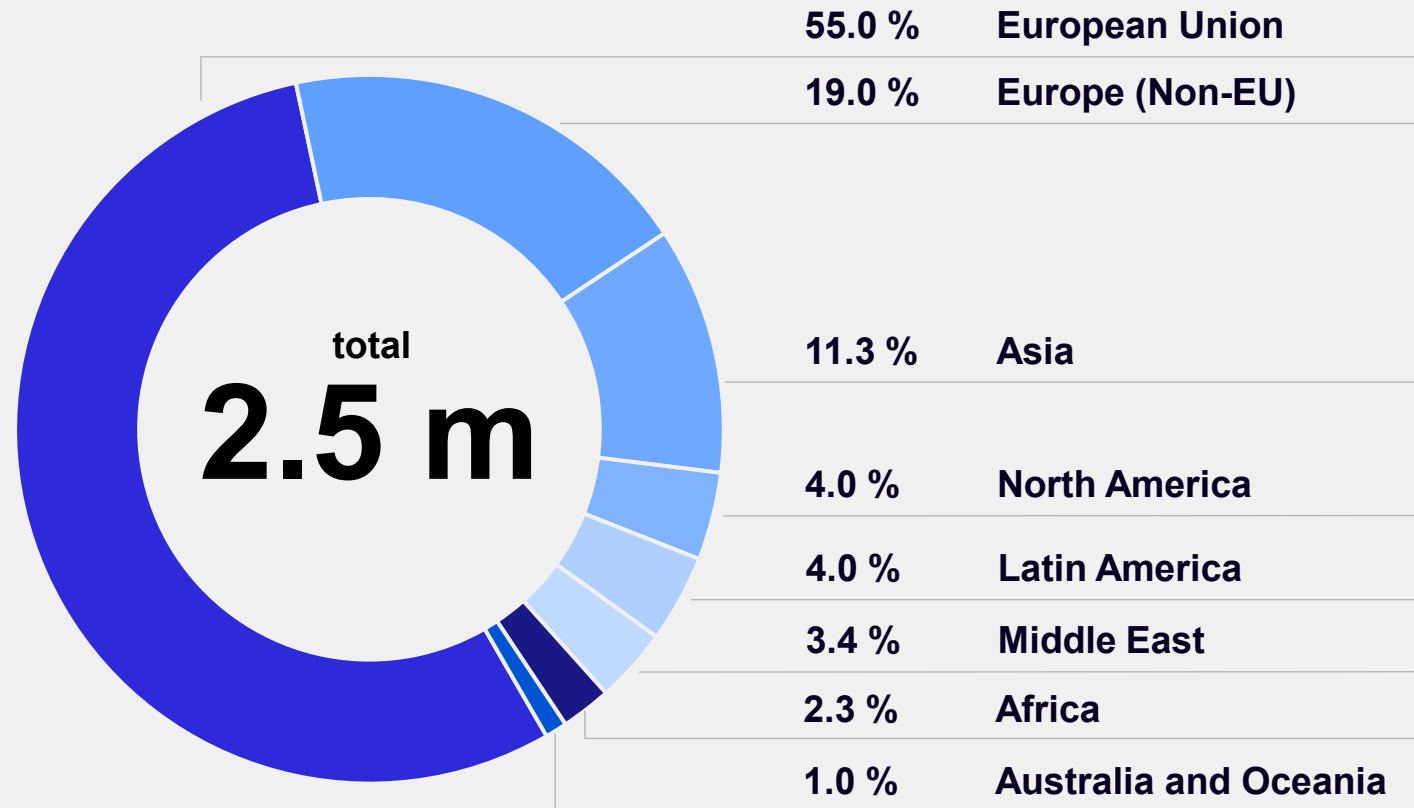
Visitors

Visitors from Abroad in 2023

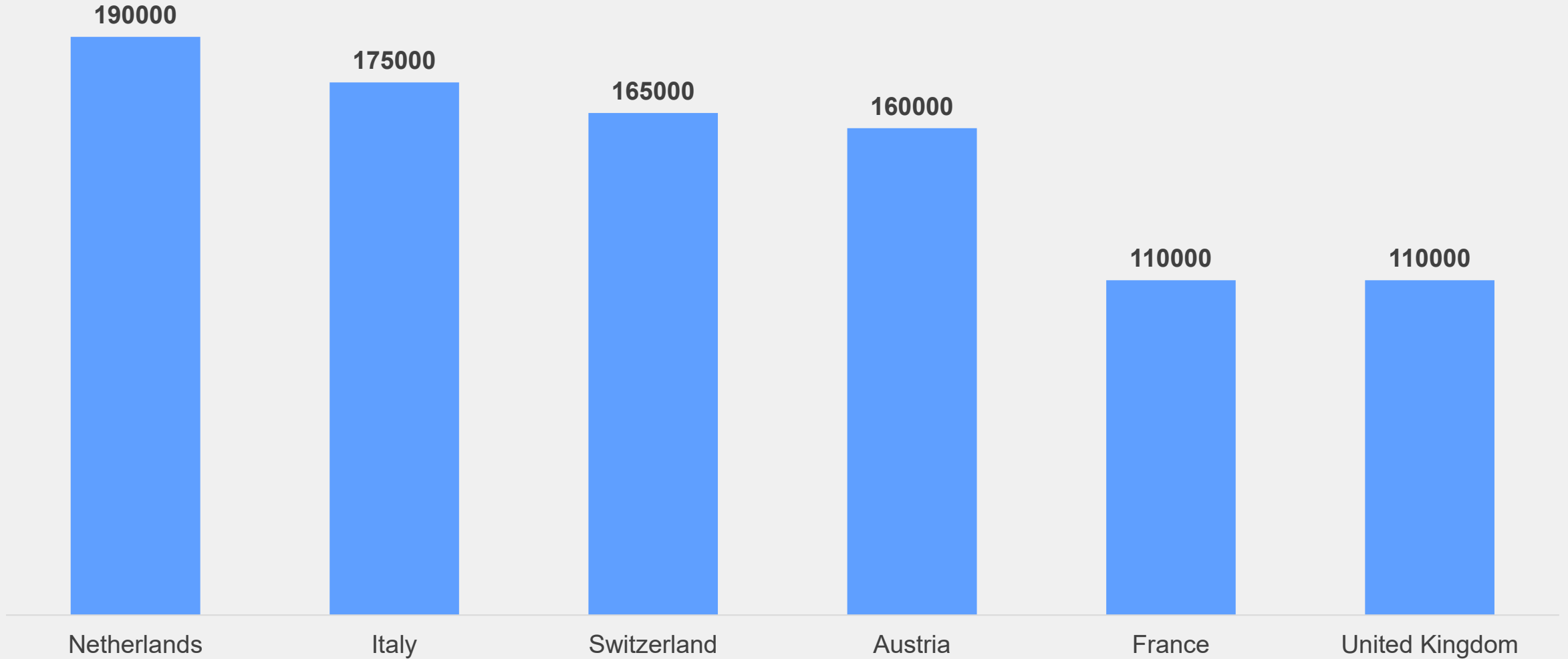
2,500,000

...visitors from abroad came to trade fairs in Germany in 2023.
We expect comparable figures for 2024.

International Visitors at Trade Fairs in Germany in 2023



The Most Important Visitor Countries in 2023



Venues

Trade Fairs in Germany

- A dense network of regional, trade visitor and public fairs
- 87% SMEs
- Four out of ten of the world's largest exhibition grounds



Exhibition Capacities Gross in m²

| Location | Halls |
|---|----------------|
| Hanover | 392,453 |
| Frankfurt am Main | 392,415 |
| Cologne | 285,000 |
| Düsseldorf | 262,727 |
| Munich | 200,000 |
| Berlin ExpoCentre City with CityCube | 190,000 |
| Nuremberg | 180,000 |
| Stuttgart | 119,800 |
| Leipzig | 111,300 |
| Essen | 110,000 |
| Friedrichshafen | 87,500 |
| Hamburg | 86,465 |



AUMA Trade Fair Database

FairFinder

Location (1) Time Period ▾ Industry Sector ▾ **Category (1)** ▾ Promotion ▾ Organiser

- ✕ 1/2025 - 4/2025
✕ Germany
✕ int
Reset All

electronics industry

| | | | | | |
|---------------------|--|-----------|---------|---|-------------------------------------|
| 27.02. - 02.03.2025 | <u>IWA OutdoorClassics - the world's leading exhibition for the hunting and target sports industry</u> | Nuremberg | Germany | <input checked="" type="radio"/> int <input checked="" type="radio"/> FKM | |
| 04.03. - 06.03.2025 | <u>ITB Berlin - The World's Leading Travel Trade Show®</u> | Berlin | Germany | <input checked="" type="radio"/> int <input checked="" type="radio"/> FKM | |
| 06.03. - 12.03.2025 | <u>EQUITANA - Equestrian Sports World Fair</u> | Essen | Germany | <input checked="" type="radio"/> int <input checked="" type="radio"/> FKM | <input checked="" type="radio"/> YI |
| 07.03. - 09.03.2025 | <u>h+h cologne - International Trade Fair for Creative Handicraft + Hobby Supplies</u> | Cologne | Germany | <input checked="" type="radio"/> int <input checked="" type="radio"/> FKM | |
| 11.03. - 13.03.2025 | <u>embedded world - Exhibition&Conference</u> | Nuremberg | Germany | <input checked="" type="radio"/> int <input checked="" type="radio"/> FKM | <input checked="" type="radio"/> YI |

ITB Berlin

The World's Leading Travel Trade Show®

int

FKM



Termin

04.03.-06.03.2025

März 2026

Turnus: jährlich

Gründungsjahr: 1966



Messegelände

Berlin ExpoCenter City

Berlin

Deutschland

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Statistics


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| Key figures | 3/2024 |
|---------------------------------|---|
| FKM certificate |  |
| Exhibitors | ^ |
| Exhibitors | 5.642 |
| Domestic | 577 |
| Abroad | 5.065 |
| Other represented firms | 0 |
| Visitors | ^ |
| Visitors (number of admissions) | 56.794 |
| Domestic | 25.423 |
| Abroad | 31.371 |
| Space (m²) | ^ |

Statistics

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Origin of exhibitors 2024 from 164 countries

| | | | | | | | | | | | |
|--------------------------------|----|------------------------|----|----------------|----|---------------------|----|--------------------------|----|------------|----|
| Albania | 36 | Algeria | 1 | Andorra | 2 | Antigua and Barbuda | 2 | Argentina | 26 | Armenia | 13 |
| Aruba | 2 | Australia | 45 | Austria | 89 | Azerbaijan | 16 | Bahamas | 7 | Bahrain | 18 |
| Bangladesh | 14 | Barbados | 11 | Belgium | 17 | Belize | 7 | Bhutan | 10 | Bolivia | 3 |
| Bonaire, St Eustatius and Saba | 1 | Bosnia and Herzegovina | 20 | Botswana | 28 | Brazil | 55 | Bulgaria | 49 | Cabo Verde | 8 |
| Cambodia | 21 | Canada | 14 | Cayman Islands | 4 | Chile | 28 | China, People's Republic | 35 | Colombia | 24 |

Statistics

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| | | |
|--|----|--|
| Visitors (number of admissions) | | 56794 |
| Proportion of trade visitors | | 97% |
| Origin according to federal states | ∨ | Origin by km |
| Professional position | ∨ | Origin by continents |
| Area of responsibility | ∨ | Origin by countries |
| Economic sectors | ∧ | Countries with the highest visitor shares (%) |
| Economic sectors (%) | | Austria |
| Tourism Organizations / Associations | 12 | Spain |
| Tour operator | 28 | Italy |
| Travel agency | 17 | Poland |
| Accommodation | 9 | United Kingdom of Great Britain and Northern Ireland |
| Business Travel / MICE | 4 | |



AUMA

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