

## **Successful Despite Challenging Times: Messe Düsseldorf Strengthens Economic Foundations for Growth**

### **Stable Development in 2025 – Strategic Investments in the Future**

**Messe Düsseldorf closed out the 2025 fiscal year amid a challenging economic environment, underscoring its strong market position with solid results. Building on this foundation, the company continues to pursue strategic investments in its Düsseldorf headquarters, develop new trade show formats and systematically strengthen its global presence.**

**Düsseldorf, May 29, 2026.** In 2025, the Messe Düsseldorf Group generated revenue of €374.4 million and a profit after taxes of €44.4 million. "Messe Düsseldorf has once again demonstrated its strength and resilience in a challenging economic environment. As a reflection of a broad spectrum of the international economy, the company feels the impact of current developments directly – making these results all the more remarkable," says Dr. Stephan Keller, Mayor of the state capital of Düsseldorf and Chairman of the Supervisory Board of the trade show company. The Shareholders' Meeting has resolved to distribute a dividend of €12 million.

Wolfram Diener, President and CEO of Messe Düsseldorf, emphasizes: "In 2025, we systematically executed what we set out to do: We strategically evolved our portfolio, successfully established new formats and at the same time laid the groundwork for our largest investment projects. This exact mix of continuous development and substantial investments in the future is what ensures our long-term success."

### **International Appeal Strengthens Düsseldorf as a Global Hub**

Last year, the group organized 81 trade shows worldwide – 55 of them internationally and 26 at its home base in Düsseldorf. The Düsseldorf-based shows brought 23,695 exhibitors and more than one million visitors to the city.

A special highlight was K, the world's no. 1 trade fair for plastics and rubber held every three years: More than 3,000 exhibitors and over 175,000 trade visitors came to the Düsseldorf Exhibition Center. All 18 halls and the open-air event space were occupied.

The share of international participants at Düsseldorf's leading global trade shows was as high as usual, with 74% of exhibitors and 34% of visitors hailing from outside Germany. MEDICA stands out in particular, with figures of 88% and 74%, respectively.

Marius Berlemann, COO of Messe Düsseldorf, highlights the significance of these figures for the location: "We're making a significant contribution to the economic strength of the city and the region while simultaneously raising the profile of Düsseldorf as a global economic hub. To ensure this remains the case in the future, we're consistently evolving our world-leading trade fairs in Düsseldorf to meet our customers' needs and creating new, contemporary formats."

### **New Shows, New Topics**

In 2025, the Messe Düsseldorf Group added ten new trade shows to its portfolio – five in Düsseldorf and five around the globe. The locations range from Mexico (Tube Mexico in Monterrey) to Türkiye (ALUEXPO in Istanbul) and Japan (JIOSH+W in Osaka).

Particularly noteworthy are two Düsseldorf premieres that could hardly be more different: XPONENTIAL Europe covers autonomous systems and robotics, a key future field relevant to all sectors of the economy and society. "The Art of Beauty & Health," by contrast, is a modern consumer event specifically designed to address the beauty industry's need for experience-oriented brand presentations aimed at consumers.

The second XPONENTIAL Europe added yet another highly relevant theme: Defense as a central application area for autonomous and uncrewed systems. The trade show received strong political backing – including through the patronage of Federal Minister of Transport Patrick Schnieder and a strategic partnership with the German Armed Forces, the Bundeswehr.

The show's growth also speaks for itself: The number of exhibitors at XPONENTIAL Europe increased by 89% to 357 – including Rheinmetall, Diehl Defence and KNDS – and the event will be expanded to an additional hall at the next edition. Additional high-profile events were added to further enhance the conference program, as well, including the "German Drone-Defence & Innovation Forum of the Bundeswehr – powered by Diehl Defence" and the British-German Symposium of the British Chamber of Commerce in Germany (BCCG), "Defence meets Economy."

### **A Solid Financial Position as the Foundation for Investment and Growth**

In addition to further developing Düsseldorf's trade show portfolio, the exhibition center itself is also being systematically modernized, as Bernhard Stempfle, CFO & CTO of Messe Düsseldorf, emphasizes: "The modernization of Hall 9 does more than just boost the appeal of our offerings. With the new headquarters, we're simultaneously creating modern work environments that enhance our performance and make us even more attractive as an employer. We're funding these investments from our own resources — thanks to many years of sustainably successful, subsidy-free operations."

Following an investment volume of €24 million in 2025, Messe Düsseldorf is planning a significant increase to around €80 million for 2026; by 2027, the figure is expected to reach as high as €124 million. A key focus is the comprehensive

modernization of Hall 9, for which a total of approximately €200 million has been earmarked. An additional €100 million is allocated to the construction of the new administrative headquarters.

Both major projects are scheduled for completion in 2028. In addition, further improvements are planned through 2040, including work on the northern entrance area and Hall 7. From 2000 to 2040, total Messe Düsseldorf investments in the site will amount to approximately €1.45 billion.

"In 2025, we delivered on our commitments and kept investing," says Wolfram Diener. "We are accelerating on this path – across our venue, our portfolio, and the markets that matter most to our customers."

#### **The Messe Düsseldorf Group**

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-square-meter exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire & Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COM-PAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR, The Art of Beauty & Health); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL Europe, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 80 events. The corporate group's global network encompasses 78 foreign representatives for 142 countries – including seven international subsidiaries.

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