

Figures pending final audit

Messe Düsseldorf Posts Solid 2025 Financial Results, Outlines Clear Agenda for the Future

Messe Düsseldorf can look back on a positive fiscal year 2025: With a growing number of new events worldwide and solid results, the company once again confirms its leading position in the global trade show market. At the same time, the Düsseldorf-based trade show company is building significant momentum for the future with a clear investment and expansion strategy.

Düsseldorf, January 21, 2026. Posting stable financial results, Messe Düsseldorf reaffirmed its leading position in the international trade show industry and its importance as an economic powerhouse for the region. Subject to final accounting, the global group of companies, which includes nine international subsidiaries from Chicago to Tokyo, generated sales of approximately €370 million. Of this, about €342 million was attributable to Messe Düsseldorf GmbH, whose profit after tax amounted to approximately €29 million.

"Once again, Messe Düsseldorf demonstrates its strength," said Dr. Stephan Keller, Mayor of the City of Düsseldorf and Chairman of the Supervisory Board of Messe Düsseldorf. "At a time of global economic uncertainty, these results clearly underscore the performance and resilience of our trade fair company. Messe Düsseldorf is a reliable partner – as a key catalyst for our region and as a partner to companies from around the world. It creates added value, secures jobs and provides vital impetus for the economy."

A Global Footprint and a Targeted Expansion of the Trade Show Portfolio

One of Messe Düsseldorf's key success factors is its continued expansion as a global trade fair organizer. In 2025, the company staged a total of 81 trade shows worldwide, 26 of them in Düsseldorf. At the same time, the trade show company is pushing ahead with new business activities across multiple markets. 19 new events are planned or have already been implemented for the period from 2025 to 2027, including seven premieres in Düsseldorf and five new formats in the Gulf region.

"Succeeding in dynamic times requires acting with agility," stresses Wolfram Diener, President and CEO of Messe Düsseldorf. "By constantly evolving our portfolio, expanding into the global economy's growth markets and investing in our Düsseldorf Exhibition Center, we ensure that we remain relevant to our customers while boosting the international competitiveness of both our company and the Düsseldorf trade fair hub."

One clear focus of Messe Düsseldorf's global new-business activities is on the fast-growing Middle East market. With the new Messe Düsseldorf Gulf Office in Dubai, the first trade show in Riyadh (metalfLOW ALLIANCE Saudi Arabia) and stakes in trade shows in Dubai (AccessAbilities Expo) and Riyadh (Saudi Plastics & Petrochem / Saudi Print & Pack), the trade show company has greatly enhanced its presence in the Gulf region. Two new trade shows in Dubai will follow in 2026: EuroShop Middle East and OS+H Middle East.

Düsseldorf Remains a Magnet for the International Trade Show Industry

The ongoing internationalization is having an impact at the home base in Düsseldorf, too, where 74% of the exhibitors and 35% of the trade visitors hailed from outside Germany (not counting partner and guest events). Overall, the 26 trade shows in Düsseldorf attracted 23,695 exhibitors and more than one million professional attendees.

In addition to established leading global trade shows like K and CARAVAN SALON, two new, innovative formats in particular shaped Düsseldorf's trade show year in 2025: XPONENTIAL Europe was launched as Europe's new leading trade fair for autonomous systems and robotics and will be expanded in 2026 to include the defense sector for the first time. While XPONENTIAL Europe addresses technological topics of the future, The Art of Beauty & Health is positioned as a contemporary B2C event for the beauty and wellness industry that creates brand experiences for consumers.

"With the introduction of new formats, we're deliberately expanding our portfolio with an eye to the future," says Marius Berlemann, COO of Messe Düsseldorf. "Both events launched successfully, proving that the location has immense appeal for new topics and markets as well as for international communities. All the while, we're steadily improving our world-leading trade shows, such as ProWein and MEDICA, and repositioning our events in Düsseldorf for the years ahead."

Modernization of the Exhibition Center Gains Momentum

Looking forward to the coming years, Messe Düsseldorf is continuously expanding its investment volume, which is expected to rise from €24 million in 2025 to €80 million in 2026 and €124 million in 2027. The focus is on modernizing the Düsseldorf Exhibition Center – in particular Hall 9 (with a total volume of €200 million) and the new administrative headquarters (with a total volume of €100 million). Both projects are scheduled for completion in 2028. Further modernization measures are planned through 2040, including upgrades to the northern entrance area and Hall 7. That means that from 2000 to 2040, Messe Düsseldorf will have invested a total of €1.45 billion at the site.

"We're investing from a position of strength, and we're positioning the Düsseldorf trade fair venue for the future," says Bernhard Stempfle, CFO & CTO of Messe Düsseldorf. "Not only are we adding 2,000 square meters of floor space to Hall 9 and creating a modern functional building with entrances and conference rooms, we're also developing modern working environments at our new administrative

headquarters that position us as an attractive employer and further enhance the services we provide to our customers."

The transformation of the site will soon become visible: Construction work on the headquarters is slated to start in February, and Hall 9 will be taken out of service in June. Wolfram Diener emphasizes: "Messe Düsseldorf is in a phase of change and transformation – globally and locally, in the interests of our customers, our partners and our shareholders."

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, COMPAMED, 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 nine international subsidiaries.

Media Contact:

Messe Düsseldorf

Dr. Andrea Gränzdörffer

Head of Corporate Communications/Press Spokesperson

Tel.: +49 (0) 211/4560-555

E-mail: GraenzdoerfferA@messe-duesseldorf.de