

Messe Düsseldorf postpones BEAUTY DÜSSELDORF and TOP HAIR – DIE MESSE Düsseldorf

Messe Düsseldorf GmbH is postponing the trade fairs BEAUTY DÜSSELDORF and TOP HAIR – DIE MESSE Düsseldorf. In close coordination with all partners involved, the company will promptly discuss alternative trade fair dates in order to guarantee planning can reliably proceed.

In doing so, we are following the recommendation of the crisis management team of the German government to take into account the principles of the Robert Koch Institute when making a risk assessment of major events. On the basis of this recommendation and the recent significant increase in the number of infected persons, including in Europe, Messe Düsseldorf has reassessed the situation. Added to this is the uncertainty of numerous exhibitors and visitors at the events in March and the complicated travel situation, especially for international customers.

Werner M. Dornscheidt, CEO of Messe Düsseldorf GmbH: "Our customers, partners and employees trust us. Not only when it comes to the professional and successful handling of major international events in Düsseldorf. They can also have this trust in us when we make decisions about critical situations in the interests of their safety".

"This decision was not an easy one for all concerned," says Thomas Geisel, Lord Mayor of the City of Düsseldorf and Chairman of the Supervisory Board of Messe Düsseldorf GmbH. "But the postponements at the present time are necessary for Messe Düsseldorf and its customers in view of the increasingly dynamic developments."

The Messe Düsseldorf Group*

With a revenue of around EUR 369 million in 2019, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 29,195 exhibitors presented their products to 1.4 million trade visitors at events in Düsseldorf in 2019. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. The Düsseldorf Exhibition Centre hosts around 50 trade fairs in five sectors of expertise: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty, and leisure. The trade fairs include 22 proprietary number-one events as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress held over 1,000 conventions, corporate events, conferences and meetings in 2019, attracting around 365,000 delegates in all. In addition, the Messe Düsseldorf Group organises 75 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Proprietary events in Düsseldorf attracted around 73% international exhibitors and 37% international visitors in 2019. The group runs a global network of 77 international offices, including 7 international subsidiaries.

* All figures are subject to final accounts.