

# DRIVEN

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## BY DIVERSITY



Annual Report 2015



Hamburg Messe  
und Congress

# FIGURES

THAT SPEAK FOR US

	2015	2014	2013	2012	2011
<b>Financial figures (in EUR million)</b>					
Revenue	62.0	99.8	55.2	94.4	59.1
Total assets	114.8	116.5	113.5	117.8	121.7
<b>Personnel</b>					
Employees (FTEs)	257	250	244	242	242
Number of trainees (average)	21	20	20	20	21
<b>Hamburg Messe</b>					
<b>Number of trade fair exhibitors</b>	<b>9,751</b>	<b>14,138</b>	<b>9,907</b>	<b>12,547</b>	<b>10,432</b>
of which own events	3,317	8,372	3,626	6,901	3,801
of which guest events	6,434	5,766	6,281	5,646	6,631
<b>Number of visitors</b>	<b>568,142</b>	<b>831,388</b>	<b>789,697</b>	<b>742,469</b>	<b>670,634</b>
of which own events	253,381	518,629	339,697	473,047	361,412
of which guest events	314,761	312,759	450,000	269,422	309,222
<b>Total gross area used (excl. outside exhibition space) in m<sup>2</sup></b>	<b>816,322</b>	<b>982,829</b>	<b>815,998</b>	<b>850,265</b>	<b>812,351</b>
<b>Number of trade fairs and exhibitions</b>	<b>42+1*</b>	<b>41+1*</b>	<b>43+1*</b>	<b>36+1*</b>	<b>43+1*</b>
of which own events	6+1*	11+1*	6+1*	10+1*	9+1*
of which guest events	36	30	37	26	34
<b>Abroad</b>					
<b>Number of trade fairs and exhibitions</b>	<b>26</b>	<b>13</b>	<b>17</b>	<b>20</b>	<b>17</b>
of which joint events	25	13	17	18	17
<b>Number of exhibitors</b>	<b>1,150</b>	<b>594</b>	<b>640</b>	<b>589</b>	<b>982</b>
of which joint events	788	594	640	589	982
<b>CCH – Congress Center Hamburg</b>					
<b>Number of events</b>	<b>224</b>	<b>247</b>	<b>241</b>	<b>245</b>	<b>270</b>
of which conventions and conferences	120	141	128	156	165
of which other events	104	106	113	89	105
<b>Number of participants</b>	<b>326,307</b>	<b>390,101</b>	<b>353,580</b>	<b>332,392</b>	<b>335,758</b>
of which conventions and conferences	161,720	213,588	196,010	192,156	172,646
of which other events	164,587	176,513	157,570	140,236	163,112

\* external events

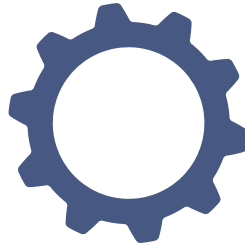
# DRIVEN BY DIVERSITY

*We gave the 2015 Annual Report of Hamburg Messe und Congress GmbH (HMC) this title as trade fairs and conventions are places of innovation, new ideas, new paths – they are a driving force in many ways.*

*2015 was also an eventful, emotional and diverse year. A year that began with the anniversary celebrations for “650 years of trade fairs in Hamburg”, that presented the company and its staff with completely unexpected challenges in late summer and that closed with a new record level of revenue in an uneven year. In between, around 270 very different events were held on the trade fair grounds and at the CCH – Congress Center Hamburg. Some impressions of this eventful year are described on the following pages. HMC hopes you enjoy reading this report.*

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A close-up portrait of Bernd Aufderheide, a middle-aged man with grey hair and a beard, wearing glasses and a blue shirt with a dark vest. He is resting his chin on his hand.

**BERND AUFDERHEIDE**

**PRESIDENT AND CHIEF  
EXECUTIVE OFFICER**

*Bernd Aufderheide (57) started working in the Hanseatic city in 2004 as CEO of the CCH – Congress Center Hamburg. He was appointed as President and Chief Executive Officer of Hamburg Messe und Congress GmbH in 2007.*

*“The past ten years have arguably been the most successful in Hamburg’s trade fair industry. We will continue this course.”*

To hear mostly English being spoken in restaurants, shops and kiosks on the trade fair grounds or at the Dammtor, to see taxis waiting for passengers in rows of three below the television tower and to find out that the city’s hotels have good occupancy rates is undoubtedly an exhilarating sensation. What this makes abundantly clear is that trade fairs and conventions never stand alone – they radiate into the city, a city that is becoming increasingly popular among exhibitors, visitors and the organisers of major exhibitions and events. In addition to the trade fairs we organise ourselves, a steadily growing number of prestigious national and international guest events and conventions regularly take place in Hamburg including high-profile events like the Chaos Communication Congress at the CCH and the conferring of the GOLDEN CAMERA awards on the exhibition grounds, which benefit from top-class services and a flexible infrastructure at the heart of the Hanseatic city. However, with more than one million visitors on average per year, HMC is much more than just an exhibition and conference venue. It is a promoter of trade and industry, an ambassador and a partner



to this city. In this capacity, as one of the city’s largest sporting venues, we were also ready in 2015 to make it possible for Hamburg to host the Olympic Games and willing to provide temporary assistance to the city in an emergency situation to cope with the influx of refugees. As you know, Hamburg’s bid for the Olympic Games was unsuccessful, but a wonderful private initiative was started on the exhibition grounds in the form of the “Kleiderkammer Messehalle”, a clothing store for refugees, sending a much-publicised positive image of Hamburg around the world. These things are also part of our mission, yet our primary goal is to make

trade fairs and conventions in Hamburg experiences with a high economic benefit for our exhibitors and visitors.

#### CONTINUING OUR SUCCESS STORY

We are working every day to ensure that our customers feel comfortable and are eager to return. HMC achieves this with steadily increasing success. After all, in the 650 years that have passed since the city was granted the right to hold fairs, the last ten years have arguably been the most successful in Hamburg’s trade fair industry. Continuing this course is the stated goal of all employees of Hamburg Messe und Congress.”

*HMC's revenue increased by 12.3 percent in 2015 compared with the last uneven financial year (2013).*



## 2015: A RECORD YEAR FOR HMC

*HMC continues to set records. This was again demonstrated by the last financial year – an uneven year with therefore fewer events.*

**T**his makes it all the more remarkable that with revenue of EUR 62 million HMC generated the highest level of revenue that it had ever achieved in an uneven financial year – an increase of around 12.3 percent versus the comparison year, 2013. There are a variety of reasons for this strong performance.

Firstly, HMC succeeded in increasing the number of major recurring events organised by the company itself, raising Hamburg's standing as a venue for trade fairs and conventions among key industries. Secondly, HMC brought greater numbers of prestigious guest events and, consequently, additional high-calibre decision-makers to the Han-





seatic city. This in turn led to a substantial increase in sales of services. Last but not least, HMC's foreign business was expanded in 2015.

#### **GOOD RESULT COMPARED WITH REFERENCE YEAR**

HMC did particularly well from the events it organised itself. For example, the 2015 INTERNORGA, Europe's long-running leading trade fair for hotels, restaurants, institutional catering, bakery and confectionery, was the largest to date with around 1,250 exhibitors spread across 100,000 square metres of exhibition space. The FH Nord had its debut in parallel. Some 100 exhibitors mapped the entire process chain in the butcher trade at this fair.

### **"WE ARE ON THE RIGHT COURSE AND WE ARE PLEASED WITH OUR SUSTAINED FINANCIAL SUCCESS."** *Bernd Aufderheide*

Seatrade Europe, the cruise & river cruise convention, witnessed increased internationalisation. Foreign visitors made up 65 percent of the 4,500 specialist visitors, while foreign exhibitors accounted for 85 percent of exhibitors.

#### **HAMBURG: A POPULAR PLACE AMONG GUEST ORGANISERS**

The 36 guest events – including leading trade fairs such as the Aircraft Interiors Expo, the exhibition for aircraft interiors, the World Publishing Expo, the international trade fair for the newspaper and media industry, and the Intermodal Europe, the world-leading trade fair for the container, transport and logistics industry – likewise contributed to making the trade fair business a success. We were delighted to see that Hamburg once again hosted the World Publishing Expo in 2015 after a five-year absence. The Intermodal Europe also returned to the Elbe.

#### **MOMENTUM FOR THE FOREIGN BUSINESS**

In addition to holding the INMEX SMM India with its event partner informa exhibitions, HMC staged 25 joint participations at trade fairs on four continents either on its own or on behalf of various federal ministries – more than ever before. Among the main topics were oil and gas, the health care sector and the maritime industry.

#### **CCH AMONG THE TOP THREE VENUES FOR ANNUAL GENERAL MEETINGS**

The CCH, which is just about to undergo a make-over, also made a contribution to HMC's positive result. At the beginning of 2015, it served as the media hub during the Hamburg elections a further time. In addition, the CCH was once again among the top three venues for annual general meetings in Germany, hosting the AGMs of eight publicly traded companies such as Beiersdorf and Lufthansa. Besides annually recurring events such as the Chaos Communication Congress, the Annual Congress of the European Association of Nuclear Medicine was hosted there in 2015 for the first time. Other events held at the CCH included the 20th Congress of the European Association of Hospital Pharmacists and the 67th Congress of the German Society for Urology, which attracted several thousand participants.

#### **GLAMOUR GALORE AT THE GOLDEN CAMERA AWARDS**

The glamour side was not neglected either. A large contingent of celebrities and representatives of the press converged on the CCH at the end of February for the 50th presentation of the GOLDEN CAMERA awards of HÖRZU magazine. HMC was already one of the winners, because after being hosted in Berlin for 40 years the event returned to Hamburg for its anniversary.



## ON TRACK FOR FURTHER GROWTH

*Now that it has implemented its Horizons 2015 strategy, Hamburg Messe und Congress GmbH is on the Road to 2025. The goal of this new ten-year strategy is to further increase HMC's municipal importance and continue the successful growth trajectory of the previous decade.*

*Horizons 2015 was replaced by a new ten-year strategy in the reporting year.*

**W**hen the foundation stone was being laid for the new development and expansion of the Hamburg trade fair grounds in 2005, HMC's goals and strategy for the coming decade were defined and set out in a strategy called Horizons 2015. A milestone that was reached as early as 2014.

At this time, HMC was already working on updating its strategy, which now combines important goals and measures for the coming decade under the title "Road to 2025". This is because the exhibition scene is undergoing a rapid transformation: the high density of trade fair organisers and companies and the surplus capacity on the exhibition grounds in many locations is lead-

ing to fierce competition. Competition for leading trade fairs is becoming more intense and more international; markets are becoming more segmented and small special-interest events are replacing the large multi-industry consumer fairs and exhibitions.

In this difficult environment, Hamburg Messe und Congress is concentrating first and foremost on trade fairs that have clear links to Hamburg's economy, such as the maritime industry and the renewable energy, medical and aviation industries. These reflect the economic clusters of the Free and Hanseatic City of Hamburg, on which HMC will continue to focus primarily but without neglecting other areas and consumer fairs and exhibitions.

**FURTHER DEVELOPMENT OF HMC**

One goal is to raise HMC's municipal importance by drawing increasing numbers of exhibitors and visitors but also by acquiring high-quality events as well as new event formats for the exhibition halls and further expanding the CCH – Congress Center Hamburg. For a municipal company this is not an end in itself because the positive effects – such as additional revenue – make themselves felt in many areas of the city. HMC is an important driver of economic growth for the Free and Hanseatic City of Hamburg, and making Hamburg Messe and the CCH more attractive increases the city's appeal.

The stated business goal of HMC is to break even over a two-year period by 2025. This is because the positive

operating results are currently unable to compensate in full for the high property costs of around EUR 30 million per year, especially in the somewhat weaker uneven years.

**A VARIETY OF APPROACHES**

Growth will be primarily achieved through the expansion of HMC's own trade fairs, the acquisition of profitable guest events and the upcoming revitalisation of the CCH. A new CCH with greatly expanded opportunities will be available from mid-2019. Collaborations with other trade fair organisers in and outside Germany will also be considered and larger numbers of events will be acquired for the uneven years.



# OUR OWN EVENTS

	TRADE FAIR/EXHIBITION/CONFERENCE	WEBSITE	NEXT EVENT
	<b>SMM</b> The leading international maritime trade fair, hamburg	<a href="http://smm-hamburg.com/en">smm-hamburg.com/en</a>	06. – 09.09.2016
	<b>COTECA</b> COFFEE – TEA – COCOA, GLOBAL INDUSTRY EXPORT	<a href="http://coteca-hamburg.com/en">coteca-hamburg.com/en</a>	07. – 09.09.2016
	<b>WindEnergy Hamburg</b> The global on- & offshore expo	<a href="http://windenergyhamburg.com/en">windenergyhamburg.com/en</a>	27. – 30.09.2016
	<b>hanseboot</b> Hamburg International Boat Show	<a href="http://hanseboot.de/en">hanseboot.de/en</a>	29.10. – 06.11.2016
	<b>GET Nord</b> Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning	<a href="http://get-nord.de/en">get-nord.de/en</a>	17. – 19.11.2016
	<b>Mineralien Hamburg</b> Minerals, fossils, gemstones, jewellery	<a href="http://mineralien-hamburg.de/en">mineralien-hamburg.de/en</a>	09. – 11.12.2016
	<b>home²</b> MESSE FÜR IMMOBILIEN, BAUEN & MODERNISIEREN	<a href="http://home-messe.de">home-messe.de</a>	27. – 29.01.2017
	<b>REISEN HAMBURG</b> The Holiday, Cruise, Caravaning and Cycling Exhibition	<a href="http://reisenhamburg.de/en">reisenhamburg.de/en</a>	08. – 12.02.2017
	<b>INTERNORGA</b> International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Trades	<a href="http://internorga.com/en">internorga.com/en</a>	17. – 21.03.2017
	<b>hanseboot ancora boat show</b> The In-Water Boat Show, Neustadt/Holstein	<a href="http://hanseboot-ancora.de/en">hanseboot-ancora.de/en</a>	26. – 28.05.2017
	<b>Seatrade Europe</b> Cruise and Riverside Convention	<a href="http://seatrade-europe.com">seatrade-europe.com</a>	06. – 08.09.2017
	<b>INMEX SMM India</b> South Asia's largest maritime exhibition & conference	<a href="http://inmex-smm-india.com">inmex-smm-india.com</a>	03. – 05.10.2017
	<b>NORTEC</b> The manufacturing trade fair in the North	<a href="http://nortec-hamburg.de/en">nortec-hamburg.de/en</a>	23. – 26.01.2018
	<b>HansePferd Hamburg</b> The equestrian trade fair experience	<a href="http://hanseferd.de/en">hanseferd.de/en</a>	20. – 22.04.2018
	<b>HAMBURG PORT ANNIVERSARY</b> World's greatest port festival	<a href="http://english.hamburg.de">english.hamburg.de</a>	05. – 07.05.2017

## OTHER FOCAL POINTS



### THE OLYMPICS

In the concept of the Free and Hanseatic City of Hamburg for the 2024 Olympic Games, the exhibition halls and the CCH were envisaged as competition sites for more than a dozen sports disciplines.

However, in the Olympics referendum on 29 November 2015, a majority voted against Hamburg's bid to host the Games.



### SEA-WATCH

A refugee boat with shoes and items of clothing left behind attracted attention at the hanseboot in autumn 2015. The dinghy, with 121 people on board, had been rescued in the Mediterranean just weeks before by the civilian rescue ship, the MS Sea-Watch. The Sea-Watch Association had been established in 2014 when a number of families from the State of Brandenburg privately purchased and fitted out a boat for rescuing refugees in the Medi-

terranean Sea. Since the beginning of 2015, the crews of the just over 20 metre-long Sea-Watch, made up exclusively of volunteers, have rescued several thousand refugees from mortal danger. At the hanseboot exhibition they reported on the dramatic situation of the people in the refugee boats and asked for support. Meanwhile, a second ship owned by the private aid organisation, the Sea-Watch 2, now also performs rescue missions on the Mediterranean.

### ANNIVERSARY

Six-hundred and fifty years of trade fairs in Hamburg were celebrated in 2015 with a series of public lectures at the University of Hamburg, an ecumenical worship service held in St. Michael's Church, a large exhibition and many other activities. In 1365, Emperor Charles IV had granted a charter to hold trade fairs to the city, which makes Hamburg one of the oldest trade fair cities in Germany. Detailed information on the history and recordings of the lectures are available at: [hamburg-messe.de/en/the-company/650-years](http://hamburg-messe.de/en/the-company/650-years)



## ZARAGOZA, SHANGHAI, YEOSU, ANTALYA, ASTANA

*Time and again, HMC is commissioned by different federal ministries to organise and run German Pavilions at international exhibitions.*

In 2015 and 2016, HMC became the first German trade fair company to be commissioned to host two EXPO participations at the same time. HMC will organise a German Pavilion at Antalya 2016 and Astana 2017 for the fourth and fifth times since 2008.

This year Antalya has a lot more to offer than just beach and sea. EXPO 2016 opened in the Turkish city on the Mediterranean coast on 23 April. Once again, Hamburg Messe und Congress is responsible for planning and implementing the German presentation on behalf of the Federal Ministry of Food and Agriculture.

However, this is not all. In parallel – this time on behalf of the Federal Ministry for Economic Affairs and Energy – HMC is also organising the German Pavilion at Expo 2017, which will take place in Astana, Kazakhstan. This makes it the fifth time in nine years that HMC has been entrusted with the preparation and implementation of a participation in an international exhibition by the Federal Republic or, as in 2010, by the city of Hamburg. HMC is also the first and only trade fair company to implement two EXPO participations on two continents at the same time. In the Turkish city of Antalya, Germany has aligned its presentation closely with the theme of the EXPO – “Flowers and Children” – focusing on the innovation potential and future potential of renewable raw

materials and sustainability in everyday life in the interests of future generations. Moreover, the German Pavilion houses an exhibition on medicinal and aromatic plants as well as a tea bar. In the grounds outside, flowerbeds and bodies of water entice visitors to linger. The EXPO in Astana will be held from 10 June to 10 September 2017 under the theme “Future Energy” – a theme that is repeated at HMC events such as the leading trade fair WindEnergy Hamburg, the international environment summit of the maritime industry, gmec, or GET Nord, the trade fair for energy efficiency, building system technology and building facilities.

The same is true of earlier EXPO participations. For example, EXPO 2008 held in the Spanish city of Zaragoza was themed “Water and Sustainable Development”; four years later in Yeosu, Korea, the theme was “The Living Ocean and Coast” – topics that are also becoming increasingly important at the SMM, for instance, the world-leading trade fair for the maritime industry in Hamburg.

In addition to the German Pavilions in 2008 and 2012, HMC ran the Hamburg House at EXPO 2010 in Shanghai. The German Pavilions in Spain and Korea received the Gold Award for best implementation of the EXPO theme in these two years. HMC will also set very high standards for the quality of the German Pavilions in Turkey and Kazakhstan.





**"IT IS A HUGE HONOUR FOR US THAT WE ARE ALLOWED TO REPRESENT GERMANY, BUT ALSO HAMBURG, IN THE WORLD IN THIS WAY."**

*Bernd Aufderheide*

*Astana 2017: model of the EXPO grounds in Kazakhstan.*





*In a year with a large number of events, trade fair and convention visitors spend EUR 800 million in Hamburg's shops, hotels, restaurants and cultural centres.*

## HAMBURG: AN ATTRACTIVE LOCATION

*Hamburg Messe und Congress benefits from the appeal of the city of Hamburg – and vice versa, says Frank Horch, Senator for Economic Affairs, Transport and Innovation.*

**A**s we can see, the importance of trade for Hamburg has continued to grow throughout the centuries. Even though our city is now much more than simply one of the world's most important transshipment hubs, the Senate is doing everything in its power to support and promote this exchange. Hamburg Messe has evolved into a key pillar of the economy. We provide a marketplace for consumer fairs and exhibitions such as the hanseboot and the HansePferd; other trade fairs like the INTERNORGA, the SMM and the WindEnergy are flagship events in Europe, if not worldwide. Hamburg Messe is also a dependable, expert host for large events such as Harbour Birthday Festival or, recently, the Annual Convention of the German Protestant Church.

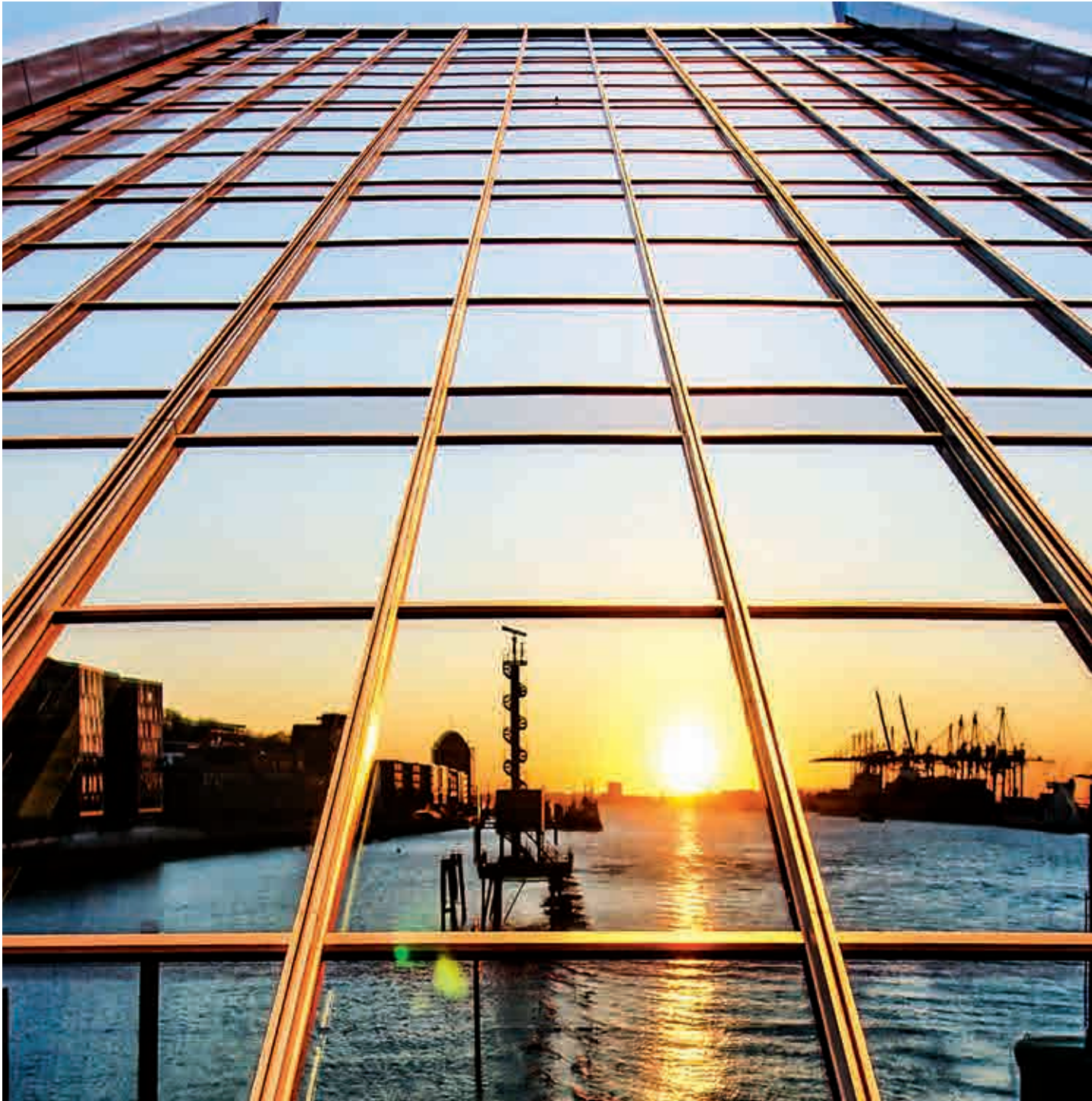
Given its wide variety of activities, Hamburg Messe is an indispensable component of Hamburg's standing as a business location. Trade fairs are one of the main elements of the marketing mix in business. Even in times of increasing digital communication, companies need real marketplaces where they can establish contact with potential customers and many other target groups. Trade show presentations are frequently anchor points for diverse communication activities. It is there that exhibitors conduct sales activities and sales promotions, advertising and image work, public relations or press work, internal communications and event management. A trade fair needs to be effective on a number of levels, i.e. appeal to all the senses – something an online shop, a sales letter or an advertisement cannot do. Important aspects of prospect-

ing for new clients and customer retention such as reliability, trust, personal appreciation, adaptation to individual requirements and a focus on dialogue can therefore be conveyed particularly well at a trade fair.

All told, trade fairs will continue to be hugely important for us in the future: we see over one million visitors coming to trade fairs and conventions in Hamburg each year. They are also a significant economic factor for the hotels, retailers and service providers in our city. Hence, the trade fair is a valuable institution and an important ambassador for our city all around the world."

Best regards,





## HAMBURG AS A BUSINESS LOCATION

**"GIVEN ITS WIDE VARIETY OF ACTIVITIES, HAMBURG MESSE IS AN INDISPENSABLE COMPONENT OF HAMBURG'S STANDING AS A BUSINESS LOCATION."**

*Senator Frank Horch*

A close-up portrait of Dr. Ulla Kopp, a woman with short brown hair and glasses, smiling. She is wearing a grey textured cardigan over a white top. The background is a soft, out-of-focus light color.

DR. ULLA KOPP

# CHIEF FINANCIAL OFFICER

*As Chief Financial Officer of Hamburg Messe und Congress GmbH since 2007, Dr. Ulla Kopp (51) is responsible for technology and infrastructure, finance, IT, human resources, legal affairs and purchasing.*

*"We aim to achieve smooth processes in all areas of the company.  
This effortlessness requires intensive, continuous training."*



I am inspired by the diversity, the variety, the eternally new aspects of the trade fair and convention business. I believe that smooth processes are the basis for efficiency in any business. When I think about it, effortlessness is what comes to mind. Knowing that absolute perfection cannot be achieved, I aim for smooth processes in all areas of our company. Control instruments tailored to the company's needs are required for this. The gears that engage with one another in the overall system do not need to be of the same size, but they should demonstrate

similar levels of performance and be of a similar nature. Smooth processes are only possible in the company if there is a basic understanding of the objectives to be pursued collectively. This is what I work on every day. I want to fill my environment with enthusiasm for my ideas and convictions; I want my staff to understand why I wish to implement something in a very specific way. This requires intensive communication. In an ideal situation, everything comes together in the end. Creating this opportunity is one of the main reasons why I love going into work every day."

## DIVERSITY AND ATTRACTIVE TRAINEESHIPS

*HMC is popular as an employer and as a training organisation. The company received multiple awards in 2015.*



**F**rom Purchasing to Technology and Administration to Marketing and Sales, HMC's staff plan, coordinate, organise and supervise some 300 national and international events every year for more than one million visitors on the trade fair grounds and at the CCH. This can only be achieved with committed, motivated and highly qualified staff.

Working for HMC means being part of heterogeneous teams comprising male and female, young and older colleagues of different nationalities and ethnic backgrounds. This is because diversity and mixed leadership constitute an important part of HMC's strategic human resources planning. Diversity is not encouraged in order to comply with statutory requirements, but rather stems

**"THE DIVERSITY OF THE REQUIREMENTS OF OUR INDUSTRY, THE LOCATION OF THE TRADE FAIR GROUNDS AND THE CCH, AND OUR MANY YEARS OF EXPERIENCE MAKE US AN ATTRACTIVE TRAINING ORGANISATION."** *Dr. Ulla Kopp*

To offer young people training qualifications that form the basis for a successful start to their careers, HMC as a multiple award-winning training organisation in Hamburg offers up to 20 traineeships for event managers, event technology specialists, office managers and IT specialists. Traineeships begin in August and now also in February. In addition, school leavers can choose a dual vocational training and education system focused on trade fair, convention and event management – an ideal springboard for a subsequent career.

from the conviction that diversity is an important building block for success in business. This translates into flexible working hours at all levels of responsibility and the opportunity to work part time – all of which makes HMC an attractive employer.



*Every year, HMC takes on an average of six to seven trainees. The photo shows the trainees who started in 2015.*



#### AWARD-WINNING EMPLOYER

HMC was delighted to win three employer awards in 2015 for traineeships and continued professional development, the reconciliation of work and family life, and diversity.

For its commitment, Hamburg Messe und Congress received the Helga Stödter Award for Mixed Leadership in the reporting year from the Helga Stödter Foundation and the Hamburg Chamber of Commerce, in addition to the Hamburg Family Seal and finally also the "Hamburg's Best Training Organisation 2015" seal. HMC received five stars – the maximum number of points – in the competition initiated by Professor Werner Sarges from Helmut Schmidt University.

The Hamburg Family Seal is awarded to family-friendly companies that demonstrate a particular commitment to balancing career and family and therefore make an important contribution to the development of Hamburg as a growing city, among other things. It is awarded by the "Alliance for Families", an initiative of the Hamburg Senate, the

Chamber of Commerce and the Chamber of Crafts.

Hamburg Messe und Congress systematically focuses on achieving a balance of women and men not only when filling management vacancies, but at all levels of the hierarchy. There is a gender balance in the company's Executive Management, for instance, and the share of women in management positions in the reporting year was 37 percent. According to the panel judging the Helga Stödter Award, HMC has therefore successfully implemented the principle of mixed leadership in its personnel structures. The ceremony for this award – a unique one in Germany – was held in the packed Albert Schäfer Room of Hamburg's Chamber of Commerce.



*After being conferred the Family Seal, HMC also received the Helga Stödter Award in 2015.*

## ON DISPLAY: IMPRESSIVE PHOTOS AND HAMBURG'S TRADE FAIR HISTORY

*After its good experience with the "Halbzeit" (half-time) exhibition, HMC again turned the façade of the exhibition halls along Karolinenstrasse into Hamburg's longest gallery from mid-June until the beginning of December 2015.*



**"BASED ON THE SCENES THAT PLAY OUT IN HISTORICALLY AND ECONOMICALLY IMPORTANT STREETS OF A CITY, WE GET TO KNOW THE SOCIETY AND IDENTITY OF A COUNTRY BETTER."**

*Julia Knop*

In the "Global Avenue" exhibition, Hamburg Messe und Congress presented 40 large-format street scenes to the public over a length of around 100 metres – photos by the award-winning photographer Julia Knop. The pictures were taken in Istanbul, São Paulo, Berlin and Shanghai.

During her visits to these large cities, Knop, a native of Hamburg, noticed some parallels, for example that the principal avenues around the world always have the same shops, that people live to the beat of their smartphones and that people everywhere drink coffee on the go. The exhibition brings the four geographically distant cities close together – as it does the passers-by in some cases when they are studying the impressive works of art.

Mid-June 2016 will see the start of another exhibition entitled "Die Vierte Wand" (the fourth wall) along the exhibition halls with photographs by the Hamburg native Klaus Frahm. He photographs theatres and opera houses from an unusual angle: from the stage.



#### A TRIP TO THE PAST AND TO THE FUTURE

There was a good reason to celebrate in the Hanseatic city in 2015: Hamburg could look back on 650 years of trade fairs. HMC used the anniversary as an opportunity to hold an anniversary exhibition at Hamburg City Hall.

Between 29 May and 14 June, in the convivial atmosphere of the City Hall foyer, visitors were given a guided tour on 48 boards of Hamburger Messe's chequered history, which began in 1365 with the granting of a charter to hold trade fairs. The fascinating exhibition ended with a look at HMC's projects for the future. In the course of the

year, the anniversary exhibition was also shown during the hanseboot 2015 and Mineralien 2015. In addition, it was on display in the glass façade of the exhibition halls from mid-December 2015 to mid-March 2016. A section of the exhibition was also used in the CCH.



Link to the anniversary book:  
<http://jubilaebuch.hamburg-messe.de>

A close-up portrait of Ulas Boyaci, a middle-aged man with a beard and mustache, wearing a dark blue suit jacket over a white shirt. He is looking directly at the camera with a slight smile. The background is a blurred, light-colored wall.

**ULAS BOYACI**

## **SALES AND BUSINESS DEVELOPMENT**

*Ulas Boyaci (49) has worked for HMC since 2013. As Senior Vice President Sales and Business Development, he is responsible for sales, the guest event business, business development, market research and services.*





*A stand construction package from HMC's services offering.*

*"I like being able to do something for this city through my work."*

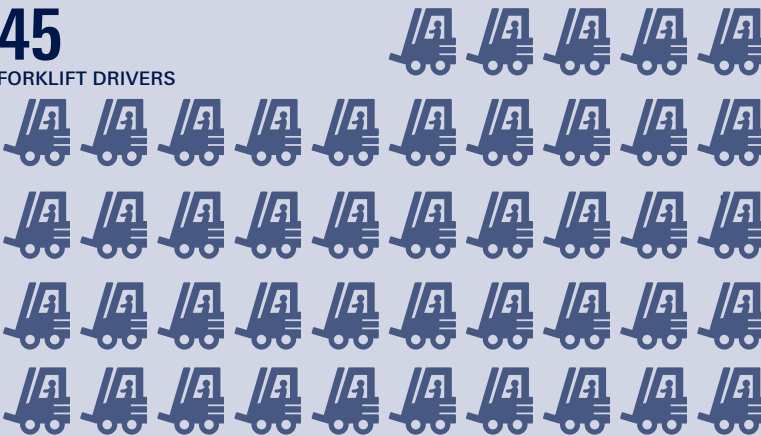
**P**ostponement is not an option! The challenge each day is to prepare everything down to the minute because the dates for the events are irrevocably fixed. Trade fairs are all about diversity and momentum. Particularly the work with customers from all around the world and from very different industries is quite special and requires a large measure of flexibility from all employees. I don't set a very narrow framework, because here nothing works without freedom.

This is why I define the objective but not necessarily the path leading to it. My staff know best how to complement one another with their individual strengths. Trust, speed and personal initiative are vital, especially in a busy year like 2015, in which we had a great many guest events. We continuously strive to improve the service and make the processes even more efficient. Our primary objective is always to increase the level of customer satisfaction."

# 2015 FACTS AND FIGURES

45

FORKLIFT DRIVERS

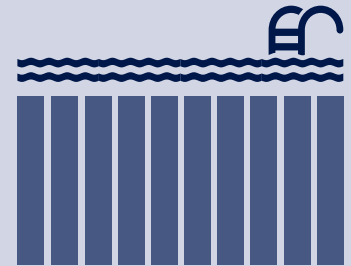


Up to 45 forklift drivers at a time were deployed on the grounds in 2015.

10

OLYMPIC-SIZE SWIMMING POOLS

could be filled with the packaging stored during a major event.



1,743

JOURNALISTS

attended HMC's own events.



406

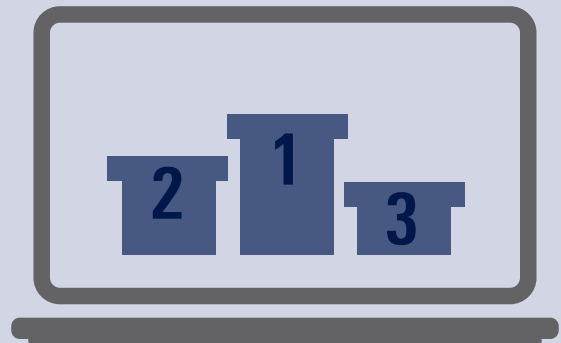
DAYS OF WORK



Counting the nightly hours of stand guards on duty at HMC's own events would add up to 406 days.

## THE CCH IS AMONG THE TOP 3 CONVENTION CENTRES

The CCH is among the top 3 convention centres when it comes to the number of annual general meetings of listed companies.



### IN THE GREATER HAMBURG AREA ...

## 13.9%

OF RESIDENTS PLAN TO PURCHASE A PROPERTY OR LAND IN THE NEXT TWO YEARS



## 44%

HAVE LARGE-SCALE RENOVATION PLANS FOR THE NEXT TWO YEARS



(Definition according to Nielsen:  
2.87 million residents)

Source: Best for planning 2015

## THE NEW PROPERTY EXPO home<sup>2</sup> – HMC'S LATEST ADDITION

The construction of any new house begins with the foundations. The foundations for a new property expo in Hamburg were laid in 2015. home<sup>2</sup> (home squared) will be held in the exhibition halls for the first time from 27 to 29 January 2017. Over an area spanning around 10,000 square metres, it will provide an overview of important products and services for a property's construction, purchase or refurbishment. It is not just the latest trends and developments that will be presented at this expo. Property owners and anyone wishing to realise their dream of having their own four walls will have the opportunity to receive professional advice, compare offers and get to know service providers in person.

Content-wise, the home<sup>2</sup> expo will be divided into four sections. The main theme, "Properties, Financing, Consulting" will provide information on purchasing land and real estate, financing and funding opportunities, appraisals, as well as estate agent and architecture services. Exhibitors from the fields of residential construction, exteriors, interiors, air conditioning and ventilation technology will

present their products and services in the "Residential Construction and Building Technology" section. Apart from exteriors and interiors, the "Refurbishment, Rehabilitation and Renovation" segment will be dedicated to trend-setting topics such as assisted living and energy-efficient upgrades. The home<sup>2</sup> offering will be rounded off by "Gardening and Landscaping".

Hamburg's new property expo could hardly be starting at a better time: the construction boom in the greater Hamburg area is continuing unabated. According to the Northern Statistical Office, the number of housing permits issued has risen by around 50 percent since 2011.

home<sup>2</sup> will be an annual trade fair. It will receive extensive support from land owners association Grundeigentümer-Verband Hamburg and real estate association Deutschland iVD Nord. The Hamburg Chamber of Commerce and the Hamburg Chamber of Crafts will also promote the establishment of the property expo for end consumers in the knowledge that these will be coming to the right place at the right time.





*Diversity: Spectacular stunts during the Hamburg Motorbike Days (left) and the latest from the world of printing (above) at the World Publishing Expo.*

## A WARM WELCOME FOR GUESTS IN HAMBURG

*Glamour, sporting and staff events, industrial products, art, consumer goods and conventions – guest events are becoming increasingly important, and companies like to host them in Hamburg.*

**M**ajor artistic achievements, stars and starlets and countless emotional moments – the GOLDEN CAMERA awards have always been welcomed in Hamburg with open arms. It was therefore not surprising that the large gala returned to the Hanseatic city for its anniversary in 2015, to

the place where its history had begun in 1965. All of the renowned names in German film and television walked the red carpet, and host Thomas Gottschalk also welcomed a number of highly acclaimed Hollywood stars including Susan Sarandon, Kevin Spacey and Arnold Schwarzenegger. With over 18 metre-high ceilings in Hall A1 and its

*2015 + 2016 – The GOLDEN CAMERA awards were hosted in Hamburg in both 2015 and 2016.*



*The 2015 GOLDEN CAMERA awards (above), and Udo Lindenberg and Jan Delay as surprise guests of Online Marketing Rockstars (OMR) 2016.*



many adjoining rooms, the Hamburg trade fair grounds not only assured ideal spatial and technical requirements for television recording and the elaborate stage sets for the jubilee gala, but at the dinner party that followed HMC once again fulfilled its role as the perfect host, so the event will be remembered by the Hamburg protagonists, the representatives of HÖRZU, the over 1,000 guests and also the television viewers for a long time to come.

### 36 GUEST EVENTS IN 2015

In 2015, 36 guest events – including leading trade fairs such as the Aircraft Interiors Expo, the World Publishing Expo and the Intermodal Europe – were hosted at HMC's grounds, six more guest events than in the previous year. Increasing numbers of companies and guest organisers appreciate – or rediscover – the attractiveness of the Hamburg trade fair grounds, their central

location, the hospitality and the quality of service provided by the dedicated HMC team. The World Publishing Expo, for example, returned to Hamburg in 2015 after a five-year absence to make Hamburg Messe the international meeting point for decision-makers from publishing houses all around the world. The organisers of the Intermodal Europe also returned to Hamburg Messe after a two-year hiatus. This brought together more than 120 exhibitors from the container, transport and logistics industry and roughly 5,000 visitors from 60 countries – impressively underlining the importance of the city of Hamburg as a European gateway for foreign trade and as a global logistics centre.

### NORDSTIL CONTINUES TO GROW

Alongside several short-term bookings, mainly well-established consumer fairs and exhibitions like the Hanse Golf, the vocational training and higher edu-

cation fair Einstieg Hamburg and the Hamburg Motorbike Days enriched the event calendar at Hamburg Messe und Congress GmbH. Catering to the art scene was the Affordable Art Fair, which showed affordable contemporary art now for the fourth time. We were particularly pleased that the Nordstil – Regional Order Days Hamburg – continued to grow in 2015. This expo is also the result of a clear commitment to the location by the European Lifestyle Association for the consumer goods industry and has been one of HMC's largest guest events since the outset. After all, there is a long tradition of consumer goods in Hamburg. The most recent Nordstil, held in early 2016, received 20,000 visitors.

Trade fairs, consumer fairs and large-scale events aside, the grounds of Hamburg Messe also provide ideal conditions and a suitable framework for big corporate events – mainly thanks to the flexible-use halls. The guest organisers are well looked after by an experienced team that is in charge of between 30 and 40 events per year – from large galas to employee meetings, film shootings and promotional events up to the leading trade fairs in their industries.

Sport was not neglected in 2015 either. More than 25,000 runners took part in the Haspa Marathon Hamburg, Germany's largest spring marathon. It is common knowledge among runners that the Hamburg run is fast and the city is welcoming. And that the citizens of the Hanseatic city are so enthusiastic that their applause has carried some participants to the finish line!

A close-up portrait of Edgar Hirt, a middle-aged man with short, graying hair, smiling warmly. He is wearing a dark blue suit jacket, a light blue dress shirt, and a colorful striped tie. The background is a soft-focus outdoor scene with greenery and a building.

**EDGAR HIRT**

## **CONGRESSES AND EVENTS**

*As Senior Vice President Conventions and Events, Edgar Hirt (62) is the CEO of the CCH – Congress Center Hamburg. The conventions expert, who is very well connected internationally, has worked for Hamburg Messe und Congress since 2007.*



*“There is a direct link between people living longer and the exchange of information and ideas at international medical conventions. This is the whole purpose of our work.”*

*Around 250 events are held every year at the CCH – from concerts to annual general meetings.*

**Y**ou need to be a psychologist, a teacher, a generalist, an improvisation artist. The congress business is about people all the time. You need nerves of steel, because with 250 events held each year you deal with a wide variety of people, from professors to artists, from stage hands to executive board members. Here we provide time and space for emotions and the transfer of knowledge. Facilitating conventions, conferences and cultural events is

primarily a sovereign task and shows the attitude of a society. This is why I am delighted that Hamburg decided to revitalise the CCH and I had the opportunity to be involved in the preparations for this. For me this means coming full circle: in the end, I have spent two-thirds of my career as one of the people in charge of building different convention centres in Germany. This has mostly involved putting a patent leather shoe on one foot and a welly boot on the other.”

## CCH – END OF AN ERA AND A NEW BEGINNING

*The CCH – Congress Center Hamburg has been a stage to the world since 1973. It will be temporarily closed at the end of 2016 so that extensive refurbishments can be carried out.*

**T**he big day came on 14 April 1973, when German President Gustav Heinemann inaugurated the new Congress Centrum Hamburg. Since then, what was formerly Europe's most state-of-the-art convention centre has repeatedly set new standards. Over the last 43 years, the long-established convention centre has hosted over 16,000 events, attracting 17 million visitors from Germany and abroad. More than

130 world congresses have been held here. Guests have included the UN (1982), the 19th Universal Postal Congress (1984) – at 40 days the longest convention in the Hanseatic city to date, the 15th World Cancer Congress (1990) and the 96th Lions Club International Convention (2013). In 2013, the CCH was also the main venue for the 34th Convention of the German Protestant Church. In addition to the large conventions, it was likewise a popular

location for conferences, symposiums, corporate events, atmospheric galas, award ceremonies, legendary television shows, lively concerts and lavish balls. Furthermore, holding eight annual general meetings of publicly traded companies per year on average, the CCH has long been among Germany's top three venues for shareholders' meetings.

According to an ifo study, convention and conference visitors travelling to these events give the Free and Hanseatic City of Hamburg purchasing power of around EUR 96 million per year (exponential effect), safeguarding around 1,400 jobs in companies outside of HMC at the same time.

### 224 EVENTS IN 2015

The CCH reported very good bookings once again in the 2015 financial year, making a contribution to HMC's positive result. A total of 326,307 people visited the 224 events, including eight annual general meetings of listed companies, the Chaos Communication Congress, the Annual Congress of the European Association of Nuclear Medicine and the 67th Congress of the German Society of Urology with several thousand participants. That would have pleased Gustav Heinemann!





*The CCH team is looking forward to the new building: The entire project is slated to cost EUR 194 million, to start at the beginning of 2017 and to be completed in 2019.*



**“THE NEW CCH WILL TIE IN WITH A UNIQUE TRADITION. AND THANKS TO OUR ‘HISTORY DESIGNS FUTURE’ CONCEPT IT WILL IDEALLY ATTUNE TO THE REQUIREMENTS OF THE EVENT FORMATS OF TOMORROW. WE WILL BRING OVER 40 YEARS OF EXPERIENCE WITH US FOR THE FUTURE.”** *Edgar Hirt*

#### **THE NEW CCH – THE COURSE HAS BEEN SET**

The preparations and planning are in full swing. The CCH will close its doors at the beginning of 2017 so that a new era for the long-established centre can begin in 2019. The aim is to create the largest possible range of functions through maximum flexibility. Many halls will be increased or reduced in size as required and parallel events will be possible virtually without restriction.

Following its revitalisation, the new CCH will have 12,000 square metres of exhibition space and seating capacity for 12,000 in up to 50 rooms, which will make it one of Europe’s biggest and most state-of-the-art convention centres once again. With its lavish entrance hall flooded with light, the new CCH will also have a 12,000 square-metre event location that is predestined for product presentations and marketing

events. A brand new forecourt will ensure a fitting entrance.

#### **BENEFITS FOR THE CITY**

Bookings for events attracting tens of thousands of participants overall have already been made – a sign that new CCH is already being well received. This could also be seen at IMEX in Frankfurt/Main, the leading trade fair of the MICE industry, where representatives of the CCH presented the new centre. There, event organisers, the trade press, representatives of relevant agencies and many other interested parties seized the opportunity to find out more about the new CCH in a virtual tour using video glasses and by carefully examining individual areas and spaces on a touch panel. The visitors all agreed that the new CCH as a stage to the world will once again set standards for the international convention business. What is more, it will further increase Hamburg’s appeal.

A professional headshot of Lars Kanbach, a middle-aged man with a balding head and green eyes, wearing a dark suit, white shirt, and a blue and white striped tie. He is smiling slightly and looking directly at the camera. The background is a blurred indoor setting with light-colored walls and columns.

**LARS KANBACH**

## **TECHNOLOGY AND INFRASTRUCTURE**

*Lars Kanbach (48) has worked for Hamburg Messe und Congress since 2004. He has acted as Senior Vice President Technology and Infrastructure since 2007, and is therefore responsible for the functioning of the entire trade fair grounds and the CCH.*

*“Some requests mean that we need to make the biggest jumps with limited resources.”*



**B**efore, I could not have imagined some of the things our technicians and service companies make possible. It becomes particularly interesting when fundamental things are to be modified at the customer's request. Individual measures are not sufficient because each change generally requires a series of other changes. In the final analysis, we are always talking about three things: functionality, availability and safety. Here, a conflict arises. We need to guarantee long-term value conservation and continuous modernisation of the properties from the perspective of technical practicality, yet cost-effectively.

Uneven capacity utilisation makes things more difficult for us. We have repeated high peaks in demand, which in turn means that when our facilities are empty for brief periods we only have short time frames available for general maintenance as well as renovations and refurbishments. If we then also consider the rapidly rising degree of technical development, which necessitates continuous training of our staff, it becomes clear that trade fairs and conventions put a strain not only on the infrastructure but also, and in particular, on the operating personnel. Satisfied exhibitors and visitors make this effort worthwhile, time and time again.”



## ELEVEN HALLS – NUMEROUS CHALLENGES

*State-of-the-art technology, a first-rate infrastructure and professional facility management are prerequisites for the implementation of successful trade fairs, exhibitions and corporate events.*

*The exhibition halls are available for events twelve months of the year. The intervals between peak times are used for refurbishments and maintenance.*

**H**amburg Messe's modern exhibition halls are not just eye-catchers in the cityscape of the Hanseatic city. They are also standard-setters in terms of functionality, flexibility, comfort and logistics.

The technical features are difficult to identify at first glance. The largely self-supporting roof constructions in the partially air-conditioned high-tech halls create a generous sense of spacious-

ness and a bright atmosphere. Thanks to a special roof construction, it is possible to hang large loads from the roofs of the halls. The supply lines for power, water and compressed air are installed in channels below the hall floors, which can bear loads of up to five tonnes per square metre.

Flexibility and profitability were other priorities when planning the logistics of the grounds.



Logistics yards of up to 36 metres wide keep set-up and dismantling times relatively short. Finally, a two-lane underground logistics tunnel that connects the B-halls to the east of the Hamburg Messe grounds with the A-halls to the west reduces congestion on the surrounding roads and accelerates set-up and dismantling. Visitors, on the other hand, move above ground between sections A and B of the grounds – on a glass skywalk.

**PROFESSIONAL BUILDING MANAGEMENT:  
THERE IS ALWAYS SOMETHING TO DO**

Facility management is of considerable importance at Hamburg Messe und Congress. Here, the focus is on value conservation and continuous updating of the properties in a technically feasible and cost-effective manner.

A particular feature that distinguishes exhibition halls from other properties

is their intermittent use. Again and again, thousands of people – suppliers, craftsmen, exhibitors, service staff – stream onto the grounds for days on end to build exhibition stands or deliver goods. And then there are the tens of thousands of visitors each day who come to large trade fairs such as the INTERNORGA. On other days, however, the halls and open spaces are practically deserted. This requires good planning, a good overview and logistical and technical excellence – regardless of whether gates need to be opened, pavements swept clear, snow cleared from the roofs of halls or the halls heated to a trade fair temperature of around 20° Celsius in a timely manner.

To be able to use the trade fair's entire infrastructure as effectively as possible, the on-the-job and building safety must be continuously reviewed, manpower coordinated and the gatekeeper service

and delivery service on the grounds arranged.

Inspection is another important task. Some 30,000 sprinklers, around 2,600 smoke detectors, 950 fire dampers, over 300 ventilation systems, 140 gates, 30 lifts and 16 escalators must be regularly serviced and checked – and repaired time and again.

## SAFETY FIRST

*Complex rules and regulations ensure that events are implemented safely. Several events can be held on the Hamburg trade fair grounds at the same time.*

**W**hich flooring is to be used? What are the flow-er arrangements supposed to be like? How much seating is required? Are lounges or work areas planned? Are special stands or room dividers needed? Quite a lot of things must be provided at a trade fair. At HMC, a 25-person team from the Technology, Trade Fairs and Exhibitions department (T-MA) ensures that chairs, flowers and rugs are in the correct position at all times. However, this is by no means everything. The staff from this department are responsible for the entire technical execution of any given event on the Hamburg trade fair grounds. They also see to and are in charge of the safety of all processes and ensure the smooth running of the trade fair at all times.

Traditional stand construction is mostly performed by external companies. In advance of a trade fair, these are then requested to submit the plans for the desired booth to the T-MA department, which is largely composed of event technicians. This department checks whether the stand meets all guidelines and regulations applicable in Germany

and whether the measurements are correct. Particularly strict regulations apply when something is supposed to hang in the halls over visitors' heads or when a customer requests something that is easily inflammable or show elements such as mist or pyrotechnics. Specific agreements with the fire brigade are required in such cases. Checking the plans is not enough, however: the T-MA experts supervise the entire construction of the trade fairs. Here, too, alongside the logistics processes, safety always has top priority. When all the booths have subsequently been dismantled, nothing else stands in the way of a successful event.

### FOUR PARALLEL EVENTS ON A SINGLE WEEKEND

The state-of-the-art, extremely flexible trade fair grounds in Hamburg make it possible to hold events whose overlapping construction and dismantling needs to take place almost simultaneously, coordinated by T-MA.

An exhibition, exclusive master classes, a high-level conference and two large parties: the around 10,000 visitors to the Online Marketing Rockstars Festival,

which premiered in Halls A2 and A3 of the Hamburg trade fair grounds on 25 and 26 February 2016, had not only a tightly packed programme, but also the best conditions on site – even though it was not the only event taking place in the grounds. The major IGLD medical symposium was also held in the conference area of the A-halls on 25 and 26 February, while the Hamburg Motorbike Days were set up and opened at the same time. This exhibition enticed visitors to Halls B1 to B5 between 26 and 28 February with a broad offering of motorcycles, accessories and action. The fourth event on this weekend in February was the Einstieg Hamburg career fair held in Hall B6 on 26 and 27 February. Here, some 370 exhibitors provided information on the wide range of university courses and apprenticeships available. 2016 had already seen one “full house” with four parallel events on the first weekend in February, when three trade fairs – the Hanse Golf, the Hamburg Energy Days and the BabyWelt – opened their doors on the trade fair grounds. While these were on, Halls B5 and B6 were being set up for the GOLDEN CAMERA awards.



Two weekends with four events held on each. In February 2016, the flexibility of the grounds with the different access points was in particular demand. The events were held smoothly without interfering with one another.

25.-27. February 2016



A professional headshot of Volker Müller, a middle-aged man with short brown hair, wearing glasses, a dark blue suit jacket, a white shirt, and a red tie with white polka dots. He is smiling slightly and looking directly at the camera against a light, neutral background.

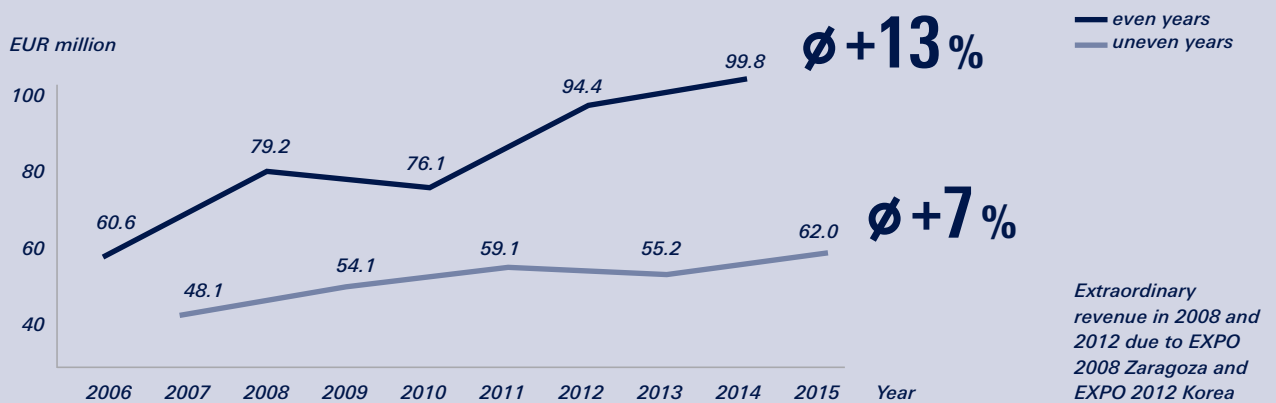
**VOLKER MÜLLER**

## **FINANCE**

*Volker Müller (43) has worked at HMC since 2001. Since 2015 he has acted as Senior Vice President Finance with responsibility for Accounting and Financial Control.*



## DEVELOPMENT OF REVENUE, 2006 – 2015



*“The variety of events held in the trade fair grounds and at the CCH is impressive. It’s nice to be part of the teams and the entire organisation.”*

Last year, HMC recorded revenue growth once again. The company has been steadily evolving for years, meeting the needs of its customers and the market. The variety of events held in the trade fair grounds and at the CCH is impressive – as is the way in which bare, cold halls are turned into places with an atmosphere and flair. Places where a wide variety of products and services, among other things, are presented by the exhibitors.

Nearly two dozen departments team up to create the right conditions for varied, successful events aimed at very

different target groups. This interaction resembles a gear unit in which the individual gears optimally engage with one another. Two of these are Accounting and Financial Control.

HMC has set itself ambitious goals for the future. Accounting and Financial Control will also do their bit by making the company’s business activities measurable and controllable through the use of key performance indicators.”



## EXHIBITION HALL TURNED REFUGEE ACCOMMODATION

*When several hundred refugees came to Hamburg in summer 2015 and the city's initial reception centres ran out of space, one exhibition hall temporarily provided accommodation for up to 1,200 people. No one could have foreseen what happened next.*

It was evening on the 6th of August when the first two buses carrying over 100 refugees rolled through Gate B6 into the trade fair grounds. Just minutes before, helpers had finished arranging the camp beds and camouflage fences; a small number of toilet cubicles had been placed in the yard. At this time, even for an unplanned initial reception centre Hamburg's largest exhibition hall was only a stopgap.

But how could it have been otherwise? Just 48 hours beforehand, HMC and Hamburg's Department of Internal Affairs had verbally arranged that the hall would be used as temporary accommodation for two months. Throughout Germany, shower containers and mobile toilet cubicles were increasingly difficult to obtain and even the camp beds had to be brought to Hamburg from Hanover.



**“I AM STILL VERY PROUD OF THE HARD WORK AND FLEXIBILITY OF SO MANY OF OUR STAFF, BUT ALSO OF OUR SECURITY GUARDS AND THE CATERER, WHO WENT FAR BEYOND THE CALL OF DUTY IN LOOKING AFTER THE REFUGEES AND ORGANISING THE CLOTHING STORE.”** *Bernd Aufderheide*

Meanwhile, residents of the Karoviertel, in which the Hamburg trade fair grounds are located, galvanised themselves into action. Once it became known that refugees would move into one of the exhibition halls, 500 people attended a residents’ meeting and within hours had got a plethora of offers and initiatives off the ground. German courses, childcare, city tours, help with visits to the authorities and common celebrations were programmed immediately. A little while later, in the stadium of the second-division football team FC St. Pauli, which is within earshot of the exhibition halls, the teams walked onto the pitch holding refugee children by the hand for a friendly against Borussia Dortmund.

#### **LARGE DONOR COMMUNITY**

What was happening at the same time on the trade fair grounds was no less impressive. HMC staff had initially received clothing donations for refugees in a small section of Hall B7. Yet more and more Hamburg residents started coming to the grounds to donate clothes and other items. Some stayed and began to sort, successively organising shelves, toiletries, later forklift trucks and transportation as well. Within a few weeks, the few heaps of clothing that had been sorted on the ground by size had turned into a professionally managed storehouse.

At times, there were up to 1,000 people on the grounds a day between donors and helpers. Large companies delivered tonnes of clothing, toys and personal care items, while other companies supplied forklift trucks and drivers. Soon there were far more donations than the refugees at the site needed. The “Kleiderkammer Messehalle” organised by volunteers moved on to supplying goods to refugee housing across Hamburg, then throughout Germany.

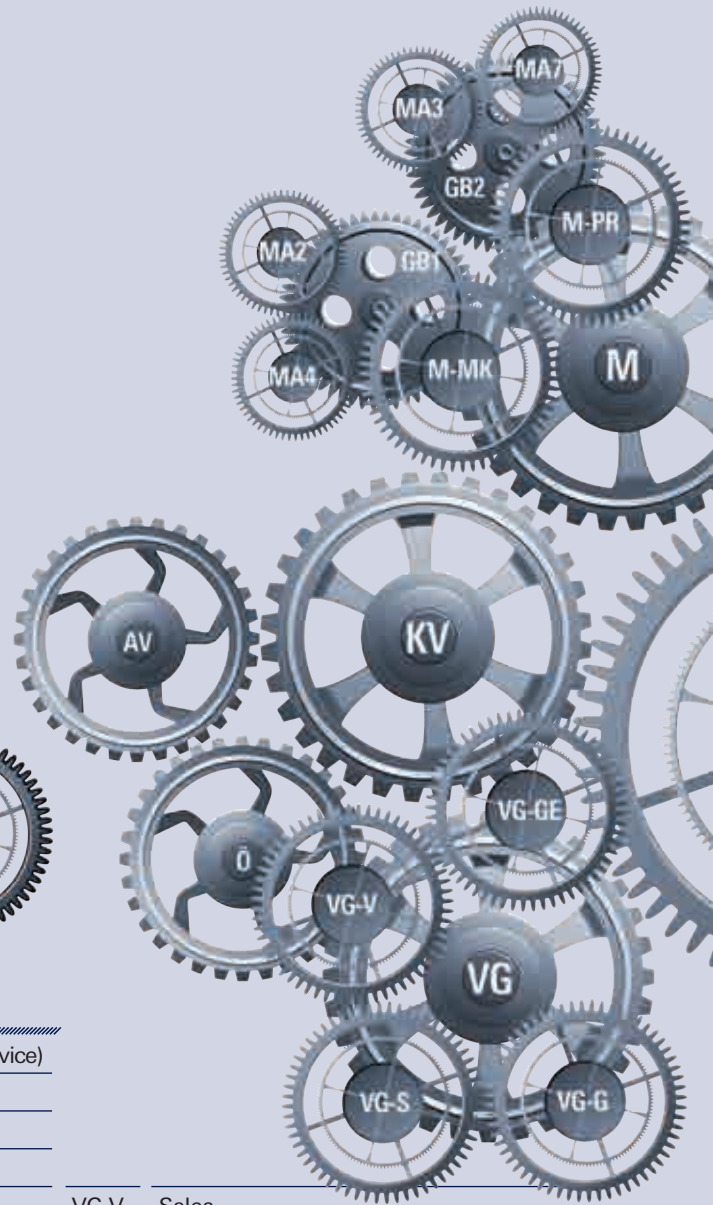
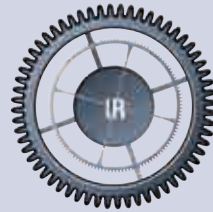
This did not go unnoticed internationally: television stations, photographers and reporters from all around the world reported on this extremely successful personal involvement by many Hamburg residents. Unlike the refugee accommodation, which was closed again at the end of September, the clothing store changed location on the grounds two more times before Christmas 2015.

Meanwhile, the helpers have been organised as the Hanseatic Help association. They have one store in the grounds of the Hamburg-based Otto Group in Bramfeld. A central collection point for donations has been opened at Große Elbstraße 264 in the port. And truckloads of aid shipments are now driven directly to the collection points for refugees.

# WORKFLOW

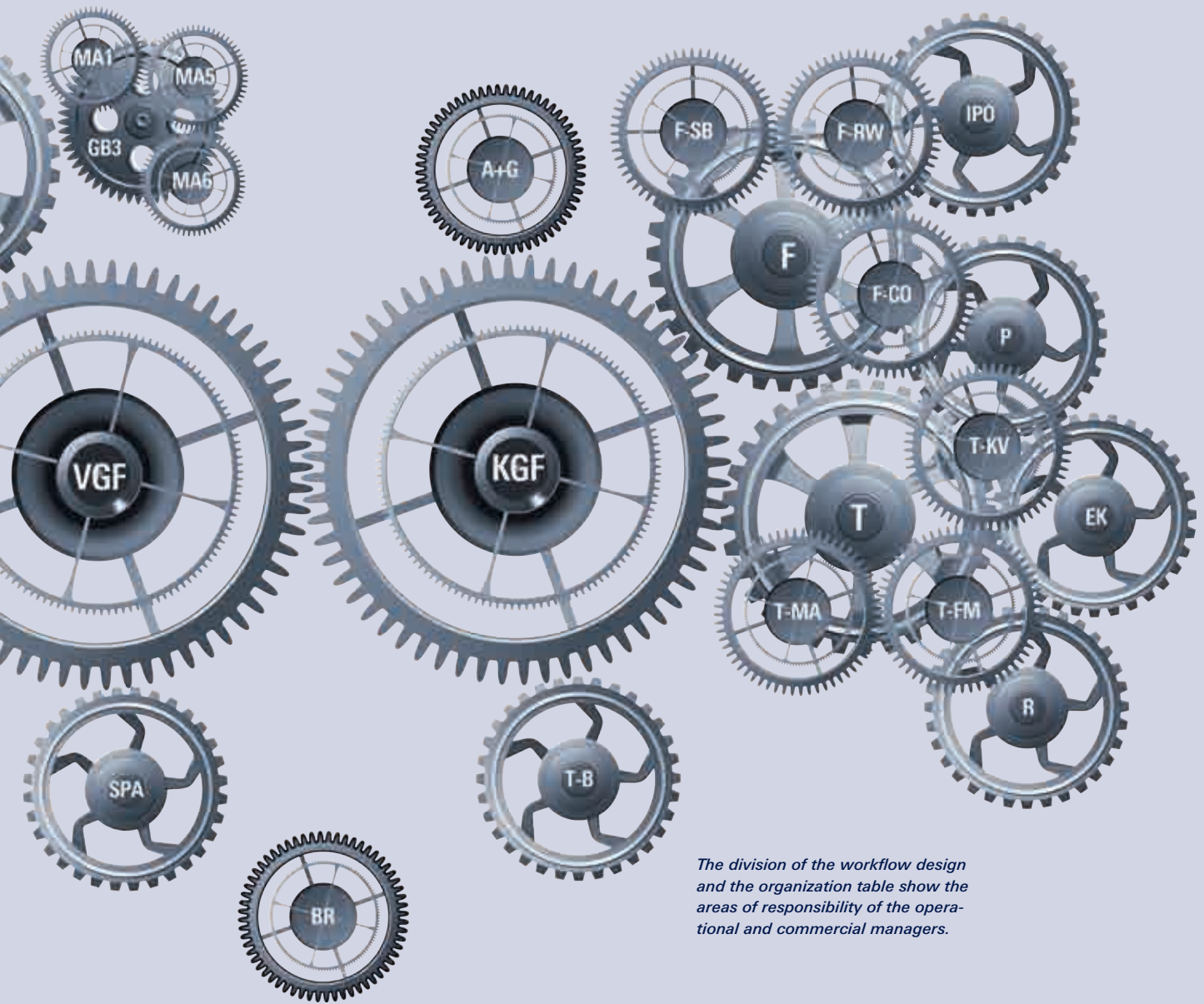
## AT HMC

Close, team-based collaboration between the specialist departments at HMC is essential if the complex tasks and activities in the challenging trade fair and convention business are to run like clockwork.



The original German abbreviations for departments and units were used in the chart and table.

VGf	Chief Executive Officer	IR	Internal Audit/Data Protection (shared service)		
		SPA	Strategy and Public Affairs		
		Ö	Public Relations		
		AV	Foreign and Contract Business		
		VG	Sales and Business Development division	VG-V	Sales
				VG-S	Exhibitor and Visitor Services
				VG-G	Guest Events
				VG-GE	Business Development/Market Research
		KV	Conventions and Events division		
		M	Marketing division	M-MK	Marketing Communication
				M-PR	Press
		GB 1	Business unit 1, Hospitality and Tourism Fairs and Exhibitions	MA 2	Fairs and Exhibitions department (INTERNORGA, COTECA, Seatrade Europe)
				MA 4	Fairs and Exhibitions department (GET Nord, Mineralien Hamburg, home <sup>2</sup> )
		GB 2	Business unit 2, Maritime and Technology Fairs and Exhibitions	MA 3	Fairs and Exhibitions department (SMM, INMEX SMM India)
				MA 7	Fairs and Exhibitions department (WindEnergy Hamburg, NORTEC)
		GB 3	Business unit 3, Consumer Fairs and Exhibitions	MA 1	Fairs and Exhibitions department (HAMBURG PORT ANNIVERSARY, HansePferd Hamburg)
				MA 5	Fairs and Exhibitions department (hanseboot, hanseboot ancora boat show)
				MA 6	Fairs and Exhibitions department (REISEN HAMBURG)



*The division of the workflow design and the organization table show the areas of responsibility of the operational and commercial managers.*

Betriebsrat

KGF	Commercial Management	R	Legal		
		T-B	Construction		
		A+G	Occupational Health and Safety (shared service)		
		P	Human Resources		
		IPO	Information Technology, Processes and Organisation		
		EK	Purchasing		
		T	Technology and Infrastructure division	T-FM	Facility Management
				T-KV	Technology – Conventions and Events
				T-MA	Technology – Fairs and Exhibitions
		F	Finance division	F-CO	Financial Control
				F-RW	Accounting
				F-SB	Taxes and Accounts (shares service)

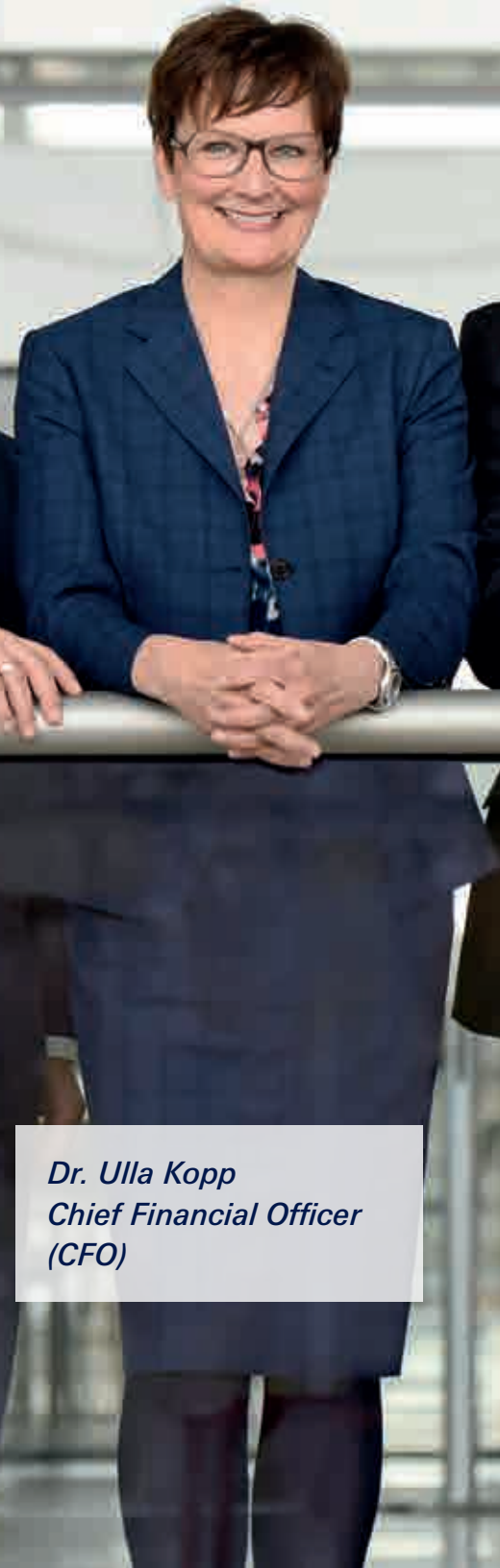
# CREATING DIVERSITY TOGETHER



*Lars Kanbach  
Senior Vice President  
Technology and Infra-  
structure*



*Ulas Boyaci  
Senior Vice President  
Sales and Business  
Development*



*Dr. Ulla Kopp  
Chief Financial Officer  
(CFO)*



*Bernd Aufderheide  
President and Chief  
Executive Officer (CEO)*

*Edgar Hirt  
Senior Vice President  
Congresses and Events*

*Volker Müller  
Senior Vice President  
Finance*



**ANNUAL FINANCIAL STATEMENTS  
OF HAMBURG MESSE  
UND CONGRESS GMBH 2015**



**BALANCE SHEET**

	<b>2015</b>	<b>2014</b>
<b>Assets as of 31 December 2015 (in EUR thousand)</b>		
1. Fixed assets	80,260	81,416
2. Current assets	34,586	35,116
<b>Total assets</b>	<b>114,846</b>	<b>116,532</b>
<b>Equity and liabilities as of 31 December 2015 (in EUR thousand)</b>		
1. Equity	11,679	11,679
2. Liabilities	103,167	104,853
<b>Total equity and liabilities</b>	<b>114,846</b>	<b>116,532</b>

**INCOME STATEMENT**

	<b>2015</b>	<b>2014</b>
<b>For the financial year from 1 January to 31 December 2015 (in EUR thousand)</b>		
1. Total revenue	63,970	101,808
2. Personnel expenses	18,233	17,474
3. Other expenses	78,937	88,232
4. Profit/loss before loss absorption	-33,200	-3,898

FIDES Treuhand GmbH & Co. KG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for the unabridged annual financial statements and the management report on 22 March 2016.

# CONDENSED MANAGEMENT REPORT

## A. BUSINESS AND ECONOMIC ENVIRONMENT

### 1. THE GERMAN TRADE FAIR MARKET

The global economy recorded only a modest rate of expansion in 2015. According to initial estimates by the Kiel Institute for the World Economy (Institut für Weltwirtschaft, IfW), the global economy will gradually recover in the next two years but develop little momentum for the time being. The IfW forecasts an increase in global GDP (calculated on the basis of purchasing power parity) from 3.1 percent in 2015 to 3.4 percent in 2016 and 3.8 percent in 2017. Preliminary figures released by the Association of the German Trade Fair Industry (AUMA) show that trade fairs in Germany remain on track for further growth. In 2015, 164 international and national trade fairs took place with 1.5 percent more exhibitors and 2 percent more visitors compared with the respective prior-year events. The amount of leased exhibition space increased by 1.5 percent. AUMA expects growth on the same scale in 2016 for the 185 international and national trade fairs planned. This estimate is underscored by a survey of exhibitors conducted by the market research institute TNS Emnid at AUMA's request. The poll revealed that around 60 percent of German exhibitors intend to keep their trade fair budgets unchanged in the next two years, while around 27 percent plan to increase theirs.

### 2. FOREIGN BUSINESS

Foreign business for German trade fair organisers is still expanding. German organisers are planning to hold 319 trade fairs abroad in 2016, mainly in China, India, Russia, Turkey and the United States. Participation in foreign trade fairs amounted to 253 in 2015. A total of 241 participations are planned for 2016, including 55 in China, 34 in Russia, 25 in North America, 24 in the Near and Middle East and 17 in Latin America.

### 3. THE NATIONAL AND INTERNATIONAL CONVENTION AND CONFERENCE BUSINESS

Although final figures for the development of the national and international convention and conference market in 2015 are not yet available, it is assumed that there will be slight growth in the German events market. As in the previous years, the German convention and conference business is the European market leader and ranks second worldwide after the United States. The large number of top-class venues in Germany, the oversupply of convention and conferencing capacity, and announcements about expansion and modernisation projects and also new construction undertakings are still leading to high competitive pressure. Hamburg ranks fifth among the most popular German and foreign cities. Its excellent infrastructure provides ideal conditions for the event organiser to stage successful conferences and conventions. In addition to the infrastructure of the conference and convention centre, the general conditions at the destination, such as accessibility, hotel accommodation, security and cost-effectiveness, are playing an increasingly important role in the decision on the venue. In the national and international association business, there is also an emerging trend of compliance aspects being used as one of the selection criteria.

## B. COURSE OF BUSINESS OF HMC

In 2015, HMC recorded its highest level of revenue in the company's history in an uneven financial year. Compared with the 2013 reference year, revenue increased by EUR 6.8 million to EUR 62.0 million. The Own Events and Guest Events Trade Fair sales divisions generated the lion's share of the revenue of around 49 percent.

### 1. HAMBURG MESSE DIVISION

REISEN HAMBURG was held with the integration of Hamburger Autotage once again. In 2015, investments were made in adventure islands for the themes "Thousand and one Nights", "Cruise Dreams", "Active and Outdoors" and "Extraordinary Trips". Although the number of German exhibitors was up slightly, the number of foreign exhibitors was down.

The INTERNORGA maintained its status as Germany's number one catering trade fair in 2015. A total of 1,244 exhibitors (41 more than at the prior-year event) took up the entire trade fair grounds including a lightweight hall that was set up. The number of visitors remained at the same level as the prior-year event. FH Nord, a trade fair for the butcher trade in North Germany, was held for the first time in parallel to the INTERNORGA. At this fair, 57 exhibitors showed their offerings to the around 2,500 visitors in Hall H of the CCH.

SEATRADE EUROPE, the cruise & river cruise convention, attracted nearly 4,500 visitors (+12 percent compared with the prior-year event) from Germany and abroad. Foreign visitors made up 65 percent of the total number of visitors, while foreign exhibitors accounted for 85 percent of exhibitors.

In light of the forecast growth in India's maritime industry in the coming years, Informa Exhibitions, which organises the INMEX INDIA, and HMC, which organises the SMM INDIA, forged a strategic partnership and jointly presented the INMEX SMM INDIA, South Asia's largest maritime event, for the first time. The biggest maritime event this region has ever seen attracted around 200 exhibitors and 6,000 visitors.

With increases in the number of exhibitors (4 percent) and a constant net area, HANSEBOOT confirmed its position as Germany's second-most important boat fair. In addition, HMC hosted the HANSEBOOT ANCORA BOAT SHOW on the grounds of the ancora marina in Neustadt/Holstein for the fifth time, attracting 139 exhibitors (+6 percent) on a net area of 9,344 m<sup>2</sup> (+13 percent).

The Guest Events sales division again performed better than expected in the reporting year. A total of 36 guest events (2014: 30, 2013: 37) were staged on the HMC site. The largest events were AIRCRAFT INTERIORS EXPO and NORDSTIL.

Last year, HMC temporarily made Halls B6, B7 and A3 available as an initial reception point for refugees and as a clothing store.

In the 2015 financial year, a total of 44 trade fairs and exhibitions were hosted (44 in 2013), seven of which were own events (six held in the grounds and one in Neustadt/Holstein) and one which was held in cooperation with Informa Exhibitions in India. At 565,693, the total number of visitors was down 224,004 compared with the 2013 reference year (789,697). The decline in visitor numbers is mainly due to the one-off events held in 2013: the 34th Convention of the German Protestant Church (130,000 visitors) and the 96th Lions Club International Convention (23,000 visitors). In addition, the DDW, which had drawn around 80,000 visitors in 2013, was not repeated in 2015. The gross area leased, at 810,803 square metres, remained essentially the same as in the 2013 reference year.

## 2. FOREIGN BUSINESS DIVISION

Every year, HMC organizes numerous joint participations in trade fairs abroad, most of which are implemented on behalf of the Federal Ministry of Economics and Technology and the Federal Ministry of Food and Agriculture. The main focus was on the maritime, medical technology, oil and natural gas and hospitality sectors. During the reporting year, HMC implemented 18 joint participations on behalf of the Federal Ministry of Economics and Technology and four on behalf of the Federal Ministry of Food and Agriculture. The highlight of the foreign business activities was the successful implementation of the German participations at the Arab Health (266 exhibitors) and Marintec China (more than 100 exhibitors).

## 3. CCH DIVISION

There were 121 (2014: 141, 2013: 128) national and international conferences, conventions, exhibitions and presentations hosted at the CCH in the 2015 financial year. The CCH received fewer bookings in the corporate segment in particular as companies preferred new, more appealing exhibition spaces. Attendance figures mirrored this trend, with the number of participants falling from 213,588 in 2014 to 164,169 in 2015.

As in previous years, medical events as well as annual general meetings, member and company meetings accounted for the lion's share of the convention and conference business. Events of note include the 32nd Chaos Communication Congress (18,000 participants); the 96th German X-Ray Congress (7,500 participants); the 67th Congress of the German Society for Urology (7,500 participants); EANM'15 – the 28th Annual Congress of the European Association of Nuclear Medicine (5,500 participants); and the 62nd Annual General Meeting of Deutsche Lufthansa AG (1,800 participants).

The number of cultural and social events fell by 2 to 104 compared with the previous year. Visitor numbers totalled 164,587 (2014: 176,513).

## C. ECONOMIC SITUATION

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### 1. DEVELOPMENT OF REVENUE

HMC posted revenue of EUR 62.0 million in 2015. Total revenue in 2015 was distributed as follows among the sales divisions: Hamburg Messe: EUR 18.9 million; CCH: EUR 9.2 million; Guest Events: EUR 11.8 million; Foreign Business: EUR 9.6 million; and Services: EUR 9.6 million. Revenue from the Property division totalled EUR 2.9 million.

### 2. PROFIT/LOSS FOR THE YEAR

HMC posted a loss of around EUR -33.2 million for the 2015 financial year before loss absorption by HGV. In spite of the around 12.3 percent increase in revenue, the loss for the year was on a level with the 2013 reference year. This was mainly due to higher expenses for staff and interest as well as to additional business abroad, which was generated with a narrower margin.

### 3. EMPLOYEES

As of the close of 2015, HMC had 283 employees (2014: 277); of these, 256 had permanent contracts of employment while 27 had fixed-term contracts (2014: 255 permanent and 22 fixed-term). Expressed in FTE's, HMC had 257 employees as of the close of the year (2014: 250). HMC also made 21 training slots available for future event, office and IT specialists, event technology specialists and Bachelor of Arts (BA) students.

HMC is keen to increase the share of women in the management levels below Executive Management. As at 31 December 2015, this share was 37 percent and is expected to rise to 40 percent by 2017.

### 4. NET ASSETS

In the year under review, total assets decreased by EUR 1.7 million to EUR 114.8 million, as a result of which the equity ratio increased from 10.0 percent to 10.2 percent.

### 5. FINANCIAL POSITION

The company has a control and profit transfer agreement as well as a Group clearing agreement with HGV, its parent, which ensures its liquidity at all times.

## D. OUTLOOK, RISKS AND OPPORTUNITIES

### 1. OUTLOOK

More events are scheduled to take place in 2016 than in uneven years. HMC aims to continue its profitable growth and to break even over a two-year period by 2025. To this end, a strategy entitled ROAD TO 2025 was developed describing the challenges, goals and fields of action. Growth will be primarily achieved through the expansion of HMC's own trade fairs, the acquisition of profitable guest events and the upcoming revitalisation of the CCH. Collaborations with other trade fair organisers in and outside Germany will also be considered and larger numbers of events will be acquired for the uneven years where possible.

The CCH will be modernised and expanded in 2017, 2018 and the first half of 2019, so that from mid-2019 onwards a "new" CCH will be able to meet future requirements.

### 2. EARNINGS

HMC expects revenue of EUR 104.3 million for the 2016 financial year, which means that revenue is anticipated to increase by around 4.4 percent compared with the reference year.

Owing to the significant financing costs for leasing the Neue Messe property, the high maintenance expenses for Halls B1 to B4 as well as the costs arising from the financing and depreciation of CCH's expansion, the company expects to post a net loss before loss absorption of around EUR 8 million for 2016. Property costs will continue to have a negative impact on earnings in the coming years. Higher losses are also expected in the future, particularly for uneven years.

HGV will absorb the losses that are expected for the next years within the scope of the existing profit and loss transfer agreement.

### 3. RISK REPORT

#### RISK MANAGEMENT

HMC maintains a risk management system that enables timely and systematic analyses and assessments of the company's exposure to risk as well as the development of pertinent countermeasures. These analyses and assessments concern both strategic and operational risks.

In terms of its future development, at this time HMC is unaware of any risks that might jeopardise the company as a going concern.

No events of special importance that would have resulted in a material change in the presentation of the company's net assets, financial position and results of operations occurred after the close of the financial year.

Hamburg, 17 March 2016

#### BERND AUFDERHEIDE

President and  
Chief Executive Officer (CEO)

#### DR. ULLA KOPP

Chief Financial  
Officer (CFO)

## REPORT OF THE SUPERVISORY BOARD

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The Supervisory Board reviewed the situation and development of Hamburg Messe und Congress GmbH and HMC International GmbH on a regular basis during the financial year. It carried out the tasks allocated to it both by law and by the Articles of Association during the reporting year. The Supervisory Board advised and monitored the managements of Hamburg Messe und Congress GmbH and HMC International GmbH on an ongoing basis.

The Supervisory Board has complied with the specifications of the Hamburg Corporate Governance Code and has issued a statement of compliance in cooperation with the managements from the companies.

Management provided regular, timely and comprehensive reports – both in writing and verbally – to the Supervisory Board regarding relevant issues of corporate planning, strategic development and results achieved as they relate to the individual companies, including the risk situation.

In the financial year from 1 January to 31 December 2015, the Supervisory Board held four meetings. The Finance Committee, the Construction Committee and the Human Resources Committee each met twice. Furthermore, one resolution of the Human Resources Committee was adopted by written circular.

On 19 June 2015 and on 26 June 2015, respectively, the Annual General Meeting of Shareholders of Hamburg Messe und Congress GmbH and the Annual General Meeting of Shareholders of HMC International GmbH elected FIDES Treuhand GmbH & Co. KG (FIDES) to audit the company's annual financial statements and to ensure due and proper conduct of business for the financial year from 1 January to 31 December 2015.

FIDES audited the annual financial statements comprising the balance sheet, the income statement and the notes, together with the bookkeeping system and the management report for the financial year from 1 January to 31 December 2015.

The audit has not led to any reservations. On the opinion of FIDES that is based on the findings of the audits, the companies' annual financial statements are in compliance with legal provisions – and in the case of HMI also with the supplementary provisions of the articles of association – and give a true and fair view of the companies' net assets, financial positions and results of operations in accordance with the principles of proper accounting. The management reports are consistent with the annual financial statements, provide a suitable understanding of the companies' situations and suitably present the opportunities and risks of future development.

The Finance Committee examined the annual financial statements, management reports and audit reports from FIDES in detail at its meeting on 23 May 2016, as did the Supervisory Board at its meeting on 14 June 2016. The Supervisory Board has no objections to these documents and therefore agrees with the results of the auditor's report. The Supervisory Board approves both the management reports of the Managing Directors and the annual financial statements as at 31 December 2015.

The Supervisory Board wishes to thank the Managing Directors and the company's employees for their dedication and their successful work in the past financial year.

Hamburg, June 2016

**JOHANN C. LINDENBERG**

Chairman of the Supervisory Board

## SUPERVISORY BOARD 2015

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**JOHANN C. LINDENBERG**

Chairman, former National Chairman of Unilever Germany

**HARTMUT HOFMANN**

Deputy Chairman, Head of the Convention and Event Technology department, Hamburg Messe und Congress GmbH

**BRIGITTE ENGLER**

Managing Director, City Management Hamburg

**JUTTA HARTUNG**

Unit Head, Fundamental and Cross-section Tasks of Investment Management, Finance Authority, Free and Hanseatic City of Hamburg

**KAI HOLLMANN**

Managing Director, Gastwerk Hotel Hamburg Verwaltungsgesellschaft mbH

**CLAUDIA JESKE**

Project Specialist, Hamburg Messe und Congress GmbH

**DR. RAINER KLEMMT-NISSEN**

Managing Director, HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH

**MARTIN KÖPPEN**

Director of the Office for Economic Development, Foreign Trade and Agriculture, Authority for Economics, Transport and Innovation, Free and Hanseatic City of Hamburg

**DR. RENATE KRÜMMER**

Owner of KRÜMMER fine art e. K.

**LORETTA MARSH**

Chairperson of the Works Council, Hamburg Messe und Congress GmbH

**FRANK MINAK**

Technical Specialist, Hamburg Messe und Congress GmbH

**PROF. DR. HANS-JÖRG SCHMIDT-TRENZ**

Chief Executive, Hamburg Chamber of Commerce



## STATEMENT OF COMPLIANCE WITH THE HAMBURG CORPORATE GOVERNANCE CODE (HCGC)

The Executive Management and the Supervisory Board of Hamburg Messe und Congress GmbH (HMC) hereby declare:

“With one exception, Hamburg Messe und Congress GmbH complied with all the regulations of the Hamburg Corporate Governance Code for which the Executive Management and the Supervisory Board were responsible during the 2015 financial year. The following item was not observed:

### **SECTION 5.1.5.:**

The six-week period for distributing the minutes regarding resolutions made by the Supervisory Board could not be adhered to at all times as the draft minutes had to be approved prior to their publication and the approval processes were not completed in time.

The company’s subsidiary, HMC International GmbH, complied with all the regulations of the Hamburg Corporate Governance Code for which the Executive Management was responsible during the 2015 financial year. The subsidiary has no Supervisory Board.”

In the 2015 financial year, Mr. Aufderheide received total gross compensation in the amount of EUR 287,187.01. Dr. Kopp received total gross compensation in the amount of EUR 260,134.08. The break-down of the total compensation can be viewed online at [www.hamburgmesse.de](http://www.hamburgmesse.de).

Hamburg, June 2016

### **JOHANN C. LINDENBERG**

Chairman of the Supervisory Board

### **BERND AUFDERHEIDE**

President and Chief Executive Officer (CEO)

### **DR. ULLA KOPP**

Chief Financial Officer (CFO)

# PUBLISHING INFORMATION

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## PUBLISHER

Hamburg Messe und Congress GmbH  
Messeplatz 1  
20357 Hamburg  
Germany

Phone +49 40 3569-0  
Fax +49 40 3569-2203  
info@hamburg-messe.de  
hamburg-messe.de/en

## RESPONSIBILITY FOR EDITORIAL CONTENT WITHIN THE MEANING OF THE GERMAN PRESS ACT

Karsten Broockmann

## CONCEPT, REALISATION AND EDITING

Karsten Broockmann, Sabrina Neumann, Irene Tagmi  
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Karsten Broockmann  
Chan Sidki-Lundius

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HMC: 01, 05, 11, 17, 23, 25, 26, 30, 34, 35, 37  
HMC/Michael Arning: 40  
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HMC/Andrea Miller: 18  
HMC/Bertram Solcher: 34  
HMC/Irene Tagmi: 40  
HMC/Stephan Wallocha: 06, 11  
HMC/Thimo Wilken: 14, 15  
HMC/Michael Zapf: 04, 07, 08, 16, 21, 22, 28, 32, 38, 44  
HMC/Hartmut Zielke: 06, 09, 20, 27, 31, 33  
Arbeitsgemeinschaft agnLeusmann mit TIM HUPE Architekten,  
Hamburg/Visualisierung bloomimages: 29  
Office for Economic Affairs, Transport and Innovation  
Bina Engel: 15  
National Company "Astana EXPO-2017" JSC: 12, 13  
Dirk Eisermann: 26  
Ulrich Perrey: 19  
Aleksandr Suyarkov: 40

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**HAMBURG MESSE**

Messeplatz 1 | 20357 Hamburg | Germany  
Phone +49 40 3569-0 | Fax +49 40 3569-2203  
info@hamburg-messe.de | hamburg-messe.de/en

**CCH – CONGRESS CENTER HAMBURG**

Am Dammtor | Marseiller Straße | 20355 Hamburg | Germany  
Phone +49 40 3569-2222 | Fax +49 40 3569-2183  
info@cch.de | cch.de/en