

## Messe Frankfurt group at a glance



### Consolidated group

€m	2001	2002
Revenue	318	335
Pre-tax profit	40	32
Pre-tax profit margin in %	13	10
Net profit for the year	28	22
<b>Balance Sheet Total</b>	<b>701</b>	<b>789</b>
<b>Equity</b>	<b>299</b>	<b>312</b>
Additions to fixed assets	138	43
Amortisation and depreciation	35	45
<b>Cash flow</b>	<b>65</b>	<b>67</b>
Staff costs	58	63
Employees (at 31.12. in each case)	984	1,144

## Company ratios

### Messe Frankfurt group

The Messe Frankfurt group conceives, plans and hosts trade fairs and exhibitions in Germany and abroad. The parent company and its subsidiaries offer a coordinated range of services for its international exhibitors and visitors.

#### Facts and figures I

€ m	1998	1999	2000	2001	2002
Revenue	251	275	311	318	<b>335</b>
Pre-tax profit	32	37	46	40	<b>32</b>
Pre-tax profit margin in %	13	13	15	13	<b>10</b>
Net profit for the year	22	16	22	28	<b>22</b>
<b>Balance Sheet Total</b>	<b>478</b>	<b>487</b>	<b>691</b>	<b>701</b>	<b>789</b>
<b>Equity</b>	<b>256</b>	<b>264</b>	<b>283</b>	<b>299</b>	<b>312</b>
Additions to fixed assets	36	20	188	138	<b>43</b>
Amortisation and depreciation	35	30	30	35	<b>45</b>
<b>Cash flow</b>	<b>58</b>	<b>48</b>	<b>52</b>	<b>65</b>	<b>67</b>
Staff costs	41	45	52	58	<b>63</b>
Employees (at 31.12. in each case)	711	779	851	984	<b>1,144</b>

Shareholders: City of Frankfurt (60%), State of Hesse (40%)

Issued capital: City of Frankfurt € 108 million, State of Hesse € 72 million

#### Facts and figures II

Basic data	1998	1999	2000	2001	2002
Total area (m <sup>2</sup> )	400,000	440,000	476,000	476,000	<b>476,000</b>
Available covered space (m <sup>2</sup> )	290,280	291,532	289,931	324,023	<b>324,041</b>
Available open space (m <sup>2</sup> )	75,762	75,762	75,762	89,408	<b>83,163</b>
Number of halls	10	10	10	10	<b>10</b>
<b>Events in Germany</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>
Number of trade fairs and exhibitions	48	49	46	38	<b>51</b>
Exhibitors (total)	42,628	37,129	43,088	36,089	<b>39,777</b>
Exhibitors (Germany)	21,013	17,988	20,529	16,985	<b>17,240</b>
Exhibitors (foreign)	21,615	19,141	22,559	19,104	<b>22,537</b>
Visitors	1,437,316	2,215,325	1,680,255	2,185,817	<b>1,609,107</b>
Net area (m <sup>2</sup> )	1,249,500	1,381,474	1,612,502	1,443,596	<b>1,428,555</b>
<b>Events overseas</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>
Number of trade fairs	33	31	43	48	<b>45</b>
Exhibitors	5,456	5,372	7,136	7,412	<b>9,812</b>
Visitors	625,156	766,236	609,532	584,085	<b>803,527</b>
Net area (m <sup>2</sup> )	144,856	159,831	176,264	196,041	<b>217,993</b>

We make markets. Worldwide.



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... in 2002 we rolled out the red carpet for our trade fair exhibitors and visitors in Frankfurt am Main and at 27 other exhibition centres all over the world. Whether in Shanghai or Paris, whether Moscow or New York: Welcome to Messe Frankfurt!

## Trade fairs are made by people – management editorial

Trade fairs are made by people. A bit of a laconic statement? – Only at first glance. A big international trade fair is a highly complex, sensitive and transient product that can only be realised with the help of a large number of individual enterprising efforts on the part of all concerned – exhibitors, visitors, organisers, services providers.

Trade fairs are not only made by people, it is they – and not, as we might be forgiven for thinking, the carefully celebrated products – that trade fairs are really all about. The entrepreneurs who at their stand present their vision-turned-reality to customers, the media and the competition from all over the world; the entrepreneurs who with foresight and sensitiveness for their clientele buy products that typify their company's style and in addition can decide over the enterprise's weal and woe. They all characterise the real "trade fair fascinosum" and are the reason why even the best Internet website is no substitute for a successful trade show.

Trade fairs are – like stock exchanges – seismographs of the economy, and, apart from a few exceptions, 2002 was economically speaking not a good year. While in the first months of the year the economy was still suffering as a result of the impact of 11 September 2001, towards the end of the year it was already paralysed by speculation over an impending war with Iraq.



Michael von Zitzewitz (Chairman)

This led to increasing reluctance to buy or even non-consumption on the part of consumers. In Germany, concerns over higher taxes and petrol costs made matters worse, taking a heavy toll on the retail trade in particular. And in the trade fair sector, too – which has so far largely weathered crisis situations well – a harsh wind was blowing. Consequently, the 144 supra-regional exhibitions in Germany recorded a decline in exhibitor numbers of two and in visitor numbers of five per cent. Rented space went down by 1.5 per cent.

As opposed to some of its competitors, Messe Frankfurt closed the business year with encouraging results. With 25,700 exhibitors, almost ten per cent more companies were represented at our own events in Frankfurt than in 2001. The number of visitors



Dr Michael Peters

was 1.5 per cent higher at 921,000, the rented space increased by almost eight per cent to 1.1 million square metres. And the 45 trade fairs outside Germany even recorded two-figure growth rates: both the exhibitor and visitor figures went up by a third to almost 10,000 exhibitors and 0.8 million visitors. The amount of rented space increased by eleven per cent to around 220,000 square metres.

How can this phenomenon be explained? With respect to domestic operations, there was a trend for exhibitors to concentrate their exhibition budgets on shows that they can least afford or want to miss: the main international shows where all the major players in the branch come together and that attract buyers from all over the world. Messe Frankfurt, which organised and hosted a total of 23 international trade fairs at its



Gerhard Gladitsch

exhibition grounds in 2002, quite clearly benefited from this trend.

And the astonishing growth rates in the case of overseas shows? Of course, we quite rightly interpret these as a confirmation of our commitment abroad and the brand strategy. But not even the best concepts can bear fruit unless they find acceptance with exhibitors. This is where the characteristics come to light that are so typical for the people we have to do with in the trade fair business, namely entrepreneurs. Pioneering spirit, optimism and self-confidence prevent them from slipping into resignation even in difficult times, on the contrary, they cause them to summon up all their energy in order to boost business. This also implies penetrating new, still largely untapped markets.



Uwe Behm



It is entrepreneurs who organise trade fairs and shape the trade fair sector, as exhibitors, as visitors and as organisers. The courage to take risks is just as much a part of entrepreneurship as the ability to successfully swim against the current. When Messe Frankfurt launched its first overseas show around 16 years ago with Interstoff Asia, it for the most part reaped criticism and malicious smiles in the branch. Like this, the Frankfurt shows, so the comments, were creating their own competition and as a result would in the long term pose a threat to the Frankfurt venue – if not to Germany itself. There was talk of “cannibalisation” and the “sellout of Germany as a trade fair venue”. Nothing of the sort was the case.

Quite the contrary: One-and-a-half decades of consistent internationalisation strategy have given the Frankfurt venue – just as attractive and in demand as ever – additional international appeal.

And abroad – above all in Asia, eastern Europe and America – we have put down firm roots that now in times of rough cyclical storms give us a good additional footing. Needless to say, now at the latest no-one is smiling any more – except us!

Michael von Zitzewitz (Chairman)



Dr. Michael Peters

Gerhard Gladitsch

Uwe Behm

## Overview 2002



### January

**Hong Kong International Stationery Fair, Hong Kong**  
08.01.–11.01.2002

**Heimtextil**  
09.01.–12.01.2002

**Heimtextil Sunday**  
13.01.2002

**Beautyworld**  
26.01.–29.01.2002

**Christmasworld**  
26.01.–30.01.2002

**Paperworld**  
26.01.–30.01.2002

**Pacific Home Fashion Fair, Las Vegas**  
29.01.–30.01.2002

### February

**Ambiente**  
15.02.–19.02.2002

**Texworld, Paris**  
20.02.–23.02.2002

**Ceram, Nagoya**  
21.02.–23.02.2002



### March

**Paperworld Mexico, Mexico City**  
05.03.–07.03.2002

**Fur & Fashion Frankfurt**  
07.03.–10.03.2002

**Musikmesse**  
13.03.–17.03.2002

**ProLight+Sound**  
13.03.–17.03.2002

**Intima America, Miami**  
17.03.–19.03.2002

**Heimtextil Americas, Miami**  
17.03.–19.03.2002

**Interstoff Asia Spring, Hong Kong**  
19.03.–21.03.2002

**International Window Coverings Expo, Baltimore**  
22.03.–24.03.2002

**handarbeit & hobby, Cologne**  
22.03.–24.03.2002

**Intertextile Beijing Spring, Beijing**  
26.03.–28.03.2002

### April

**Ambiente India, New Delhi**  
08.04.–11.04.2002

**EMV, Düsseldorf**  
09.04.–11.04.2002

**Diskon Japan, Tokyo**  
10.04.–12.04.2002

**Techtextil North America, Atlanta**  
10.04.–12.04.2002

**Light+Building**  
14.04.–18.04.2002

### May

**Media-TechExpo**  
06.05.–08.05.2002

**Scantech, São Paulo**  
07.05.–09.05.2002

**DACH+WAND**  
08.05.–11.05.2002

**Texcare Asia, Hong Kong**  
09.05.–11.05.2002

**Hair & Beauty Forum**  
12.05.–13.05.2002

**Avantex**  
13.05.–15.05.2002

**PCIM, Nuremberg**  
14.05.–16.05.2002

**Marketing Services, Hamburg**  
15.05.–17.05.2002

**Beautyworld Japan, Tokyo**  
20.05.–22.05.2002

**Allergica**  
24.05.–26.05.2002

**Art Frankfurt**  
26.05.–30.05.2002



### June

**ECT, Augsburg**  
04.06.–06.06.2002

**ABF Franchising Show, São Paulo**  
05.06.–08.06.2002

**Das Fürstliche Gartenfest, Fulda**  
06.06.–09.06.2002

**Facility Management**  
11.06.–13.06.2002

**Optatec**  
18.06.–21.06.2002

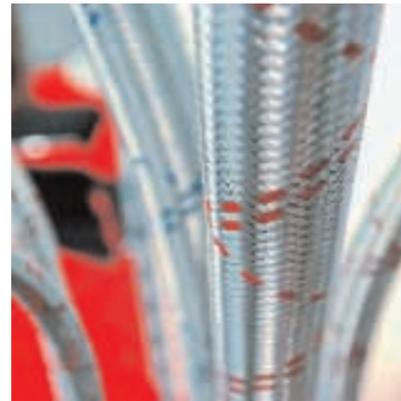
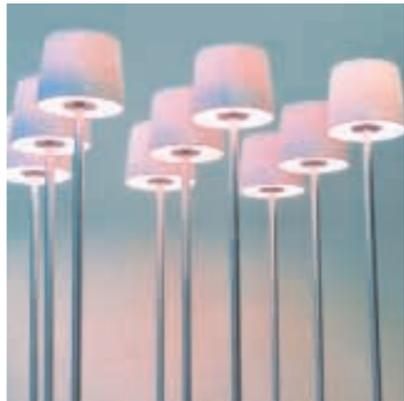
**CleanRooms Europe**  
18.06.–21.06.2002

**SMT/Hybrid/Packaging, Nuremberg**  
18.06.–20.06.2002

**Midrange Welt**  
19.06.–20.06.2002

**Interior Lifestyle, Tokyo**  
19.06.–21.06.2002

- **Ambiente Japan, Tokyo**  
19.06.–21.06.2002
- **Home Design Japan, Tokyo**  
19.06.–21.06.2002
- **Heimtextil Japan, Tokyo**  
19.06.–21.06.2002



### July

**PAACE Automechanika Mexico, Mexico City**  
10.07.–12.07.2002  
**APS/SC, Tokyo**  
17.07.–19.07.2002

### August

**Intima – Intimatex Autumn, São Paulo**  
04.08.–07.08.2002  
**ExpoCarnaval, São Paulo**  
14.08.–18.08.2002  
**Comdex Sucesu, São Paulo**  
20.08.–23.08.2002  
**Network + Interop Brasil, São Paulo**  
20.08.–23.08.2002  
**bed & more**  
29.08.–30.08.2002  
**Tendence**  
30.08.–03.09.2002

### September

**Fehab-Anamaco, São Paulo**  
10.09.–14.09.2002  
**Expo Cimento, São Paulo**  
10.09.–14.09.2002

### Baltic Textile + Leather, Vilnius

11.09.–14.09.2002  
**Automechanika**  
17.09.–22.09.2002  
**Heimtextil Rossija, Moscow**  
17.09.–20.09.2002  
**Texworld, Paris**  
18.09.–21.09.2002

**ISH China, Beijing**  
24.09.–27.09.2002  
**Cinte Techtextil China, Shanghai**  
25.09.–27.09.2002

### October

**Interstoff Asia Autumn, Hong Kong**  
02.10.–04.10.2002  
**Heimtextil India, New Delhi**  
04.10.–07.10.2002  
**Ambiente Rossija, Moscow**  
08.10.–11.10.2002  
**Christmasworld Rossija, Moscow**  
08.10.–11.10.2002  
**Paperworld Rossija, Moscow**  
08.10.–11.10.2002  
**Buchmesse**  
09.10.–14.10.2002

### Intertextile Shanghai Autumn, Shanghai

09.10.–11.10.2002  
**Intergeo – Kongress und Messe der Geodäsie und Geoinformation**  
16.10.–18.10.2002  
**Music China, Shanghai**  
16.10.–19.10.2002  
**Lifetime**  
24.10.–27.10.2002  
**Marathon Mall**  
25.10.–27.10.2002  
**LinuxWorld Conference&Expo**  
29.10.–31.10.2002  
**European Banking Technology Fair**  
29.10.–31.10.2002  
**IF-Forum 2002 der Sparkassen Informatik**  
29.10.–31.10.2002  
**Automechanika St. Petersburg**  
30.10.–03.11.2002  
**ISH North America, Toronto**  
31.10.–02.11.2002  
**LonWorld™, Toronto**  
31.10.–01.11.2002

### November

**Intimate Apparel Salon, New York**  
03.11.–05.11.2002  
**Automechanika Argentina, Buenos Aires**  
13.11.–16.11.2002  
**Expo Transporte, Guadalajara**  
13.11.–15.11.2002  
**Micromachine, Tokyo**  
13.11.–15.11.2002  
**Pro Sign**  
14.11.–16.11.2002  
**ACS Architekten Computer Systeme**  
20.11.–22.11.2002  
**Internationale Franchise Messe**  
21.11.–24.11.2002  
**SPS/IPC/DRIVES, Nuremberg**  
26.11.–28.11.2002

### December

**EuroMold (with Turntec)**  
04.12.–07.12.2002  
**Auto South China, Guangzhou**  
07.12.–11.12.2002



links gehen    rechts stehen  
walk left    stand right  
marchez à gauche    tenez-vous droite

**3,600 steps**

... are what the via mobile saves exhibition guests so that they can concentrate on what matters most: on "their" show, the products and the communication with the approximately 37,000 exhibitors from all over the world.

# Trade fair market



The world's major exhibition venues are still to be found in Europe. In order to remain competitive in the long term, however, exhibition corporations will in future have to change from being space letters to becoming cooperation partners. Messe Frankfurt is consistently following this path and also concluded the 2002 business year with encouraging results. In order to prepare itself for the future, the company intends to restructure from 2003.

## Messe Frankfurt and its environment

### The trade fair sector in 2002

**Europe – and Germany in particular – was the heart of the trade fair industry as far back as the Middle Ages. And although in the meantime the world has become much bigger and the means of transport much faster, it still benefits today from its geocentral position. Europe is so-to-speak the “smallest common denominator” between America and Asia. This explains why it is that the biggest and most important exhibition venues are still to be found in Europe and above all in Germany.**

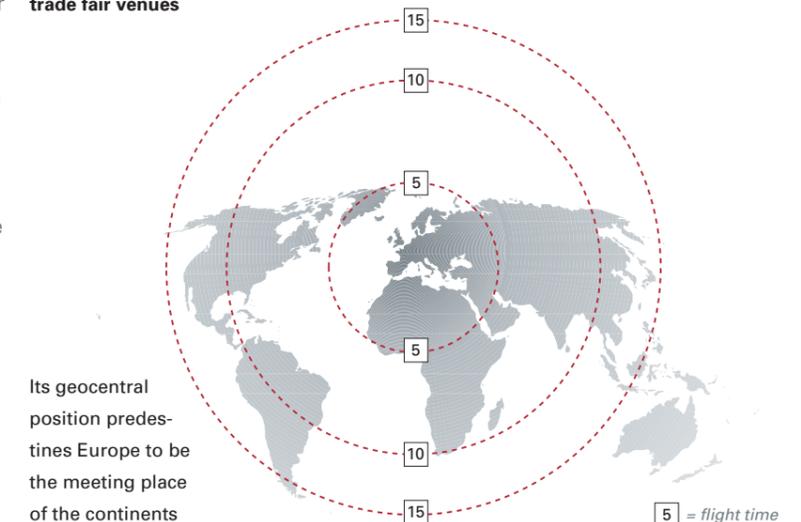
The growth of the worldwide trade fair market is concentrated on the three continents America, Europe and Asia. In Europe, the number of major shows increased from 1995 to 2000 by 204 events. That is almost 80 shows more than were added to the list in America, Asia, Africa and Australia together over the same period.

With more than twelve million square metres of exhibition space, Europe ranks first, way ahead of Asia with 2.4 million and North America with slightly more than two million square metres. In the next few years, these three most important trade fair regions in the world will extend their hall capacities by more than 300,000 square metres respectively. Europe will therefore be able to defend its pole position as a trade fair venue in the world arena in the foreseeable future. However, other criteria are

increasingly playing an even more important role than simply the amount of available exhibition space.

Apart from Germany, the other key European exhibition venues are Italy, France and the UK. Europe's strength lies in the main international fairs that have developed traditionally, global branch events that also – or rather, particularly – in economically challenging times are indispensable marketing instruments. Added to this is the fact that the European Union – already a market with 380 million inhabitants – will continue to grow in the future.

#### Locational advantage for the European trade fair venues





After 1 May 2004, it will comprise 25 nations with around 455 million, from 2007 in all probability approx. 500 million people. Compared to today, that is around one third more consumers. It is to be expected that the European market will accelerate the economic growth of the eastern European accession countries that began with the decline of the East bloc, and that as a result, their trade fair participation will increase.

**Germany as principal exhibition country**

The hall capacity of the German exhibition sites has grown by 16 per cent over the past five years to around 2.6 million square metres. Plans for the next few years envisage a growth of a further five per cent, i.e. 132,000 square metres. However, for some time now it has become evident that the total number of exhibitors and the rented show space at the big international trade fairs is stagnating. From today's standpoint, higher growth rates are not to be expected. Moreover, there is a growing tendency to question the necessity of attending trade fairs.

And yet, as a medium, trade fairs have for years occupied a leading place in all surveys relating to the communications mix companies have at their disposal to ensure their marketing success. The main international fairs

have again, despite the economic difficulties, confirmed their pre-eminent role in spring 2003.

**Germany as a trade fair venue in 2002**

Despite the frequently cited crisis resistance of the trade fair industry, the general economic situation did not totally spare the German trade shows in the past year. "Stagnation with a slight negative trend" probably best captures the situation on the trade fair market in Germany.

The number of exhibitors at the 144 national trade fairs fell by two per cent to 167,000 compared to the previous year's events. The increase of 1.5 per cent from abroad was not sufficient to compensate for the 5 per cent drop in the number of German exhibitors. The total rented show space fell by 1.5 per cent to 6.8 million square metres, the number of visitors by five per cent to 9.3 million<sup>1</sup>.

Economic forecasts have recently been characterised more by their frequency than by their reliability, nevertheless, the development of the shows in the first few months of 2003 offers grounds for moderate optimism for the German trade fair market. The exhibitor and visitor figures have so far remained for the most part constant. The Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft

(AUMA) (German Exhibition and Trade Fair Committee) is in fact anticipating a slight decline for the year as a whole, but this is expected to be lower than in the reporting year. A good 160,000 exhibitors and approximately 9.8 million visitors are expected to attend the 139 international shows.

**Where is the trend going?**

It is foreseeable that the competitive advantage resulting from the offer of show space alone will gradually disappear. This means that more than ever before, exhibition corporations will have to change from being show space letters to becoming cooperation partners to the exhibitors. The focus will on the one hand be on investing more in the quality of the exhibition areas than in the quantity, and on the other hand on developing improved and new trade fair concepts.

Knowing customers' needs and showing possible solutions for enhancing the exhibitors' sales success will be the primary task of exhibition corporations in the future. Only those trade fairs that bring together the right exhibitors with the right visitors in the right atmosphere at the right time will be in demand. Trade fair budgets will only be topped up where the success of show attendance is tangible and verifiable. According to a recent survey conducted by the EMNID Institute on behalf of the AUMA, companies

that in the past exhibited at a number of fairs are the ones first and foremost planning to make cuts in their budget. By contrast, companies that in the past only attended a few trade shows are intending to increase their budgets. There is also a noticeable concentration on those trade fairs that promise the greatest success.

On the whole, more than 70 per cent of the exhibitors expect the importance of trade fairs as a marketing instrument to continue to grow or at least remain unchanged. One third of those interviewed are planning higher investments in their trade fair participation for 2003/2004 than was the case in 2001/2002. Another 40 per cent anticipate the same level of investment. With an anticipated 299,000 euros, the trade fair budget per company will be three per cent higher. More than one third of the total budget (37%) for business-to-business communication will be allocated to trade fairs.



**The 144 supra-regional German trade fairs compared to the previous year's events**



<sup>1</sup> Source: AUMA, Messeplatz Deutschland 2002, (Germany as a trade fair venue 2002) dated: November 2002

## Messe Frankfurt annual review



**With 96 trade fairs and exhibitions worldwide – 51 in Germany and 45 abroad – the Messe Frankfurt corporate group organised more trade fairs than ever before in the year under review and further expanded its pole position in the trade fair market. The Frankfurt am Main exhibition grounds were also the venue for 187 congresses and events. All 283 events worldwide welcomed around 50,000 exhibitors and 2.8 million fairgoers. Against this background, it is no surprise that with around 335 million euros, group revenue reached a new high in the company's history.**

### Trade fairs in Frankfurt ...

The 42 trade fairs, expositions and public events at the company's headquarters in Frankfurt am Main – including 16 own and 26 guest events – were attended by around 37,000 exhibitors, representing 2.5 per cent more firms than in the previous year. The drop in the number of visitors from 2.19 million in 2001 to 1.52 million can be explained by fair rotation: the IAA is only held every two years – in "uneven years" – and accounts for a significant number of around 800,000 visitors.

Despite the continuing strained economic situation, Messe Frankfurt remained on a growth path in the reporting year with the 16 trade fairs it organised itself – so-called own events.

Exhibitor and visitor figures once again increased: With 25,700 exhibitors, nearly ten per cent more firms were attracted to Frankfurt than in 2001 (23,375). The proportion of foreign exhibitors rose to the record level of around 65 per cent. 920,645 visitors (+ 1.5 per cent) from all over the world were registered at Messe Frankfurt's own events in 2002. Almost 30 per cent of these came from abroad.

The high level of internationalism of the exhibitors and visitors is one of the key quality criteria of the trade fairs organised by Messe Frankfurt. In the year under review, this again reached a record high. The proportion of overseas exhibitors is especially high for example at Heimtextil (79 per cent), Automechanika (77 per cent) and Paperworld (74 per cent). The most international events on the visitor side included Paperworld with 42 per cent as well as Heimtextil and Avantax each with 41 per cent.

### ... in Germany ...

Beyond the Main metropolis, Messe Frankfurt was active in six German cities in 2002 via its subsidiaries Messe Frankfurt Ausstellungen (MFA) and Mesago Messe Frankfurt. MFA, domiciled in Wiesbaden, held a total of five trade fairs in Frankfurt, Cologne, Hamburg and Fulda with 1,140 exhibitors and 36,593 visitors. Mesago Messe Frankfurt, which has

its seat in Stuttgart, was a new addition to the group in 2002. The company has specialised in trade fairs in the field of high-tech. 2,116 exhibitors and 60,763 visitors attended the six events organised by Mesago Messe Frankfurt in Düsseldorf, Nuremberg and Augsburg.

### ... and worldwide

In its external operations, Messe Frankfurt also closed the year with positive ratios. The foreign subsidiaries hosted a total of 45 trade fairs in Europe (8), Asia (20), North (8), Central (3) and South America (6). Although there were three shows less than in the previous year, both the number of exhibitors and the number of visitors significantly increased. With 9,812 exhibitors, 32 per cent more companies than in the previous year participated in Messe Frankfurt's overseas events; the number of visitors rose by 38 per cent to 0.8 million.

### The business year in euros and cents

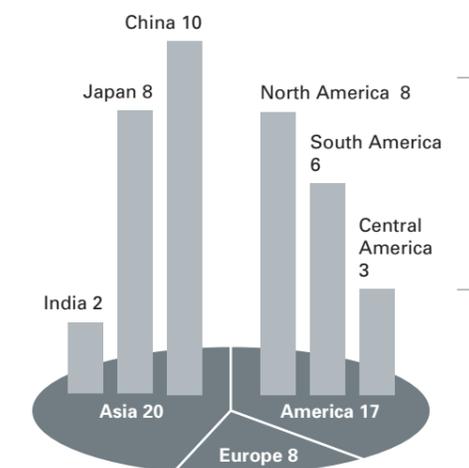
The successes of 2002 were also reflected in the corporate group's revenue: with 334.8 million euros, Messe Frankfurt was again able to top the record turnover of the previous year by 5.3 per cent. This reflected the newly acquired French Texworld textiles fair as well as the events hosted by the new subsidiary Mesago Messe Frankfurt. With 50.5 million

euros, the foreign subsidiaries made a 15 per cent contribution to the corporate turnover (previous year: twelve per cent).

At around 32.2 million euros, the result before tax was positive, however, as expected this was lower than in the previous year (40 million euros). The main reasons for this are the higher marketing expenditure for own events, higher depreciation and amortisation and increased personnel costs. After deduction of taxes on income, the group's net profit for the year is 21.7 million euros (previous year: 28.4 million euros).

At 76.2 million euros, the EBITDA ratio (Earnings before Interests, Taxes, Depreciation and Amortisation) is 5.4 per cent higher than in the previous year.

**Overseas trade fairs 2002: regional weighting**



## Focus on 2003



Sokrates Vrasidis, porter at Gate 4

The days when double-digit growth rates were the order of the day are also over in the trade fair sector. Nevertheless the first of the 96 shows planned for the year 2003 at the Frankfurt exhibition site, in other German cities and abroad provide grounds for cautious optimism.

### The most important points in brief:

- Although the spring did not yet bring any noticeable signs of an economic upswing, nevertheless the first Frankfurt shows of the year showed a generally constant development trend compared to the previous year's events. Visitor numbers from Germany are still declining slightly, but are generally compensated by higher numbers of visitors from abroad. On the exhibitor side, too, interest from abroad remains high.
- A total of 35 trade fairs and exhibitions are planned for 2003 in Frankfurt am Main, twelve in other cities in Germany and 49 abroad.
- The highlights of the year without doubt include the relaunch of the Tendence Lifestyle consumer goods fair, which will take place in August with a totally new concept. The event will in future no longer be structured according to product areas, but according to lifestyle worlds.



- Following the successful debut of Allergica in 2002, Messe Frankfurt is launching two other events centring on the topic of health in November 2003: Dialog Diabetes and Fokus Herz-Kreislauf (trade fair focussing on heart and circulatory diseases). Together with Allergica, they form the associated Forum für chronische Krankheiten (forum for chronic diseases) trade fair.
- The discussion over the venue of the Frankfurter Buchmesse (Frankfurt Book Fair), one of the key guest events held at the Frankfurt exhibition site, was settled in April 2003 to the satisfaction of all parties. The cooperation between the Book Fair and Messe Frankfurt was established on a new footing and its continuation in Frankfurt guaranteed until 2010 inclusive.
- The Frankfurt exhibition grounds are once again a building site: In the immediate vicinity of the spectacular Hall 3 – built according to a design by Nicholas Grimshaw and completed in August 2001 – a new commercial building for Messe Frankfurt's in-house catering service Accente Gastronomie Service GmbH is being constructed and should be completed by 2004. The architect's bureau Grimshaw & Partners is also responsible for the "Dependence", as the building is called.
- In spring 2003, Messe Frankfurt founded a subsidiary in Argentina, Indexport Messe Frankfurt S.A. in order to reinforce its presence in South America.
- For the year 2003, Messe Frankfurt is anticipating a Group turnover of around 350 million euros.

## Strategic orientation



**Growth at home and abroad continues to be Messe Frankfurt's goal. Whereas external operations are first and foremost supported by the brand strategy, on the home front the main focus is on continuously examining the future prospects of trade fair concepts and new developments. To enable it to respond more flexibly in the light of the increasing pace of economic developments, Messe Frankfurt will adopt a new structure from 2003.**

The brand strategy is one of the cornerstones of Messe Frankfurt's business policy. The nucleus of this strategy is formed by the main Frankfurt fairs, i.e. events that are the biggest and most important in their respective sector. These include Ambiente and Heimtextil, as well as Techtexil and Automechanika, the ISH and the Musikmesse.

### **The brand strategy – with strong brands to success**

The aim of the brand strategy is to accompany Messe Frankfurt's partners – exhibitors and visitors – along the road to globalisation and to develop new, future-pointing markets for them through a network of synchronised events with respect to date and venue. Exhibitors and visitors can trust the good name of the Frankfurt brands, for they stand for trade fairs with a high standard of quality and cutting-edge branch

expertise – whether in Frankfurt, Cairo, Beijing or Mexico City.

The success of the overseas shows is not the only yardstick that proves the value of building up such international "brand communities". The momentum inherent in such an international "community" also from year to year brings Messe Frankfurt more foreign exhibitors and visitors.

### **Continuous further development of trade fairs**

Modern trade fair concepts must in future take even greater account of the visitors' need to inform themselves in a goal-oriented way and conduct their planned talks as time-effectively as possible. Furthermore, they must reflect the ever faster changing economic constellations. The planning must take account of the relocation of production sites, the shift in patterns of trade and the change in consumer buying patterns. For Messe Frankfurt this means: putting all our trade fairs to the acid test.

One topical example of how the concept of an event is being adapted to these new developments is the consumer goods fair Tendence, which from August 2003 will be presented with new structures as Tendence Lifestyle. Instead of being organised according to product groups, it will run under the heading of lifestyle



themes. This orientation towards the buying behaviour of the final consumer gives the retail trade an orientation guide and improves the efficiency of fair visits.

A second example: Above all in the area of commercial property construction the trend is moving in the direction of full-service planning, building and management of buildings. All aspects of building technology, electrical engineering, lighting, logistics, air conditioning and security are increasingly linked to each other. With the ISH, Light+Building and Lightstyle, Messe Frankfurt offers the leading trade fairs in this sector. In the area of technical trade fairs, for example, the new "Architecture and Technology" business segment has emerged.

### **New themes and concepts**

Developing new trade fairs has become extremely difficult in the saturated German and European market. The theme of health is one of the few remaining growth segments. The Allergica show, which celebrated its debut in the reporting year, will be joined in the following year by the Dialog Diabetes and Fokus Herz-Kreislauf (heart and circulatory diseases) events. Like Allergica, they will offer a forum both for members of the medical profession and other experts as well as an information platform for those affected.

Messe Frankfurt has for a number of years conducted a systematic innovation management, i.e. it researches new themes – both in Germany and abroad – tests them for their trade fair suitability and develops the most promising through to market maturity.



Haris Laspoulas, project manager  
Messe Frankfurt Media and Service GmbH,  
stand construction



### New structure brings more flexibility

The world economy is developing at an ever faster rate. In order to be able to keep pace with the constant changes and actively help to shape them, one of the most important prerequisites is flexibility. Messe Frankfurt must in future be in a position to respond faster and more flexibly to the changes on the market – or rather, markets – and in the case of certain events have the possibility to cooperate with other market partners. To this end, it will adopt a new corporate structure.

It is planned to form a property management subsidiary and an operating subsidiary under the roof of a holding company, Messe Frankfurt GmbH. Hence, over the course of the next couple of years, two independent companies each with their own core competencies will be established.

- The property management subsidiary – Messe Frankfurt Venue GmbH & Co. KG – concentrates on the upkeep and expansion of the exhibition centre, rents out the halls for own events to the operating subsidiary as well as to guest organisers and provides infrastructure and services.
- The operating subsidiary – Messe Frankfurt Exhibition GmbH – organises Messe Frankfurt's trade fairs at home and abroad and is open to cooperations with third parties.



- The holding company serves as a “bracket” around the other two companies and performs all administrative and staff functions. The holding company, property management subsidiary and operating subsidiary are run by the same management. This guarantees both uniform decision-making and external communications “with one voice”.

Thanks to this new model, the “new Messe Frankfurt” will gain in flexibility and dynamism and be ready to meet the challenges of the future.



... green light at the Messe Frankfurt entrance turnstiles. This was the number of times the lamp at the counters lit up when visitors' and exhibitors' tickets were read. The 42 trade fairs and expositions in Frankfurt drew people from 155 countries all over the world.

**1.6 million times**

# Competence



Messe Frankfurt is present on markets worldwide with its four areas of competence consumer goods, textiles, technology as well as communication and leisure. With a high level of innovative resourcefulness and in close touch with the exhibiting branches, Messe Frankfurt has continuously adapted its main trade fairs to the needs of the market and improved them through new ideas. New concepts and global commitment will further guarantee the company's pole position in the future.

## Competence with tradition and a future

**Ongoing change is a key prerequisite for the organisation of modern trade fairs. The further development of existing concepts goes hand in hand with the changes on the international markets. Technical innovations call for a response from the exhibition corporation that offers manufacturers and retailers a presentation platform.**

Thus in the course of the past three years the technology field of competence has further diversified as a result of the growth of the respective shows and the emergence of new associations with related disciplines. Automotive technology with its key trade show Automechanika has together with the global brands developed a separate segment. Parallel to this, Light+Building has developed into a leading trade fair for architecture and technology that reflects the full scope of integral planning in the construction industry and in combination with the ISH as the leading trade fair for sanitaryware, heating technology and air-condition engineering offers architects, planners and building experts in Frankfurt an attractive address.

At the key shows in the consumer goods industry, Ambiente and Tendence, the offer is being increasingly structured according to lifestyles, as has been the case in the retail trade for some time already. In 2002, Ambiente reflected the market and thus the polarisation of demand for high-quality,

luxury products on the one hand and low-priced merchandise on the other. As the most important ordering opportunity for the autumn and winter season, Tendence offered retailers inspiration and orientation through its trade fair events organised by designers and artists. From 2003, Tendence will be organised according to a new concept and under a new name: as Tendence Lifestyle, it will no longer be structured according to product groups, but according to lifestyle worlds.

In the field of communication and leisure, the international Musikmesse and ProLight+Sound in Frankfurt am Main are the number one international meeting place for the music, light, sound, stage and event technology branch. Proceeding from this position, both events are in the meantime developing growth markets such as Russia and China.

The textiles fairs hosted by Messe Frankfurt presented their innovative textiles worldwide at 13 venues in 2002. Messe Frankfurt reflects the growing importance of technical textiles with Techtexil for technical textiles and non-wovens and Avantex for high-tech apparel textiles. Heimtextil, the key fair for home textiles and soft furnishings in Frankfurt am Main, notched up a new exhibitor record in 2002. In view of the strained situation in the textiles branch, this represented a promising prelude to the exhibition year.

## Textiles – from decorative fabrics to high-tech apparel



**With over 20 events all over the globe, the Messe Frankfurt brands in the textiles sector showed a satisfactory development despite the difficult situation in the branch as a whole. Worldwide, more than 8,000 exhibitors presented their innovative textiles at 13 venues to a forum of around 300,000 visitors altogether.**

### Textiles fairs remain stable

The current situation in the textiles industry without a doubt represents a challenge for the industry and retail sector. Especially in Germany and western Europe in the past business year, the branch continued to struggle in the light of the general economic situation, a reluctance on the part of consumers to spend money, a weak demand on the domestic market, a decline in exports and, not least, bankruptcies. According to the trade associations, the situation stabilised somewhat in the autumn of 2002, although at a lower level than in 2001. Overall, the turnover in the German textiles industry in 2002 decreased in comparison to the previous year by around eight per cent. However, the situation is expected to improve: forecasts for

2003 promise an amelioration. The anticipated growth in the gross domestic product of the industrialised nations is expected to have a positive effect on world trade, so that the textiles industry, too, can hope for an upturn. Previous so-called low-wage countries have in the meantime made up a considerable amount of ground in terms of quality and pricing, so that competition is increasing worldwide. Asia and eastern Europe including Russia continue to be particularly interesting markets. Additional factors are the shorter intervals between fashion and product life cycles as well as the growing importance of technical textiles.

### 21 textiles fairs in Frankfurt and around the world

In this fragile economic situation, optimism, innovative spirit and good contacts are called for. Messe Frankfurt accepts this challenge and in 2002 hosted 21 textiles fairs worldwide, three at the Frankfurt exhibition centre, seven in Asia, two each in western and eastern Europe as well as seven in North and South America.

### Heimtextil – optimistic start to the exhibition year

As the first event of the year, Heimtextil in Frankfurt is traditionally considered as the barometer of public opinion in the branch. With a new record number of 3,121 exhibitors from 71 countries, the largest and oldest trade fair in the world for home textiles and soft furnishings started the year on a promising note. Following a decline in the previous year, it once again recorded a rise in interest from visitors from Germany (+3.5%). The approximately 95,000 visitors were enthusiastic about the new structure of Heimtextil. The new construction of Hall 3 and the Forum provided the exhibiting companies with more square metres, so that the various categories of exhibitors could be more selectively grouped together.

“What will be the fashion of tomorrow, only heaven knows. And all those who went to Heimtextil Sunday” – the slogan for the first public Sunday at Heimtextil did not miss its mark: Almost 7,000 retail consumers came to the Frankfurt exhibition centre for the first time on 13 January in order to be inspired by the latest textiles trends for bedroom, living room and study. The 655 exhibitors at the public day were very satisfied with the premiere, which provided them with the opportunity to test their new products directly with customers.



### bed & more – the first European bed forum

The first European bed forum held by Messe Frankfurt in August impressively demonstrated that a bed can be far more than just somewhere to sleep. The themes of beds and sleeping are also playing an increasingly important role within the framework of Heimtextil, so that with this forum companies are offered an additional possibility to find out about new marketing opportunities in all areas related to beds. The 15 speakers at bed & more presented among other things successful company concepts, trends and new impulses as well as research findings. The 228 participants from Europe and the USA were impressed by the creativity and the wealth of stimulating information. Thus, with this debut to an inspiring and constructive congress for the branch, Messe Frankfurt can credit itself with a success.



#### Avantex – smart clothes are intelligent, smart clothes are on the way in

Cooling clothes against the heat, anti-electrosmog leisurewear, shirts with various body measurement functions, breathable skiing underwear – intelligent clothes are no longer a science-fiction vision. At Avantex 2002, the international innovation forum and symposium for high-tech apparel textiles, around 70 companies presented more than 100 new products and technologies. The interest in high-tech apparel on the part of the textiles industry and clothing manufacturers is growing, since it is seen in these difficult times as an opportunity for new positioning. In line with this trend, the number of visitors rose from around 2,400 at the premiere in 2000 to 2,700. 50 per cent of the visitors to Avantex came from outside Germany and took advantage of this possibility to inform themselves at international lectures and round table discussions about the novelties on the market.

#### International activities – from Frankfurt out into the world

With a total of 19 overseas events, Messe Frankfurt's textile brands – Heimtextil, Techtextil, Intima, Interstoff – again positioned themselves well on the market. New in the international trade fair portfolio in 2002

were the Texworld and Techtextil South America Seminar as well as Intima America in Miami.

#### Techtextil – multi-functional high-tech and textiles mix

With Textextil, Messe Frankfurt is continuing to expand its offer in the growth segment of technical textiles. According to a world market study conducted by David Rigby Associates, the market for technical textiles and non-wovens is expected to increase to 23.8 million tonnes with a value of 126 billion US dollars by the year 2010. That corresponds to an average increase of 3.5 per cent per year – in 2000 the market volume amounted to only 11.3 million tonnes. This is accompanied by regional shifts in this branch. There are already signs that in the years to come the production of technical textiles will shift towards Asia. By 2010, for example, only 23 per cent of the world's production will still be manufactured in Europe, Asia, by contrast, will manufacture 45 per cent and North and South America a not insignificant 20 per cent.

Against this background, Techtextil, with events in Brazil, Shanghai, Atlanta and Frankfurt, has positioned itself well strategically. The first Techtextil South America Seminar held in São Paulo in November can be considered a complete success.

360 participants took this opportunity to find out about the latest trends in the field of technical textiles and non-wovens. The event also paved the way for a successful Techtextil South

America show in 2003 – immediately following the seminar as much as 60 per cent of the available show space was already let.

#### National and international textiles fairs 2002

National	Event	Exhibitors	Visitors	Net area
Frankfurt	Heimtextil Frankfurt	3,121	96,429	162,512
	Avantex	69	2,654	1,523
<b>International</b>				
Western Europe	Texworld Spring	560	11,347	10,606
	Texworld Autumn	604	13,318	11,316
Eastern Europe	Baltic Textile + Leather	286	16,830	3,420
	Heimtextil Rossija	175	8,450	2,822
North/South America	Pacific Home Fashion Fair	18	1,516	297
	International Window Coverings Expo	218	6,822	6,094
	Heimtextil Americas	55	652	990
	Intima America	124	916	1,682
Asia	Intima – Intimatex Autumn	60	8,000	2,620
	Techtextil North America	291	3,611	4,913
	Intimate Apparel Salon	125	542	848
	Heimtextil India	158	7,532	4,038
	Heimtextil Japan	48	18,961*	1,471
	Intertextile Shanghai	997	38,086	20,701
	Interstoff Asia Spring	250	9,457	2,917
Home Design Japan	Home Design Japan	43	18,961**	904
	Intertextile Beijing Spring	301	13,118	4,278
	Interstoff Asia Autumn	357	11,877	4,322
	Cinte Techtextil China	214	5,215	2,468



Celina Osaki, sales and organisation manager  
Brand Development Textiles Fairs

\* with Ambiente Japan and Home Design Japan  
\*\* with Ambiente Japan and Heimtextil Japan



Techtextil North America and Cinte Techtextil China also reflect the promising future of technical textiles. The change of location of Cinte Techtextil China from Beijing to Shanghai gave the event fresh momentum: with a 95 per cent rise in the number of visitors (5,215 trade buyers from 42 countries) and a 75 per cent rise on the exhibitor side (214 companies), the show far exceeded all expectations. Cinte Techtextil China is thus well on the way to establishing itself as a platform for manufacturers and users of technical textiles and non-wovens in the Asian-Pacific region.

The second Techtextil North America that took place in April in Atlanta recorded a rise in numbers particularly on the exhibitor side. 291 companies presented their latest products and ideas to a forum of 3,611 visitors from 40 countries. The show was flanked by a symposium that with numerous lectures offered an extensive insight into the latest research findings and innovations.

Techtextil Frankfurt, which is held every two years, is scheduled again for 2003. Over the past few years, this event has become the key international fair for technical textiles and non-wovens. Messe Frankfurt is again expecting a rise in the number of exhibitors at Techtextil 2003. From 2005, Techtextil Frankfurt will be held parallel to Avantex. The new date in April

2005 will cover the entire offer across the broad spectrum of technical textiles and functional apparel textiles. Thus, the June 2004 date for Avantex will be dropped. By coordinating these themes, the aim is to exploit existing synergies more intensively and to create new ones.

#### **Texworld – the world of fabrics visits the fashion capital**

With the acquisition of Texworld in 2001, Messe Frankfurt reported back in Paris, the fashion capital of the world, and thus on the western European trade fair market for fashion textiles. Despite the difficult external environment, Messe Frankfurt recorded a successful takeover with Texworld in February 2002. The working and ordering event for the fashion textiles branch expanded in terms of exhibitors (plus 50 per cent), visitors (plus 14.5 per cent) and show space (plus 30 per cent). Texworld is characterised above all by its extensive offer from international textiles producers both in terms of genres and price categories. This is underscored by a clear structuring according to fabrics and countries. The second event in September was also a success: With 76 new exhibitors recording a plus of ten per cent, Textworld continued along its growth path. For the first time, it occupied the entire CNIT exhibition centre in Paris. A total of 604 exhibitors from

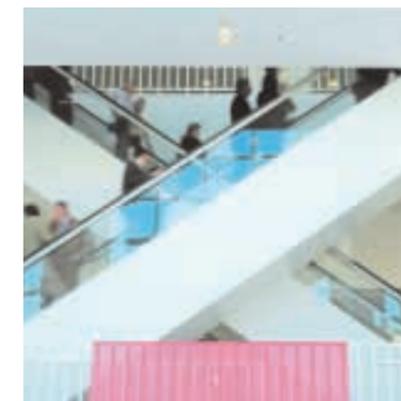


45 countries presented an extensive range of products from different price categories. Around 13,300 trade buyers travelled to Paris in September in order to inform themselves about the fabrics collections for the 2003/2004 winter season and the latest trends for Spring/Summer 2003 – that was nine per cent more than in February.

Texworld is an excellent complement to the Interstoff brand with its regional focus in Asia. The new addition opens up new inroads for exhibitors and fairgoers within Messe Frankfurt's international trade fair portfolio in Europe.

#### **Heimtextil Rossija – continued high demand and increasing quality**

Demand for textiles products in Russia continues to be high. However, domestic production is still not able to fully satisfy this demand. As a result, Russia is one of the leading importers of textiles, currently buying around 50 per cent of all required textiles from abroad. Despite the general downturn in the world economy, Russia continues to be a highly interesting market for foreign suppliers and investors. The reason for this is that the gross domestic product has grown by five per cent and per-capita income has increased by almost seven per cent. This generates an increase in domestic consumption and the demand for quality and variety. What is more, a growing number of political reforms are facilitating access for foreign companies to the Russian growth market.





Against this background, it becomes clear that Heimtextil Rossija plays a key role as a communication platform for international manufacturers seeking to establish or intensify contacts in Russia. In 2002, 175 exhibitors (in 2001 136 exhibitors) from 13 countries travelled to Moscow for the fourth Heimtextil Rossija. A total of 8,450 – mostly Russian – trade visitors gained an insight at the Moscow VVC exhibition centre into the latest developments in the field of home textiles and soft furnishings and established contacts to the exhibitors from, among others, Germany, Italy, Turkey, Latvia, Portugal, Spain, China and India.

#### Asia continues to be growth market number one for textiles

China is and continues to be an important growth market for textiles. Its accession to the WTO plays a decisive role, as this not only provides opportunities for the Chinese industry itself, but also for foreign suppliers and investors. By 2005 all import restrictions between the WTO members are expected to be lifted and in addition, import duties on textiles and textiles products lowered to 13 per cent. China has been one of the world's biggest producers and exporters of fashion textiles since 1994. The Chinese home textiles production is not yet quite so advanced, with the share of home textiles in overall Chinese textiles exports lying at 22 per cent.

Messe Frankfurt organised a total of nine textiles fairs in Asia in 2002, three of them in China. Particularly worthy of mention in this context are Intertextile Shanghai Autumn and Intertextile Beijing Spring. The latter was held for the second time in March 2002. With more than 300 exhibitors, Intertextile Beijing Spring was 40 per cent bigger than in 2001 and had a strong international character with around half of the exhibitors coming from abroad. On the visitor side, the figures developed in an equally impressive manner. More than 13,000 trade buyers travelled

from all over the world to Beijing to find out about the latest collections. Due to the high level of internationalism among the exhibitors, Intertextile Beijing Spring plays an important role as a contact and marketing platform on the Chinese mainland.

A clear sign for the continuing growth in the Chinese textiles industry are the new records set by the number of exhibitors and visitors at Intertextile Shanghai Autumn. More than 38,000 visitors from 71 countries (27 per cent more than in 2001) and almost 1,000 exhibitors (a rise of 46 per cent) came to the New International Expo Centre in October 2002. On show were both fashion textiles and home textiles. Almost half of the exhibitors had travelled from abroad in order to present their products to the predominantly Chinese visitors. This underscores the strategic importance of Intertextile Shanghai for accessing the Chinese market.



## Consumer goods – trends and lifestyle



**The consumer goods segments kicked off the new business year with optimism. While domestic sales plummeted, export business was for many companies positive. Furthermore, the consumer goods segments are increasingly confronted with changed consumer buying habits. Messe Frankfurt is taking account of these changes and with Tendance Lifestyle 2003 is launching a new concept that offers retailers new market opportunities.**

### **Ambiente and Tendance against the setting of a dampened world economy**

Well-structured distribution channels and a high level of production flexibility brought the wholesale and export trade with glass, porcelain and ceramics an increase in revenues of three per cent. On the domestic market, sales in the German porcelain industry fell by 7.3 per cent compared to the previous year. The glass industry and manufacturers of household appliances also had to absorb losses. The situation for cutlery manufacturers relaxed slightly in the second half-year, but nevertheless remained in the red. Despite this difficult environment, the specialised retail trade is looking confidently towards the 2003 business year. Although day-to-day trading will

continue to be characterised by deferred demand, the branch will draw up new concepts in an effort to inspire consumers. Today's self-confident consumers reject an overloaded selection of goods and complex product mix. By creating experience worlds in an appropriate atmosphere, the retail trade intends in future to respond more intensively to the wishes of consumers.

With a drop in sales of around eight per cent, the medium-sized furniture industry as well as the specialised furniture, kitchen and home furnishings sectors also found themselves in the undertow of the weak economy. A reluctance to buy on the domestic market and a slump in construction demand do not point to hopes of positive results for 2003 either. Against this background, furniture manufacturers intend to step up their export business, since by contrast to the domestic market, respective trend surveys show a positive drift in the international sphere. The economic situation in the arts and crafts sector as well as in all areas related to gift articles, leisure-time articles and toys was also determined by the general reluctance to spend. Domestic business in the jewellery and silverware industry was also strained.

### **Ambiente – even in difficult times the driving force for the market**

The 4,843 exhibitors at Ambiente also started the new year with cautious optimism. Although the number of domestic trade fair participants fell by around ten per cent compared to the previous year as a result of the weak domestic market, it was possible in part to compensate for this through a stronger foreign participation. Around 61 per cent of the exhibitors came from abroad, almost five per cent more than at the previous event. The high level of international participation on the exhibitor and visitor side once again illustrates that Ambiente is the world's number one market for the consumer goods sectors. The exhibitors therefore once again awarded top marks for international operations and the high quality of the trade visitors. More than 30 per cent of the approximately 145,000 visitors travelled from other European countries or from overseas.

With an even stronger orientation towards lifestyles on the one hand and the buyers' distribution channels on the other, Ambiente demonstrated a new transparent structure in 2002. The additional two expo levels in the new Hall 3 and the continually changing international consumer goods market



prompted Messe Frankfurt to optimise the individual product areas when drawing up the hall plan.

With this, it thus responded to the polarisation of market demand for high-quality, luxury products on the one hand and inexpensive merchandise on the other. The volume business in the field of Tavola & Cucina, for example, was presented for the first time in separate halls. On the other hand the show takes account of the fact that the exhibitors and the retail sector are increasingly orienting their product presentation towards lifestyles. This new structure and the shorter distances it involves led to a new transparency for trade buyers, which received a positive response down the line. The concept "more information – less time" paid off.



*Caroline le Bon, sales manager Ambiente and Tendance Lifestyle*



#### Tendence: new concepts are called for

Despite the strained economic situation, the majority of exhibitors and visitors were in agreement that Tendence is the most important ordering opportunity for the autumn and winter season. In the overall evaluation, the show received top marks on the visitor side, with 90 per cent of the 100,000 visitors stating they had achieved their trade fair goals. Top decision-makers from at home and abroad contributed to the high quality of the trade visitors. The show offered the retail sector inspiration and orientation with its exhibition events, where designers and artists demonstrated unique suggestions for individually addressing customers. Tendence was accompanied for the first time by a well-attended congress, which presented new directions and trends in retailing and consumption.

Messe Frankfurt regards the current market situation in the consumer goods industry as an important challenge and opportunity for making absolutely necessary changes. Abandon outmoded customs and look towards new trends is the motto. New trade fair concepts are called for that offer industry and the retail sector promising prospects for the future and demonstrate possibilities for inspiring the retail customer to buy. Consumers are changing their buying behaviour at an ever quicker pace. Their priorities are that products should be authentic, straightforward and understandable.

To meet these demands, Tendence will not only start with a new name and new logo from 2003 – Tendence Lifestyle –, but also with a totally new concept, no longer structured according to product groups, but according to lifestyle worlds. With its new lifestyle concept, Tendence Lifestyle offers the retail sector new market opportunities. Here, buyers can discover original products and marketing ideas that they need to create an innovative, individual and consequently successful product mix. Accompanied by lectures, symposiums and special shows, Tendence Lifestyle will become the marketing event for the retail sector.

#### Market opportunity in the East: the Ambiente brand in Russia and Japan

Messe Frankfurt has been hosting consumer goods trade fairs in the Russian Federation since 1999. The gross domestic product increased by four per cent in 2002 to 345.4 billion US\$ despite the difficult economic environment. The income of private households rose by 7.1 per cent in real terms up to September 2002, compared to the previous year even by a further 17.9 per cent.

The positive economic trend and the growing demand for consumer goods could also be felt at the trade fairs, which recorded appreciable increases both on the exhibitor and the visitor side. The nomenclature of Ambiente Rossija, Christmasworld Rossija and Paperworld Rossija covers those product fields in the consumer goods sector most frequently sought-after by Russian retail and wholesale traders. Among others, apart from glass, porcelain, ceramics, kitchenware, furniture and decorations, these include writing and drawing equipment, office and computer supplies as well as cosmetics and beauty care products. With 179 exhibitors, more than twice as many companies took part in Ambiente Rossija than at the previous event. Christmasworld Rossija also recorded an increase of one third compared to 2001 with 56 exhibitors. Due to the high demand on the exhibitor side,

the currently available show space in the House of the Arts in Moscow has come up against its limits for all three shows together. So as not to restrict the growth of the shows, however, Paperworld Rossija and Christmasworld Rossija will from 2003 be brought forward to a date in September, whereas Ambiente Rossija will continue to be held at the usual October date.

In Japan, Interior Lifestyle drew a positive balance all round. Under the motto "Trade fair for New Lifestyle in Japan", the event combines three fairs under one roof: Ambiente Japan, Heimtextil Japan and Home Design Japan. Between them, the trio covers the entire spectrum of living, furnishing and interior design. As a classic consumer goods fair, Ambiente Japan, through its extensive nomenclature, accounts for the majority of the exhibitors. Interior Lifestyle, which attracted 258 exhibitors and around 19,000 trade visitors, is organised by the Mesago Messe Frankfurt Corporation, the Japanese subsidiary of Messe Frankfurt.





#### Difficult year for the paper, office supplies and stationery sector

The paper, cardboard and plastics processing industry faced major challenges in 2002. Due to the current economic, taxation and social policy plans, the branch sees few chances of an enduring recovery even in the medium term. However, the positive signals in the fourth quarterly period above all in export trade are giving manufacturers of paper, office supplies and stationery hopes of a moderate increase in sales for 2003. For the first time, losses were also recorded in the field of information and telecommunications technology. The 2002 business year was a difficult one and did not show any recognisable positive trend with in some cases severe sales losses for the fine paper wholesale trade, the paper, office supplies and stationery wholesale segment and the specialised office supplies sector.

#### Paperworld defies general economic situation

With confidence and above-average ordering activity, the 2,191 exhibitors and around 59,000 trade visitors to Paperworld defied the weak situation in the industry. Foreign buyers in particular – who after all made up 40 per cent of all visitors – enthusiastically placed orders. Product novelties and product concepts were at the centre

of interest. The fair clearly illustrated the increased polarisation of the market towards an upmarket and a low-price sector. In both segments, the exhibitors were extremely satisfied. The new hall occupancy – initiated as a result of the completion of Hall 3 – was well accepted by trade visitors, who praised Paperworld for its high degree of clarity and transparency.

#### Hong Kong International Stationery Fair: positive impulses

Hong Kong's economy has been in a recession phase for more than four years. This has resulted in restraint when it comes to consumption and investment. Nevertheless, the Special Administrative Region notched up substantial increases in imports and exports in 2002 as a result of the booming Chinese industry. And despite the economic sluggishness, for many foreign companies Hong Kong remains the number one location for doing business with Asia. This can also be observed at Messe Frankfurt's overseas trade fairs.

With a level of internationalism of 62 per cent on the exhibitor side and around 43 per cent on the visitor side, the Hong Kong International Stationery Fair confirmed its position as the industry meeting place in Asia. The number of visitors rose by 31 per cent to 15,500. The fair for paper, office supplies and stationery is

organised jointly by Messe Frankfurt (H.K.) Ltd. And the Hong Kong Trade Development Council. The synergies to the Hong Kong Toys & Games Fair, which is held at the same time, received a positive response from both the industry and the retail sector.



Katja Schmitt, sales manager Paperworld

#### National and international consumer goods fairs 2002

National	Event	Exhibitors	Visitors	Net area
Frankfurt	Paperworld	2,191	58,918	88,767
	Christmasworld	946	27,866	44,298
	Beautyworld	567	12,739	16,911
	Ambiente	4,843	144,668	193,295
	Tendence	4,400	99,682	173,292
<b>International</b>				
Eastern Europe	Ambiente Rossija	179	18,468 **	3,429
	Paperworld Rossija	15	***	135
	Christmasworld Rossija	56	***	877
Central America	Paperworld Mexico	150	6,435	3,183
Asia	Hong Kong International Stationery Fair	156	15,452	1,680
	Ambiente India	111	3,024	2,224
	Beautyworld Japan	475	42,401	6,967
	Ambiente Japan	167	18,961*	2,675

\* with Heimtextil Japan and Home Design Japan

\*\* with Christmasworld Rossija and

Paperworld Rossija

\*\*\* see Ambiente Rossija



#### Christmasworld: the festive mood only partially clouds over

The manufacturers of Christmas decorations moved in an unexpectedly lively and dynamic market. More than half of the production was sold alone on foreign markets, with exports concentrating specifically on high-quality merchandise.

Moderate growth was recorded in 2002 by the manufacturers of candles, decorative and promotional articles. Export trade flourished exceptionally and at a high level. Sales in the pyrotechnic industry hovered around the same level as the previous year, with innovative trends and an export quota of around 20 per cent contributing to a positive result. The situation was less rosy for manufacturers of woodcrafts from the Erz mountains and in the floristic branch. Not even the good Christmas trade

was able to make up for the dramatic decline in sales recorded in the preceding months.

#### The fair of festivals continues to grow

With above-average ordering activity and growth on both the exhibitor and visitor side, Christmasworld 2002 was a complete success. 946 companies, eleven per cent more than in the previous year, and around 28,000 trade visitors – an increase of four per cent – took advantage of the trade fair for festive decorations, floral art, party and fun articles, carnival, fireworks, shop & display as an international forum. With a foreign share of almost 72 per cent on the exhibitor side, Christmasworld is one of the most international trade fairs held at Frankfurt.

The new structure of the show met with unqualified approval. With the move to Halls 8, 9 and Galleria, the show not only adapted to accommodate its ever more extensive range, but also at the same time gave the event more desperately needed space for further growth.

#### Beautyworld: disparate picture in the beauty sector

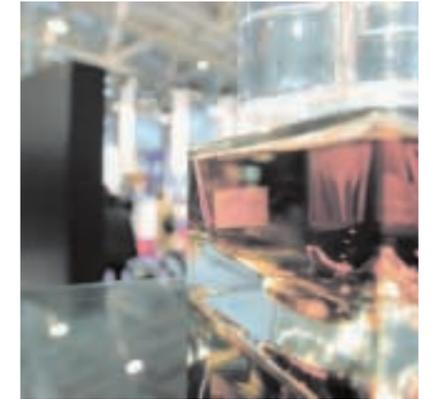
Many companies were forced to recognise in 2002 that in difficult economic times business with beauty and wellbeing can also be transitory. Manufacturers of bodycare products spoke of a disparate picture. In the hairdressing trade, business dipped into the red for the first time in years.

The drop in private consumption is increasingly making itself felt in the perfumery segment, which is gradually departing from the status of a luxury-accentuated "special case". An excellent Christmas run-up brought a conciliatory finish, however, with partially over-proportional sales in particular in the case of decorative cosmetics and cosmetic services.

#### From Beautyworld to International Frankfurt Beauty Week

As the leading trade fair for beauty and wellness, Beautyworld 2002 closed with a positive result. With 567 exhibitors from 28 nations, it maintained the previous year's level. A high standard of presentation, numerous product innovations and an internationality level on the exhibitor side of around 62 per cent made the show a central meeting point. Around 13,000 domestic and foreign trade visitors were counted.

From 2004, Beautyworld will go its own new way, since the previous scheduling alongside Paperworld and Christmasworld leaves too little room for further growth. The rapid development of all three events since 1990 leaves Beautyworld with no additional spatial or thematic perspectives. The numerous discussions with the industry and retail sector prove, however, that a demand still exists. Beautyworld is therefore being given a separate date and will be held the year after next in a new association with the International Frankfurt Beauty Week. Lifetime, a trade fair for spa and wellness, the new consumer goods fair Passione, a trade fair for personal accessories, as well as Cosmetica, a trade fair for cosmetics institutes, beauty salons and beauty farms will take place parallel to Beautyworld. Cosmetica is the first trade fair for cubicle cosmetics and treatments to be held at Frankfurt. With its programme covering all aspects of professional cosmetics treatments and products for beauty, care and health, this event ideally complements the other three trade fairs. Cosmetica is organised by KOSMETIK international Messe GmbH, Gaggenau.





#### ■ From 2003 greater presence in the Arab world

Messe Frankfurt is catering to the growing demand for consumer goods in the Middle East with three new events in the coming year. Following the takeover of six events run by the exhibition organisers Channels Exhibition, next year will, among others, see the launch of Gulf Beauty. The new show, which features themes relating to all aspects of beauty and wellness, harmonises seamlessly with Messe Frankfurt's portfolio.

Two additional new shows will be Houseware & Hometech with a product spectrum covering kitchenware, tableware and bathrooms, and the Middle East Toy Fair. All three new additions will be held at the Dubai World Trade Center.

The trade fair quartet will cover all themes relating to wellness, beauty, health, wellbeing, individuality and authenticity and create a hitherto non-existent type of consumer fair. The new concept focuses on the uniqueness of each individual and "letting yourself be inspired". The International Frankfurt Beauty Week will not concentrate solely on classic ordering. Rather, it is intended to become a workshop for ideas and an exhibition highlight across different industries. As in the case of Tendence Lifestyle, Messe Frankfurt is following the branch trend and presenting the themes in lifestyle worlds.

#### Beautyworld Japan

The slowing down of the world economy has also put a check on the recovery process in the Japanese economy and led to a lowering of the gross domestic product. Nevertheless, Japan still has a very high per-capita income (44,340 US\$ in 2001), which estimates predict it will be able to uphold in the coming years. In addition, the Japanese economy is still in the middle of a restructuring process. The reform programmes to reorganise the national budget are still underway, as is the consolidation process in the private economy, the reduction of excess capacities and the relocation of production sites to other Asian countries. Although experts estimate that in the near future

higher growth rates are not to be expected for the Japanese economy, the Japanese market is increasingly opening up to goods from abroad. There is in particular a high demand for less expensive foreign products.

Beautyworld Japan – established in Japan since 1998 as Esthe & Cosmetic Expo – celebrated its debut under a new name. Catering to 475 companies from 21 nations and more than 42,000 fairgoers, the show notched up new records compared to the previous events and established itself as a major meeting place for the beauty industry in Japan. The high degree of internationality on the exhibitor side was remarkable at around 41 per cent, representing a 29 per cent increase in the number of foreign exhibitors compared to the previous year.

#### Lifetime: all facets of wellness

For the second time, Lifetime in October 2002 successfully presented all facets of the booming wellness branch. In this branch of industry, growth rates of between five and six per cent are still possible.

The international trade fair for spa and wellness brought together more than 170 exhibitors from eleven different European countries as well as Tunisia, South Korea and the United States, who presented their wares in Frankfurt am Main on an exhibition area of 10,000 square metres. Around 30 per cent of the more than 6,700 visitors came from medical and physiotherapy practices, clinics, rehab and other healthcare establishments. Every fifth visitor came from the fitness studios, health, spa and sanatorium sectors, which are increasingly including wellness products in their range. This focusing shows that the concept of Lifetime addresses precisely those occupations that are increasingly concerned with wellness and are looking for respective sources of information. The show provides them with just as much know-how as beginners in the profession and physiotherapists wishing to expand their knowledge. Around 100 seminars and workshops on topical

themes such as medical wellness and corporate health formed the core of the Lifetime Academy.

From March 2004, Lifetime will be held under the shared roof of the International Frankfurt Beauty Week together with Beautyworld, the new Passione, a trade fair for personal accessories and Cosmetics, a trade fair for cosmetic institutes and beauty salons. These associated fairs will emphasise personality building as the leitmotif for consumer behaviour. Self-fulfilment, joie de vivre and repute are buying arguments for consumer goods these days. This includes the trend towards wellbeing and our own perception of beauty, health, sport and wellness. In this field, Lifetime will utilise synergies to the other two shows and intensify the areas of wellness, spa and corporate health.

The Marathon Mall shopping expo held parallel to the Eurocity Marathon Messe Frankfurt again proved extremely popular. Around 30,000 visitors, including 14,300 participants in the marathon race, bought sports articles and running equipment. It is planned to continue to hold the Marathon Mall at the weekend, parallel to the Frankfurt city marathon.





### Art Frankfurt – a place for experiments

As the European trade fair for young art, Art Frankfurt holds a distinguished position within the international art expo scene. The more than 230 exhibitors credited the 14th Art Frankfurt with a clear positioning and a very convincing show concept with the two spotlights “Art from 1960” and “New Attitudes”, with modern examples of contemporary art. The majority of the 28,000 visitors were interested in works in the lower and mid-price segment up to amounts of 30,000 euros. The keen buying interest and the slight rise in visitor numbers indicate the important role of Art Frankfurt. With this art expo, Messe Frankfurt provides young art galleries with an entry to the market on affordable terms and at the same time allows a visionary, quick-paced and also playful contact with the developments of

the market and the art scene. Art Frankfurt is the right environment for experiments.

Messe Frankfurt’s willingness with Art Frankfurt to enable artists to present projects that they would not normally be able to exhibit at other art fairs received much praise from exhibitors and visitors alike. Within the scope of these special stands, galleries were given the opportunity to allow their artists to display large-format installation art or make their trade fair debut. Art Frankfurt is the only art event worldwide to offer a large forum for such projects. Coinciding with the Manifesta 4 biennial, Art Frankfurt has drawn an international art audience to the Main metropolis and demonstrated the importance of contemporary art for Frankfurt and the surrounding region. The Adam-Elsheimer prize endowed with 13,000 euros, which is awarded



annually at Art Frankfurt, was conferred in 2002 on the Frankfurter Kunstverein e.V.

Under the motto “Buy Art”, the 15th Art Frankfurt in 2003 appeals to art lovers and collectors to take advantage of the possibilities offered by this fair to acquire contemporary art works. The “Curator’s Choice” exhibition series offers young curators the possibility to present a subjective glance at the art scene of their respective country. Art Frankfurt 2003 is turning its attention to Brazil and under the supervision of Brazilian curator Tereza de Arruda, who lives in Berlin, presents an exhibition with 25 artists from the capital city Brasilia.

## Technology – innovations for the automotive and architecture sectors



In the field of technical trade fairs, Messe Frankfurt has developed two main areas of excellence: Automotive with the leading Automechanika trade fair, as well as Architecture and Technology with the international Light+Building and ISH trade fairs as core events. In both segments, Messe Frankfurt has positioned leading international fairs, which in 2002 satisfied all participants with excellent results.

### Automechanika with new impulses for the market

The automotive industry will change fundamentally over the next decade:

- the markets are continuing to globalise,
- the car of the future will feature new technologies that call for modern repair techniques,
- the European block exemption regulation and new international environmental and recycling directives necessitate a new way of thinking.

All links in the automotive chain, from production through to sales and the so-called aftermarket segment (repair shop equipment, retrofitting, maintenance and service), will be affected. Automechanika is the biggest meeting

point for the automotive industry worldwide and the leading trade fair for the aftermarket and original equipment segments.

Again in 2002, Frankfurt am Main was the joint platform for market participants in the aftermarket segment, producers of original equipment and representatives of the car manufacturers. The excellent result with more than 160,000 trade visitors from more than 130 nations proved that the concept of the two-yearly event was successfully realised. The range of original equipment on offer attracted particular interest. Along with the aftermarket segment, this is where the future of the show lies.

The ten per cent increase in the number of exhibitors underscores the growing importance of Automechanika for the automotive industry. The expectations of the majority of the around 4,300 exhibitors from 70 countries were more than met. The timing of Automechanika was for many exhibitors just right, as the fair took place shortly before the coming into effect of the block exemption regulation. More car dealers than ever before visited Automechanika so as to inform themselves about the offer and range of components manufacturers.

### National and international automotive fairs 2002

National	Event	Exhibitors	Visitors	Net area
Frankfurt	Automechanika Frankfurt	4,324	160,819	162,234
<b>International</b>				
Eastern Europe	Auto+Automechanika St. Petersburg	308	73,346	9,692
Central/South America	PAACE Automechanika Mexico	255	11,216	4,863
	Expo Transporte	287	16,594	17,876
	Automechanika Argentina	280	21,675	6,396
Asia	Auto South China	127	146,000	5,674

Just a few weeks before the start of Automechanika 2002, companies on the free market for replacement car parts in Germany founded a new trade association: the "Verein freier Ersatzteilmarkt" (VREI) ("Association of Free Components Market"). The Association's aim is to support components manufacturers in assuring free competition in the independent car parts market. It also seeks to cooperate with other interest groups and associations.

### Automechanika global

Automechanika is in the meantime represented beyond Germany with eleven trade fairs on four continents: in Turkey, Russia, Egypt, the United Arab Emirates, as well as in China, India, Malaysia, Mexico and Argentina. For exhibitors operating on the growth markets of the automotive industry in Europe, Asia, America or Africa,

Automechanika is the ideal stage on which to present their products. A double benefit results from the fact that the main fair in Frankfurt records growing numbers of visitors from those countries in which Messe Frankfurt organises an Automechanika show. Visitors to Automechanika on the regional markets come to Frankfurt in order to obtain an all-round picture of the international automotive industry. The five Automechanika shows held outside Germany in 2002 attracted a total of 1,257 exhibitors, around nine per cent more than in the comparative year 2000, and 14 per cent more visitors (268,831).



Skander Negasi, sales manager Automechanika

### Focus on international growth markets

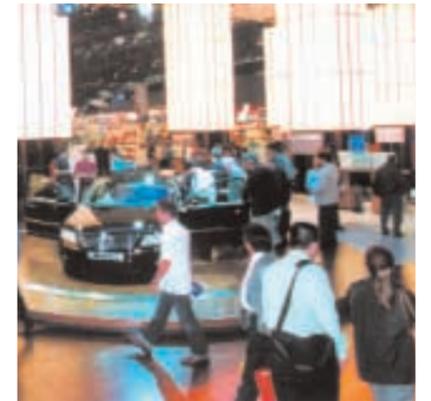
Russia continues to be an automotive growth market. With 308 exhibitors, Auto+Automechanika St. Petersburg from 30 October to 3 November 2002 brought together seven per cent more companies in the city on the Neva River than in the previous year. Again in 2002, the product groups repair shop equipment, car components and automotive chemistry recorded further gains. The big international car manufacturers such as Daimler Chrysler, Volkswagen, Audi, BMW, General Motors, Peugeot, Citroën, Renault showed off their new developments in St. Petersburg. The still high demand for new vehicles in Russia therefore also makes Auto+Automechanika a platform for the marketing of cars. The accompanying "City Transport and Autoservice" conference offered concepts for the development of urban transport and local public transport in Russia.

In Central America the fourth PAACE Automechanika Mexico took place in July 2002, for the first time at the new Centro de Exposiciones y Convenciones Las Américas in Mexico City. The modern exhibition centre offers plenty of space for the expanding trade fair, which has grown by around 21 per cent in terms of show space and number of exhibitors. Manufacturers of original equipment from Germany and abroad were more strongly represented at PAACE Automechanika in 2002. To complement the passenger car sector, the Mexican commercial vehicle manufacturer association ANPACT for the first time entrusted Messe Frankfurt Mexico with the organisation of the "Expo Transporte" trade fair. Automechanika Argentina has in the meantime become the key trade fair for the South American automotive components market. Automechanika Argentina owes its pole position among other things to the cooperation with Expo Lubricentro, the leading Argentine trade fair for repair shop equipment and maintenance, lubricants and bodywork. Argentina is an important production location for the international car manufacturing industry – Ford, General Motors, Daimler Chrysler, Volkswagen, Fiat, Peugeot, Citroën, Toyota and Renault all have production plants here. In addition, 400 components manufacturers have their seat in Argentina.

### Automechanika twice in China

With more than one billion inhabitants, China is the key future market for the automotive industry. With the country's accession to the World Trade Organisation WTO, import duties have been lowered. Analysts agree that by 2010, China will probably be the third largest car producer after the USA and Japan, and that by 2025, demand on the Chinese vehicle market will reach or even surpass the level of the US. In the first half of the year, car sales in Beijing rose by 87 per cent compared to the previous year. The Automechanika brand is represented in China with two trade fairs – Automechanika China in Beijing in the North and in Guangzhou in the South with Auto South China. This is where the largest transport centre of South China is located with a demand for new cars amounting to 600,000 vehicles per year. As well as the aftermarket segment, passenger cars and commercial vehicles are important additional product segments at Auto South China.

The Automechanika brand will be extended by a new event in the United Arab Emirates in May 2003. The new Autotec Automechanika Gulf in Dubai is intended to develop the expanding automotive market in the Middle East. Covering the product groups repair shop and service station equipment, car parts, tools and auxiliary equipment, the fair offers the rapidly growing aftermarket segment in the Middle East a well-phased-in trading platform. Like this, in line with its strategy for the worldwide development of Automechanika, Messe Frankfurt has opened up an additional growth market for its exhibitors.



### Automechanika worldwide





#### Exhibition pool for integral building and construction

**Architecture and Technology have found their place at Messe Frankfurt. This business field is based on the two strong pillars ISH and Light+Building. These two trade fairs present on a rotating annual basis the six key areas of building technology. Sanitaryware, heating technology and air-condition engineering at the ISH, and lighting, electrical engineering and house & building automation at Light+Building thus offer a continuous platform for the architecture and technology sector.**

In even-numbered years, decorative light is incorporated in Light+Building, in uneven years it can be viewed at Lightstyle, a separate trade fair for living space lighting. The Aircontec trade fair developed especially for the air conditioning and ventilation industry will from 2003 once again be integrated in the ISH. The architecture and technology sector is rounded off by DACH+WAND, a trade fair and congress for roof, wall and insulation technology, which is temporarily being held in Frankfurt, as well as by ACS. The latter is organised by the Hesse Chamber of Architects and Urban Developers and is the largest European trade fair for computer systems in the building trade.

#### Light+Building records continued growth

The product areas covered by Light+Building are important components of building technology, which within the building trade belongs to the area of building extension, one of the few areas showing signs of an upward trend. The extension segment alone accounts for a market volume in Germany of almost 100 billion euros. Although this branch has also felt the effects of the general slump in the building industry, it has nevertheless shown a consistent growth over the past ten years ten times higher than that in the primary building trade and civil engineering sector.

After only the second show, Light+Building has established itself as the uncontested leading trade fair for architecture and technology. This has created an event that reflects the full scope of the development of integral planning in the building trade. The main common denominator is modern integral house and building technology. This brings together experts from the fields of lighting, electrical engineering and air-condition engineering, as well as house and building automation. Under the name Aircontec, the show brought together the entire field of air-condition engineering. From 2003, this area will once again be combined with the ISH, as visitors from the respective branches

still consider the ISH to be their most important trade fair.

The yardstick for every trade fair concept is the reality of the market. The fact that Messe Frankfurt consistently adheres to this principle is what makes it one of the world's leading exhibition corporations. A rise alone in the number of architects and planners to around 20,000 is itself among other things proof that the combined concept of Light+Building works.

The more than 2,100 international exhibitors represented a 20 per cent increase over the première in the year 2000. The number of trade visitors rose by 13 per cent to more than 120,000. Thus the growth target of 20 per cent it was hoped to reach by the year 2006 was already attained with the second show. Light+Building is above all expanding in the lighting and electrical engineering segments – with more than 1,500 international exhibitors in the lighting segment, 90 per cent of the world market is already covered. The house and building automation sector was already almost completely represented at the debut event, in 2002 these exhibitors displayed their products on 50 per cent more exhibition space. This increase in the amount of show space was primarily due to the fact that the first-time exhibitors enlarged their stands. "Luminiale" 2002 for the first time took the theme of light into the



city of Frankfurt and created an illuminating light and culture spectacle. More than 50 projects put a new spotlight on well-known city buildings, showed lighting design in all its variations and combined avant-garde art with entertaining lighting effects.

#### DACH+WAND benefits from Frankfurt venue

The DACH+WAND trade fair, which is held at a different exhibition venue each year, benefited in 2002 from the international Frankfurt am Main exhibition centre and its reputation in the architecture and technology sector. Against the background of the gloomy prospects in the building sector, the high level of satisfaction on the part of the 430 exhibitors and 30,000 trade visitors with the outcome of the show is to be seen in an especially positive light.



**Architecture and technology on the world's markets**

With the Architecture and Technology business field, Messe Frankfurt has long since expanded beyond the borders of its home venue and is represented in the key regions of the world with its established ISH and Light+Building trade fairs. ISH China in Beijing has been successfully hosted since 1996 and in October 2002 was able to present more exhibitors, more visitors and more exhibition space. The event concentrated on products from the heating sector, which reflect the high demand for modern heating technology in China. Like this, ISH China has established itself as the leading trade fair for this sector in China.

On the North American continent, ISH North America celebrated its debut in Toronto in autumn 2002 and exceeded all expectations. More than 10,700 trade visitors from Canada and

the United States came to see the latest products of the 475 exhibitors. The US accounted for the greatest share of both exhibitors and visitors. The impressive success of the first ISH North America confirmed the validity of the integrative approach to combine products from the fields of bathroom and kitchen furnishings, plumbing and housefitting technology and equipment, heating, and air conditioning under one roof.

In 2003, two additional trade fairs representing the Light+Building brand are expanding the architecture and technology portfolio. The new Construct Light+Building in Abu Dhabi, which was launched in January 2003, will help to develop the promising market for the building trade on the Arabian peninsula. The around 100 exhibitors were able to use this show to make their first experiences on the Arabian market and were surprised by the positive feedback they received. The majority of the 1,900 visitors came from the United Arab Emirates, Saudi Arabia, Qatar and Bahrain.

On the South American continent, BIEL Light+Building Buenos Aires will extend and complement the traditional national "Bienal de la Industria Eléctrica y Luminotécnica" (BIEL) electrical engineering trade fair in November 2003 in Argentina. The fields of electrical engineering, electronics and lighting industry are being expanded

to include the international Light+Building concept in cooperation with CADIEM, the central Argentine association for the electrical engineering and electronics industry. Added to these are the product ranges in the fields of intelligent building technology, house and building automation and lighting. The participating industry has recognised the opportunities offered by this trade fair: six months before it opens its doors, half of the total 21,000 square metres of exhibition space has already been booked.



**National and international architecture and technology trade fairs 2002**

National	Event	Exhibitors	Visitors	Net area
Frankfurt	Light+Building	2,184	120,298	126,823
Frankfurt	DACH+WAND	419	28,830	27,231
<b>International</b>				
Asia	ISH China	224	13,185	5,861
North America	ISH North America	475	11,024	10,368
	LonWorld™ Toronto	35	306	390

## Communication and Leisure – spotlight on music and the stage



**The Musikmesse and ProLight+Sound jointly form the number one international meeting place for the music, lighting, sound, stage and event technology sectors. In 2002, Frankfurt welcomed around 98,000 visitors to the parallel events.**

### **Musical instruments strike up against slump in consumption**

The musical instruments industry has in the past successfully stood up to the general consumer reticence. German manufacturers of musical instruments consistently invested over the past year in the high value, quality and service of their products. This strategy brought the branch the desired success above all on foreign markets, in spite of higher prices. More than 62 per cent of the products were exported in 2002. Here, sales markets outside the European Union (EU) play the most important role for musical instrument manufacturers, with the EU accounting in 2002 for only around 40 per cent of all exports. One quarter of the exported musical instruments were sold to customers in the United States. In view of the strengthened euro and the economic development in the US, this rate marks a notable success for the musical instrument sector. The Asian region also plays an important

role for foreign business. Around 20 per cent of exports are sold in the Far East, with Japan being the most important trading partner. On the growth markets for musical instruments in Russia, China and Australia, German musical instrument manufacturers increased sales last year, albeit only slightly.

In future, the focus will be to further develop those foreign markets with the greatest growth potential. To this end, Messe Frankfurt launched the Musikmesse/ProLight+Sound in St. Petersburg two years ago and was in 2002 present for the first time on the Asian market with Music China in Shanghai. The success of the two fairs shows that they are used as an important marketing instrument with the aim of increasing presence on these markets in the long term. In this context, manufacturers are no longer relying totally on "Made in Germany" as a quality hallmark, but increasingly on the brand name, the "made by". The companies are also optimistic when it comes to the domestic market. Current trends such as "homing", the return to family ideals and life within our own four walls favour interest in making music. Similarly, the fatigue effects of the pure fun society with its "breathless boredom", as ascertained by

Prof. Horst W. Opaschowski, encourages the active pursuit of a musical instrument. Apart from classical instruments, such as guitar, piano or brass and wind instruments, above all publishers of music textbooks and music, as well as the producers of music software and computer hardware, noted respective demand.

### **Musikmesse with new structure and more visitors**

Every year, the international Musikmesse in Frankfurt am Main shows everything required for making music. Together with the parallel event ProLight+Sound, it jointly forms the number one international meeting place for the music, lighting, sound, stage and event technology sectors. The two fairs created a new formation in March 2002 after the new Hall 3 and the Forum presented two modern exhibition venues. The Musikmesse now occupies the halls surrounding the Agora on the eastern side of the exhibition grounds. ProLight+Sound is concentrated on the western side of the site. Proximity to this show is important for visitors to the Musikmesse – around two thirds also use the opportunity to visit ProLight+Sound. Vice versa, the pro-audio and sound technology branch is also closely linked economically and technically to the Musikmesse and is therefore held close by. By contrast with the general trend at German exhibition centres, the Musikmesse



counted 1,000 more visitors in 2002 than in the previous year, bringing the figure up to 78,194. Around one quarter of these came from abroad. Despite the strained economic situation, the number of exhibitors remained constant at 1,382. More than half of these came from outside Germany, further testifying to the high level of internationalism of this event. The division of the Musikmesse into eight theme parks classified according to groups of instruments met with the overwhelming approval of all concerned. The good atmosphere, easy access and logical concept received particular praise. For many, this was the best Musikmesse and ProLight+Sound they had ever experienced.



Philipp Graf von Westerholt,  
sales manager ProLight+Sound

**ProLight+Sound – an event for the event branch**

Events, conferences and concerts make use of ever more sophisticated technology in the field of light and sound, as well as stage and event technology. In a representative study conducted in cooperation with the technical university Lausitz, Messe Frankfurt has for the first time established the considerable economic importance of these branches. So far no analyses have existed that have indicated the potential of these production branches. The analysis of the German market for light, sound and event technology produced a sales volume for 2002 of around 2.9 billion euros. In order to integrate all target groups involved in the production of events, entertainment and trade fairs, ProLight+Sound in 2002 dedicated more space to stage and event technology in addition to the light and sound technology segments. The newly conceived thematic focuses of ProLight+Sound – audio, light, event, stage and communication technology – underline the differentiation of ProLight+Sound as an international branch-wide trade fair for event and communication technology, audio-video production and entertainment. The vast majority of the more than 20,300 trade visitors to ProLight+Sound and 654 exhibitors expressed their satisfaction with the new concept of ProLight+Sound,

which is the first international trade fair to offer these branches a joint presentation platform.

**Successful trade fair première in China**

Music China paved the way with its debut in October 2002 in Shanghai and was a complete success with 274 exhibitors and more than 18,000 trade visitors on more than 7,500 square metres of net exhibition space. In 2003, it will take place from 15 to 18 October. This year it will be flanked for the first time by the affiliated fair ProLight+Sound Shanghai – in line with the Frankfurt model and the first foreign brand in St. Petersburg as a parallel trade event for audio, light and event technology complementing the portfolio of Music China. Music China is supported by the leading Chinese Musical Instrument Association (CMIA) and other state bodies, ministries and local cultural establishments.



**National and international communication and leisure trade fairs 2002**

National	Event	Exhibitors	Visitors	Net area
Frankfurt	Musikmesse	1,382	78,194	53,790
Frankfurt	ProLight+Sound	654	20,320	25,058
<b>International</b>				
Asia	Music China	274	18,072	7,585



... of the year concerts, congresses, galas, sporting events and conferences in the Forum, in the Messe Frankfurt Congress Center and in the traditional Festhalle. The stage is prepared for world stars, scientists report on research and technology and sports tournaments fascinate the public. Messe Frankfurt provides the right backdrop for every conceivable event.

**401 days**

# Host



Messe Frankfurt is host and service partner for many leading international trade fairs. The guest list also features renowned national and international conferences and congresses. But the Frankfurt exhibition centre is not only an important venue for business events. Sport and culture also feature prominently. With 287,000 visitors, the Festhalle also proved in 2002 to be an attractive venue with an international flair.

## Guests at the Frankfurt Exhibition Centre

Guest events – high-quality trade fairs and favourites with the public

**What would the Frankfurt exhibition centre be without its guest events? By virtue of their international character and variety of themes, they are much more than simply brand articles competing on the international stage. With their special interest character, they also enhance the exhibition portfolio at the Frankfurt venue.**

16 guest events as well as ten smaller trade expos and sales marts with 11,277 exhibitors were held in 2002, attracting close to 602,000 visitors. Messe Frankfurt is a competent services provider and marketing partner for its guest organisers. An extensive range of services and the high standard of quality of the exhibition site create the best possible prerequisites for trust and long-term cooperation. Not to forget the many years of expertise of the employees. From logistics via technical organisation, from waste management to advice on social events, the project team is there to advise and assist. Messe Frankfurt Medien und Service GmbH, a subsidiary of Messe Frankfurt, offers support where necessary, for example when it comes to stand construction.

The main guest events include, apart from the IAA, the Buchmesse, ACHEMA, Fur & Fashion and in the meantime also EuroMold, which was on the guest list for the ninth time. The global showcase for tool and mould making, design and product

development is the only event of its kind covering the entire process chain from design via prototype through to series production. According to the organisers, DEMAT GmbH, EuroMold achieved record results in the year under review with a growing number of exhibitors and visitors and a high degree of internationalism. Optimism and self-confidence in the branch were also expressed by the organisers of the Buchmesse. Despite economic difficulties throughout the media sector, around 266,000 visitors – 2.6 per cent more than in the previous year – took advantage of the international media and book fair.

The Frankfurt exhibition centre will remain the venue for the Buchmesse for the next eight years. In long and constructive talks with Messe Frankfurt, the Börsenverein des deutschen Buchhandels (German Booksellers and Publishers Association) and its exhibition corporation decided in favour of the Frankfurt venue. Thus all relocation plans are cleared out of the way and the Frankfurt Buchmesse, as the city's biggest cultural event, will stay in the Main metropolis until 2010. As general contractor, Messe Frankfurt will from 2003 perform all services such as stand construction, the provision of technology and services for the organiser and like this guarantee and also enhance the high standard of the Buchmesse in the coming years.

## The Festhalle – a stage for world stars



The business year also saw some newcomers. For example Turntec, an international trade fair for turning technology, which achieved an impressive initial success. The synergies with Euromold, which is held at the same time, were viewed positively by the exhibitors and visitors at both trade fairs. As a niche trade fair with a high degree of internationalism, Media Tech Expo was held in Frankfurt for the first time. The international trade fair for media production technology will in future be held in an alternating yearly rhythm in Frankfurt and Las Vegas. The organising company responsible for the fair both in Germany and in the USA is MFA, Messe Frankfurt Ausstellungen GmbH, a subsidiary of Messe Frankfurt.

Missing by rotation in the year under review were the big public draw, IAA-Pkw, and ACHEMA, the international exhibition congress on chemical engineering, environmental protection and biotechnology.

For the coming multi-event guest fair year in 2003, it has been possible to win IMEX, globally the first trade fair of its kind for the congress, meeting, event and incentive sector, which celebrates its première from 8 to 10 April. As a special international trade fair for pharmaceutical compounds, the CPHI, The Pharmaceutical Marketplace, will be held from 27 to 30 October 2003. This international touring exhibition was already a guest at the exhibition centre in 1999.



**For every kind of event, the “best room”, as it is known in Frankfurt, provides the right backdrop. Steeped in tradition, the Festhalle in Frankfurt is esteemed the world over for its unique atmosphere. The well-known concert organiser Fritz Rau says: “The Festhalle is like a huge club where everyone shares the community spirit of the concert.”**

Under its impressive dome, musical, sporting and cultural highlights as well as corporate functions and gala evenings in 2002 all benefited from this special ambience. Together with the new Forum, the Congress Center Messe Frankfurt and the exhibition halls, the Festhalle forms part of a fascinating mix of traditional and modern. Its convertibility allows the Messe Frankfurt special events team to offer almost unlimited possibilities for organising events. A total of 47

concerts, sporting highlights and events drawing more than 278,000 visitors were held in the Festhalle in 2002.

Among these was the classic Holiday on Ice, as well as one of the biggest social events in Germany, the Sports Ball. Since 2002, the Deutsche Sporthilfe (German Sports Aid) has organised this gala evening in the Festhalle, featuring prominent guests. The major concerts again presented world stars on the Festhalle stage, such as Ronan Keating, Roger Waters, Elton John, Kylie Minogue and Bryan Adams. For the ninth time, the Nokia Night of the Proms launched its Germany tour in the Festhalle. The concert event mixed classic with pop and bands such as Simple Minds, Foreigner, Alphaville with the Il Novecento Orchestra, the Fine Fleur choir and violin soloist David Garrett.



Barbara Janetzky, sales manager Special Events



Sporting highlights included events surrounding the Eurocity Marathon Messe Frankfurt, for which Messe Frankfurt has assumed title sponsorship. A special sporting event was the opening and closing ceremony of the Special Olympic Games for 2,800 athletes with a mental or multiple handicap, as well as the Festhalle riding tournament. The major com-

pany presentations included the REWE "Happy Family" weekend in the summer, and the Thomas Cook Reisesommer (Travel Summer) formed the lead-up to the 2003 travel season. The highlight of the tourist trade event was a charity concert in the Festhalle to the benefit of children suffering from cancer.

**Highlights of the 2002 event year in the Festhalle**

<b>January</b>	Holiday on Ice	<b>July</b>	Paul Simon
	Magic of the Dance	<b>August</b>	REWE "Happy Family"
	European Central Bank Gala		Alanis Morissette
<b>February</b>	Sports Ball	<b>October</b>	A-HA
<b>April</b>	Westlife		Prince
	Die toten Hosen		Chris de Burgh
	Opel Gala		Eurocity Marathon Messe Frankfurt
<b>May</b>	Sultans of the Dance		Ronan Keating
	James Last		Audi presentation
<b>June</b>	Destiny's Child	<b>November</b>	Thomas Cook Reisesommer
	Roger Waters		Bryan Adams
	Elton John	<b>December</b>	Nokia Night of the Proms
	Kylie Minogue		Festhalle riding tournament
	Special Olympics		Helmut Lotti
			Magic of the Dance

## Congresses and conferences – meeting places for knowledge transfer

**Communication is written with a capital C at the Frankfurt exhibition centre, and this applies not only to trade fairs. Congressional activities are an important pillar in Messe Frankfurt's operations.**

Key international events such as the Internationale Kongress für Produktion und Visual Effect eDIT/VES, the International Derivatives Exhibition and the meeting of 2,000 delegates of the European Cancer Associations were just some of the congressional highlights on the Frankfurt exhibition site in the year under review. With 96 congresses and conferences independently of trade fairs, 860 conferences and symposiums accompanying trade fairs and an occupation period of 230 conference days, the Congress Center and the Forum were well occupied.

One focus of congress activities are international medical congresses, for which the Congress Center and Frankfurt am Main have in the meantime become a fixed conference venue. The Europäische Forum Zahnmedizin (European Forum for Dentistry) and the Deutsche Schmerztag (German Pain Day), for example, have made the Congress Center Messe Frankfurt their regular venue. The topic of health is in any case poised to become a regular fixture on the Frankfurt event calendar. Together with Messe Frankfurt's new business field focussing on health and



the Allergica, Dialog Diabetes and Fokus Herz-Kreislauf trade fairs, additional synergies will present themselves for other trade conferences on the topic of health. And there is another factor: the proximity to universities and pharmaceuticals laboratories in the Rhine-Main region and the neighbouring regions makes the Congress Center the ideal venue for conferences and international congresses on the topic of health.

The combination possibilities offered by the event trio Congress Center, Forum and Festhalle in tandem with all the other halls on the site provide scope for every conceivable space concept. Different highlights of the same event should take place separately, but nevertheless in proximity to each other. One example of how variable space concepts for expanding events can be is illustrated by the two-day Consultants Conference of BearingPoint GmbH (formerly



## Conventure “Your Personal Congress Organiser”



KPMG Consulting AG), which in 2002 was a guest at the exhibition centre for the fourth time in succession. The increasing number of participants year for year from 1,500 to most recently 3,500 and the changing creative organisation necessitated four different space concepts. Whereas in the first year, the entire conference was held in the Congress Center and in Hall 5.1, in 2002 the new Hall 3 was used for the floor discussion, the exhibition, catering and the concluding ceremony. This maximum flexibility of all conference rooms on the Frankfurt exhibition site creates a cutting-edge competitive advantage over other German and international congress venues.

**“One-stop conferences” is the motto of Conventure, the professional congress organiser of Messe Frankfurt. The spectrum in the field of events is wide and ranges from smaller conferences to congresses lasting several days, both on the national and international plane.**

With around 5,000 participants spread over fourteen congresses and events, the three-person Conventure team was able to look back on a successful year of events in 2002. In the second year of its operative activity, ten Messe Frankfurt own events were supported, including the LonWorld-Conference organised in cooperation with the American company Echelon, and LonMark General Fall Meeting in Toronto/Canada.

For the International Conference on Computing in Clinical Laboratories (CCI 2002) held in Frankfurt, Conventure made use of its full-service programme from conception through to the social events. Another highlight in the year under review was the International Conference on Molecular Targets and Cancer Therapeutics, for which an extensive accompanying programme held at different locations in Frankfurt was organised.

As a full-service PCO, the Conventure team takes over all tasks related to congress organisation in Germany and abroad, from conception via budget planning, from organisational realisation via participant registration through to organising the entire event technology and the social events. An additional service apart from online registration is provided in the form of an online offer to draw up a personal congress attendance plan.

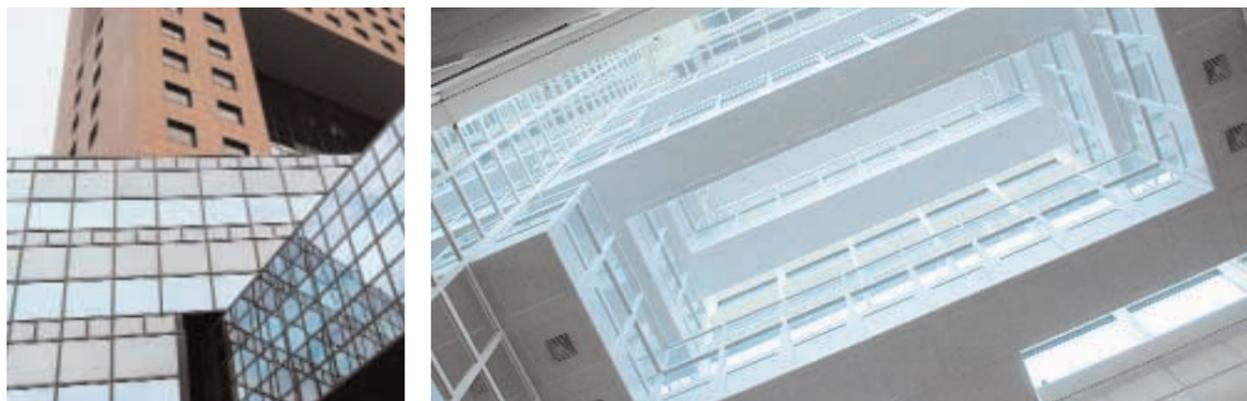




**60 football pitches**

... namely 407,000 m<sup>2</sup> – 324,000 m<sup>2</sup> of which in ten exhibition halls and another 83,000 m<sup>2</sup> in the open air – is the area covered by the third largest trade fair complex in the world. The newest exhibition hall – Hall 3 – alone offers more than 38,000 m<sup>2</sup> of exhibition space and more than 800,000 m<sup>3</sup> enclosed area – twice as much as the trade fair tower.

# Innovation



In seven countries in Europe and Asia, Messe Frankfurt established four new subsidiaries, a branch office and two new agencies in the year under review. In addition to this, ten new trade fairs were launched worldwide. The range of services for Messe Frankfurt customers is complemented by an extensive online project that further develops the company's presence on the Web.

## Today's investments secure tomorrow's growth

### Messe Frankfurt is expanding worldwide

**In the year under review, Messe Frankfurt further developed its presence throughout the world by setting up new subsidiaries and agencies. The worldwide marketing network encompasses 16 companies and branches as well as 53 foreign agencies operating for a total of 116 countries.**

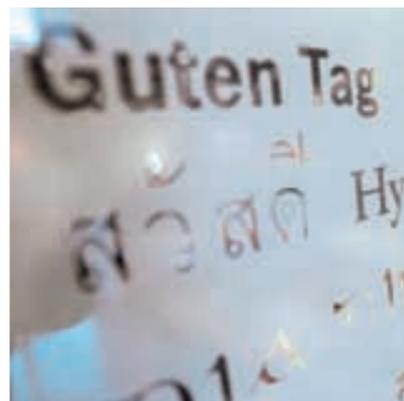
Since the beginning of 2002, the Stuttgart-based exhibition corporation Mesago has officially been a member of the Messe Frankfurt corporate group. Following the amalgamation of the two companies in Japan in the year 2000 to form Mesago Messe Frankfurt Corp., the exhibition corporations are now also embarking on a joint course in Germany. Through this cooperation, Messe Frankfurt gains expertise with trade fairs and congresses relating to special technology fields. Events such as SMT/HYBRID/PACKAGING (system integration in microelectronics), SPC/IPC/DRIVES (electrical automation – systems and components), EMV (electromagnetic compatibility), Facility Management belong to the portfolio of the 60-person-strong Mesago Messe Frankfurt.

At the beginning of 2002, Messe Frankfurt France SAS officially took up its work in Paris. The managing director of the new subsidiary is Michael Scherpe, who has been head of the foreign branch office in Paris since

1982. With his eight-person team, the experienced trade fair expert is responsible for the organisation of the Paris fashion textiles trade fair, Texworld, which was acquired by Messe Frankfurt in December 2001.

In September, the starting shot fell in Russia for the fourteenth foreign subsidiary, Messe Frankfurt RUS O.O.O. Managing director of the new subsidiary is Hubert Demmler. He previously managed Messe Frankfurt's foreign branches in Latvia and Moscow and has more than ten years' experience on the Russian market. His twelve-member team canvases Russian companies as exhibitors and visitors for all of Messe Frankfurt's worldwide events and supervises the six trade fairs in St. Petersburg and Moscow.

Messe Frankfurt has catered to the greater accessibility to the Chinese market for foreign companies and the growing demand for trade fairs since 1995. With the establishment of Messe Frankfurt Shanghai in March 2002, the markers were put down for the company's further future commitment on the Chinese market. Under the management of Zhao Weiping, the in the meantime twelve-member team organises thirteen events. In the past, the trade fairs held in China were supervised from Hong Kong.



#### Epoc Messe Frankfurt: Presence in the Middle East

Since April 2002, Messe Frankfurt has been represented in the Arab region through its Epoc Messe Frankfurt branch office in Dubai. Through the acquisition of the International Exhibitions, Promotions, Organising & Conferences (Epoc) trade fairs, it has taken over a portfolio that ideally complements the Messe Frankfurt Group and its brands. The goal is to further expand the existing fairs and to develop new themes for the Arabian market. The Dubai Emirate offers the best possible prerequisites both geographically and in terms of infrastructure for developing the Middle East trade fair market. The branch office is run by the previous owners of Epoc. Michael El Nayal and Geoff Dickinson have 15 years of international trade fair experience, eight of these in the Middle East.

In November 2003, Autotec Auto-mechanika Gulf will be the first foreign brand of Messe Frankfurt to be hosted at the Dubai World Trade Center. Three trade fairs in the consumer goods sector are scheduled for 2003.

#### Two foreign branch offices intensify contacts in south-east Europe

Through the setting up of foreign agencies in the Ukraine and the Federal Republic of Yugoslavia in October 2002, Messe Frankfurt has included two more south-east European countries in its worldwide agency network. The gradual stabilisation of the economy, the progress of privatisation measures in both countries and the progressive alignment with the EU are heightening the interest of the business world in trade fairs, which is reflected at the trade fairs hosted by Messe Frankfurt by a rise in the number of both exhibitors and visitors. The independent agencies help to establish new contacts and intensify the support for exhibitors and fairgoers.

## New trade fairs are good for business

**Trade fairs are not static objects, on the contrary, they are constantly changing. They change with the markets and adapt their themes to new circumstances. At Messe Frankfurt, innovation has a long tradition and is one of the reasons why this exhibition corporation is the third largest in the world.**

What started out with the major spring and autumn fairs, has today developed into a wide range of international trade fairs that have far outstripped the original events in size and importance. The development of new trade fair themes requires good preparation and intensive market analysis. Allergica is the first trade fair to be developed from its conception through to market maturity by the newly structured "Business Development & Integration" division. This consolidates the expertise of several departments and thus creates an efficient think tank. The team develops new trade fair ideas, checks out participation with other corporations and analyses the world markets where Messe Frankfurt can effectively position its leading fairs.

#### Allergica lays the foundation for health trade fairs in Frankfurt

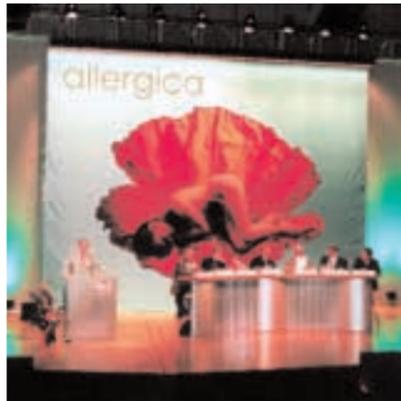
As a forum for allergies and respiratory diseases, the first Allergica in Frankfurt am Main in May 2002 introduced the theme of health at Messe Frankfurt. The interdisciplinary event comprises

a trade congress in tandem with an exhibition, as well as a fair that is open to the public. Around 550 general practitioners, allergologists, pharmacists and representatives of other therapeutic professions attended the congress, which featured more than 70 renowned speakers. Around 4,500 patients and interested visitors sought expert advice at the show. The offer presented by the 137 exhibitors was as wide-ranging as the different varieties of allergies. It extended from everyday products for people with allergies through to medical equipment and tips from self-help groups on how to live with allergies. For Professor Dr Karl-Christian Bergmann, spokesman for the Allergica scientific advisory council, the special characteristic of this forum is that it brings together all those affected, physicians, patients and scientists, and permits a direct exchange.

Messe Frankfurt will further intensify the theme of health and from 14 to 16 November 2003 is launching the combined health fair "Forum für chronische Krankheiten: Prävention und Information" ("Forum for chronic diseases: prevention and information") Alongside Allergica, "Dialog Diabetes" ("Dialogue Diabetes") and "Fokus Herz-Kreislauf" ("Focus on Heart-Circulatory diseases") will provide a forum for current widespread diseases. The fair will be kicked off on 14 November by the central event of the German Diabetes Union on the occasion of World Diabetes Day.



from left: Binu Thomas, team assistant Visitor Service and Heike Fischer, project manager Visitor Service, Telepool



Messe Frankfurt has projected its trade fairs onto the world's markets since 1996 and in 2002, within the framework of its brand strategy, organised 45 fairs on four continents. More than 9,800 exhibitors took advantage of Messe Frankfurt's experience and placed their faith in the quality of the events. The number of visitors rose by 200,000 to more than 800,000. The network of foreign fairs is being continuously expanded.

In 2002, nine new trade shows in France, the United States, Canada, Japan and China were added to the portfolio.

**The future has already started**

The trend continues. The Arab economic area is one of the markets on which Messe Frankfurt is concentrating its foreign activities in 2003. A total of seven trade fairs will be held in the United Arab Emirates in 2003. The first of these is Construct Light+Building in Abu Dhabi in January, a joint venture between Messe Frankfurt and the General Exhibition Corporation in Abu Dhabi. In Dubai, the trade hub of the United Arab Emirates, the Epoc Messe Frankfurt branch office founded last year is holding six fairs in 2003.

**New fairs in 2002**



\*spring and autumn



Autotec Automechanika Gulf in May will introduce the Automechanika brand in the Middle East, which will then be represented worldwide with twelve fairs on four continents. Other Epoc fairs are Materials Handling (logistics and packaging), Hardware & Tools in tandem with GardenX (garden tools and equipment), Houseware & Hometech (household appliances, electrical appliances and accessories), the Middle East Toy Fair and Gulf Beauty, which was taken over from Channels Exhibition in 2002. This fair with its focus on bodycare, cosmetics, wellness and hairdressing supplies expands the portfolio of the Beautyworld brand, of which the leading fair for these segments takes place at Messe Frankfurt's home venue.



On the South American continent, Messe Frankfurt is intensifying its commitment in Argentina and with BIEL Light+Building Buenos Aires in November 2003 will extend and complement the traditional national "Bicenal de la Industria Electrica y Luminotecnica" (BIEL) electrical engineering trade fair. The existing fields of electrical engineering, electronics and lighting industry will be expanded to include the integral Light+Building concept. Added to these are the product ranges in the fields of intelligent building technology, house and building automation and lighting.

With these events, Messe Frankfurt is further expanding its worldwide portfolio and is at the same time reinforcing its leading fairs at its home venue.



## Investments in Internet and Intranet

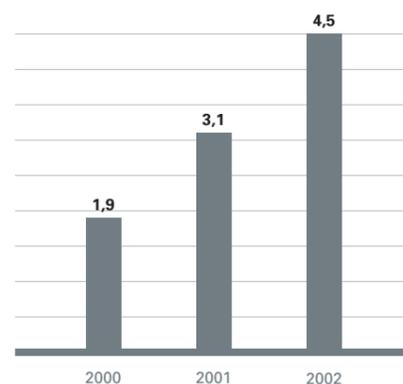


In order to optimise its service for customers, Messe Frankfurt launched an extensive online project in 2002 to expand its presence on the World-WideWeb. This is geared towards an improved and more targeted search facility for information on all the events as well as on creating an extendable and flexible platform for trade fair-related communication needs – accessible around the world, 24 hours a day.

A key module of the new websites is a customising function (MyAccount), which allows trade fair visits to be individually and selectively prepared and contacts to colleagues in the branch established. As a year-round industry meeting place, MyAccount offers forums for the exchange of business topics and a cooperation exchange. Furthermore, exhibitors can conveniently order all the services they need for their stand via the EasyOrder system and present their new products on the Internet. Other useful services such as direct hotel reservations, a route planner or an interactive city map facilitate the preparation of their trade fair participation.

Since December 2002, the international Heimtextil trade fair is the first event to display its new offers on the Internet. The aim is to offer the new information and communication platform on the Internet for all of Messe Frankfurt's own events in the future

Visitor numbers to website  
in million visits



and within the framework of its global brand strategy link these more closely to the respective foreign events. The design will in general become more uniform, thus facilitating orientation for customers. Access to Messe Frankfurt's global offer is available centrally via [www.messefrankfurt.com](http://www.messefrankfurt.com) or directly by entering the specific address of the respective fair.

### Extending the Intranet to become an international corporate network

In order to further improve its range of services, Messe Frankfurt intends to make more intensive use of Internet technologies for internal communication. One milestone in this is the complete restructuring and extension of the existing Intranet completed in autumn 2002. The main aim of this

project is to more intensively channel and accelerate the information flows within the company as well as to create a basis for a global internal communication network. The new Intranet will thus in future make an important contribution to enabling Group employees worldwide to access important information and the offers from Messe Frankfurt's range of products and services even faster and in turn pass these on faster and more selectively to customers.





**9,000 hours**

... of training per year are offered by Messe Frankfurt to ensure its trainees a successful start to their professional life. The company offers five different training courses in technical and commercial professions.



## Experience meets curiosity – an exchange of views



Bernd Mink, director Event Technology

**Experience meets curiosity, open-mindedness meets service orientation, technician meets copywriter – Bernd Mink (61), director for Event Technology, and Dr Ann-Katrin Nolte (30), press officer for Business Development & Integration, stand for the right mix of experience and competence, coupled with curiosity and open-mindedness. Tradition and innovation: typical Messe Frankfurt.**

**Bernd Mink:** Progress means change: When I joined Messe Frankfurt in 1983, there were just four of us in Event Technology. In the meantime, we are a specialised division with more than 30 employees and support all the events that are held at the exhibition grounds – from congress to leading fair – with the technical and architectural realisation of the event concept, and this in the run-up, during and following the event. Over the past few years, not only has my department grown enormously, Messe Frankfurt has altogether become a global player – new events all over the world, new employees, new challenges. In 2002, the Business Development & Integration division was also set up. What does your job as PR officer in this department entail, Ms Nolte?

**Dr Ann-Katrin Nolte:** Business Development & Integration is responsible for the development of new trade fairs, the acquisition of events or event organisers, as well as the setting up

of subsidiaries. I am almost as new in the company as my department: this is my first job following my studies and doctoral thesis. For nearly nine months now, I have been responsible for PR work for the new events. At the moment, I am responsible as part of a four-member team for five trade fairs, including the new Forum für chronische Krankheiten and Material Vision. My tasks include writing press releases and speeches for the management, putting together presentations, supporting journalists, compiling mailing lists and also writing the copy for ads and brochures.

Mr Mink, you've certainly experienced a number of changes while you've been here; what is it that still makes Messe Frankfurt attractive as an employer?

**Bernd Mink:** I have always been fascinated by trade fairs, with everything that they entail – it is thrilling and exciting when within the space of a few days (or sometimes even hours) the halls metamorphose from a construction site to a structured, well-styled space. Apart from that, I love the lively atmosphere and the contact with others.

**Dr Ann-Katrin Nolte:** That's precisely what made my decision to work for Messe Frankfurt so easy: the versatility, the diversity. And I enjoy the personal

contacts to people from all corners of the world. In addition, Messe Frankfurt is also an extremely attractive employer when it comes to the social security benefits. One of the things I find really good are the flexible working hours regulations.

**Bernd Mink:** Above all, I like the daily challenge of trying to satisfy the customer. That never gets boring, because there are always new plans and ideas to be implemented. I work according to the motto "There's nothing we can't do". To me, service orientation is the be all and end all of every service company and I am satisfied every time I succeed in fulfilling a customer's wish.

**Dr Ann-Katrin Nolte:** In corporate communications, too, flexibility is the name of the game. Since I look after a number of trade fair themes, it's important to familiarise myself quickly and thoroughly with the different subjects. My customers are first and foremost the journalists and media, but also the exhibiting companies, whom we advise in matters relating to PR. On the other hand, I also support my colleagues who organise the fairs. A friendly manner, efficiency and reliability go without saying, as well as versatility and spontaneity. Often I don't know the evening before what the next day will bring.

**Bernd Mink:** Daily routine doesn't exist in my job either. We don't make a difference between workdays and weekends, for us they're all just calendar days. I worked out that we are in direct personal contact with our customers on average 280 days a year. Because of the need to be on call before, during and following events, we often work weekends or in the evenings or through the night. Therefore, in my private life, I really need something to offset this. I am a passionate mountaineer and run a lot. I used to run in marathons and long-distance, my record is 120 kilometres in eleven hours. What's your recipe for clearing your head after work?

**Dr Ann-Katrin Nolte:** Sport is also my means of relaxation, badminton and rollerblading are my favourites. Apart from that, I'm currently getting to know the region around Frankfurt, as I only moved here from Bamberg in September. I've felt at home in Frankfurt from the outset, which certainly has something to do with the friendly reception I've received from my helpful colleagues at Messe Frankfurt.



Dr Ann-Katrin Nolte, press officer  
Business Development & Integration

## Qualification through initial and further training



Thomas Müller, event manager and  
Matthias Kister, facility manager

**The employees are a company's capital. For a service provider like Messe Frankfurt, this statement acquires a very special dimension: service is our business – without the competence, the expertise and the commitment of over 1,100 employees worldwide we would not be where we are today. But in the trade fair sector, too, competition is becoming tougher, the rapid development of branches and markets demands increasingly targeted, but also more flexible responses. Qualified employees react more easily and quickly to changes, provide a better service and feel confident even when handling difficult assignments.**

In order to enable it to continue to hold its own in the top league of international exhibition corporations, Messe Frankfurt is stepping up its investments in the initial and further training of its staff. In 2002, company expenditure for further training totalled more than 700,000 euros. 740 employees\* took part in further training measures in the last business year; Messe Frankfurt invested on average 970 euros per capita in further training.

### Training for employees

Lifelong learning has long since ceased to be a mere stock phrase, it is a necessary precondition for holding one's own in working life. To keep Messe Frankfurt's employees fit for everyday

life on the trade fair circuit, the human resources development team has put together a wide-ranging further training scheme. Called "Fit for fair", the name says it all, because here, every employee will find seminars, courses and further training programmes covering all aspects of his or her daily work. The offer ranges from training in EDP applications, via work techniques such as "mastering conflicts with customers" and project management, through to advanced specialised knowledge in business administration, controlling, corporate communication or marketing and – not to forget – foreign languages.

In addition to these, staff members also have the opportunity to participate in part-time training measures parallel to their job. In this area, Messe Frankfurt both organisationally and financially supports further qualifications earned over a longer period of time – from a couple of months to several years. Examples of this are study courses at the Management Academy (VWA) or a course to qualify as a specialist for conference, congress and trade fair organisation in cooperation with the Chamber of Industry and Commerce (IHK).

A newly set up, internal knowledge forum has since 2002 offered the possibility of an exchange of information and experience throughout the company – and that means across all dis-

ciplines and departments – on topics of particular interest. The full scope of the varied programme will also be offered in 2003.

Human resources development rounds off its range of services with a fair-specific and systematic executive personnel development scheme to support and reinforce the management.

### Initial training is the basis of all further training

As one of the key economic driving forces in the region, Messe Frankfurt also bears responsibility for the new generation and the qualified training of young people. For the past three years, Messe Frankfurt has increased its training ratio and the quality of the training by recruiting and instructing training assistants.

Added to the programme in 2002 was the training course to qualify as event administrator as a new training occupation. In addition, Messe Frankfurt offers training leading to the qualification of office clerk, energy electronics engineer, specialist information scientist as well as graduate in business administration (BA) with a focus on trade fair and congress management. In 2002, the company employed a total of 17 trainees, seven in commercial professions, four in technical professions and six students at Ravensburg University of Cooperative Education.

A special role within this offer is played by the cooperation with the state-run University of Cooperative Education in Ravensburg. Here, Messe Frankfurt has for more than six years offered the practice-oriented course of study in "Trade Fair and Congress Management". The three-year course of study is a meaningful combination of business administration theory and practical experience in conference, congress and trade fair organisation. Students spend alternating blocks of several months studying at University of Cooperative Education in Ravensburg and in various departments at Messe Frankfurt. Like this, Messe Frankfurt takes advantage of the opportunity to educate its own qualified junior executives.

Since Messe Frankfurt offers demand-oriented training, all trainees have the opportunity to be taken on by the company on passing their exams.



\*Employees of the parent company  
Messe Frankfurt and Messe Frankfurt  
Medien und Service GmbH

## Messe Frankfurt offers attractive social security package



**With its social security benefits for employees, Messe Frankfurt is staying on course: Despite the generally strained economic situation, the company continues to offer its employees a generous package of fringe and social security benefits.**

With an extensive range of standard and non-tariff-based benefits, the parent company Messe Frankfurt including its subsidiary Messe Frankfurt Medien und Service not only provides its employees with a secure future, but also with an agreeable present. Within the framework of the collective wage agreement, every employee receives a Christmas and holiday bonus, which taken together roughly amount to a 13th monthly salary. In addition, every tariff employee receives a profit-participation bonus – in recent years this has amounted to 90 to 120 per cent of the monthly salary. Through the collectively agreed pegging to the civil service, Messe Frankfurt makes a monthly contribution for its employees to the supplementary pension fund of the city of Frankfurt. Thus, additional retirement benefits are generated apart from the statutory pension entitlements. Furthermore, after two years of service to the company, employees and their families are entitled to claim assistance, in other words allowances towards costs for certain medical treatments such as false teeth, spectacles or

hospitalisation, which are not reimbursed in full by the health insurance companies.

### Interesting offers set an employer apart from the rest

Apart from these benefits, Messe Frankfurt offers its employees other special conditions. When it comes to financing larger or smaller acquisitions for the home, the company grants its employees an interest-free loan of up to 1,560 euros. Every employee also has the choice between a free-of-charge parking permit for the exhibition grounds or a generous allowance towards the cost of public transport. At the in-house canteen "Intermezzo", the team from the Accente catering subsidiary ensures employees are offered a varied menu. Every day a choice of three main meals and a variety of side dishes as well as a salad bar are on offer. And should a job require regular presence even at odd hours, a number of company flats are available for selected employees within the trade fair complex.

Employees also benefit from an extremely flexible system of working hours which does away with core times altogether. Where an employee wishes to work part-time, Messe Frankfurt as a rule complies with this wish. Like this, the company does its bit towards creating the much-debated



balance between professional and private commitments of its employees.

Sporting activities are also well-represented: football, golf, skittles, volleyball and since 2002 also mountaineering are some of the company sports offered by Messe Frankfurt. More than 200 employees currently take advantage of the opportunity to practise sports with their colleagues. All six company sports groups are financially sponsored by the company. As a special bonus, Messe Frankfurt staff receive free tickets to all own events and numerous guest events at the Frankfurt exhibition centre and by drawing lots have the chance to attend events in the Frankfurt Festhalle.



*Roger Andres, head chef Intermezzo, Accente Gastronomie Service GmbH*

## New: the in-house employee magazine Agora



from left: Mara Röth, Anne-Carin Friz (hidden from view), Irmgard Bass, Brigitte Kronas

**It is informative, colourful, cheerful, in DIN A4 format and 16 pages thick: Agora, the employee magazine for Messe Frankfurt staff. First published in October 2002, it lands every two months via inter-office mail on the desk of every employee of the corporate group in Germany.**

With the decision to publish an employee magazine, the management of Messe Frankfurt is once again documenting the importance of the workforce in the company's success. Messe Frankfurt has expanded considerably over the past few years. In 2002, 47 per cent more people worked at the Frankfurt exhibition centre than was the case five years ago, including the German subsidiaries this figure even came to 60 per cent more employees. Hence one of the aims of the new medium is to bring the members of this continuously growing corporate group closer together. Those who know who they are dealing with are more likely to treat them with them interest and understanding. Agora is an important instrument for reinforcing the team spirit of the employees.

The creation of the new publication was a complex process that culminated in the first edition in autumn

2002. Proceeding from the basic idea of an integrative, informative and varied periodical with magazine character, the first conceptual design was put forward by corporate communication at the beginning of the year. After internal coordination and conceptual additions, the official approval of the management in summer 2002 paved the way for the concrete planning of the first edition. A competition among the staff gave the new publication the name Agora. Like this, Agora seamlessly falls into line with the other corporate publications Galleria, Messe Frankfurt's customer magazine, and Torhaus aktuell, the daily press review. The name is apt, since Agora is ancient Greek and means marketplace. People used to meet up at the Agora not only to trade, but also to inform themselves, converse and exchange news. And last but not least, Agora is the name of the attractive square to the east of the exhibition grounds that is framed by the Forum and Halls 3 and 4.

The magazine's editorial team forms part of the corporate communication and PR team; it is responsible for the contents of the magazine and writes most of the texts. The themes are varied and carefully coordinated with



from left: Astrid Kirsch, Christine Kern, Tanja Fall, Kirstin Marek

each other. The focus is on providing information. Individual departments, subsidiaries or foreign agencies are presented in an effort to bring the people and their jobs closer to the readers. Individual portraits and interviews with a personal touch are also featured. These are supplemented by background information and trade fair know-how, individual tips, a competition and a commentary. In the first editions, this mix has proved a success. The employees of Messe Frankfurt have accepted the new medium and support the editorial team with plenty of ideas, suggestions and contributions of their own.



**1,080 hammer blows**

... are performed by the 22 metre-high Hammering Man in the course of one exhibition day. The sculpture by the American Joseph Borofsky, a tribute to the working population, has – like the adjacent trade fair tower – in the course of its ten-year existence almost become a symbol for the fair and a popular cult object for the citizens of Frankfurt.

# Commitment



When the history of Messe Frankfurt began more than 750 years ago, the fairs were still held in the middle of the old town centre. The displays of wares by merchants from all over the world – flanked by jugglers, musicians and raconteurs – not only drew traders from near and far to the city. For the citizens of Frankfurt, too, the fairs were exciting events. Now as in the past, Messe Frankfurt plays an active role in shaping life in the metropolis on the River Main.

## More than an economic factor

### From the exhibition centre to the city

**Messe Frankfurt is not only one of the key economic factors in Frankfurt and through its architecture characterises the cityscape. It also transports the themes of its trade fairs into the city of Frankfurt and plays an active role in the city's cultural and sporting life.**

Messe Frankfurt's core business concentrates on the B-to-B sector. This means that with a few exceptions Frankfurt fairs are trade fairs; they are therefore usually only open to trade visitors from the retail sector, industry and business. This concept is successful and there is no reason to change it in the future. Nevertheless, in some consumer-oriented branches it can be an advantage to open trade fairs to the public on certain days. A number of years ago, in those thematic areas where it makes sense and has the support of the exhibitors, Messe Frankfurt began to put this policy to the test.

The advantage for all concerned is obvious: Exhibitors are given the possibility to directly present their products to retail consumers and test spontaneously how well novelties are accepted. The retail trade has no disadvantage though this, as selling is not permitted at the fairs; on the contrary, the newly aroused interest

may well generate more or new custom. And the consumers – especially those from Frankfurt and its environs – are given the unique opportunity to be the first to see what is going to be "in" in the coming season. They can take in the international range of a particular branch in a breadth and depth they are normally not able to experience in retail stores.

Not least, opening a fair to the public also generates a much stronger media echo, because popular magazines, radio and television are far more likely to report on events to which the public is admitted. The greater media interest and consequently more extensive reporting in turn benefit the event and all market partners.

Following the ISH and Musikmesse, Lifetime and Art Frankfurt, Heimtextil also opened its doors to the interested public for the first time in 2002. "What will be the fashion of tomorrow, only heaven knows. And all those who went to Heimtextil Sunday" – the slogan of the advertising campaign especially directed at private individuals certainly hit the spot: around 7,500 visitors took advantage of the opportunity to find out about the latest trends for the bedroom, living room or bathroom.

## In focus: culture and sport in Frankfurt



A spectacular example of how a fair theme can involve a whole city was offered around three months later by the light-and-culture spectacle "Luminale", which lit up the whole of Frankfurt as a framework for Light+Building. With a wide variety of unique events on the theme of "Light and Architecture", "Luminale" made an important contribution towards positioning Frankfurt as the international exhibition capital for lighting technology.

In an effort to make the exhibition centre in all its complexity more tangible to citizens of and visitors to Frankfurt, Messe Frankfurt is organising monthly guided tours of the complex from spring 2003. Apart from a "historical tour of the fair", in Frankfurt's city centre, there are two tours of the exhibition centre on the themes of "architecture and design" and "economics and the development of the Frankfurt fairs".



**The "global player" Messe Frankfurt has its roots in Frankfurt and has close ties to the city, the surrounding region and its people. This results in a responsibility as a "corporate citizen" – a challenge Messe Frankfurt is happy to accept. The focus of this commitment is on culture and sport.**

By virtue of its strong design orientation and as the organiser of the biggest consumer goods fairs in the world, Messe Frankfurt has since the year 2000 maintained a successful partnership with the Museum für Angewandte Kunst (Museum of Applied Art). This cooperation extends far beyond normal sponsoring; it encompasses joint projects and a lively exchange on the topics of design and architecture. The exhibits that are awarded the "Design Plus" and "Form" prizes are integrated in the respective permanent exhibition showing at the Museum of Applied Art. Numerous products bearing the "Design Plus" distinction are also offered for sale in the museum shop. The partnership with the museum is also aimed at giving exemplary design a permanent exhibition venue in Frankfurt and making it accessible to the public.

Messe Frankfurt wrote "Art" especially large on its banners in 2002: Via Art Frankfurt, contact was established to Manifesta 4, the European biennial for

contemporary art. It took place from May to August 2002 – partly coinciding with Art Frankfurt – in Frankfurt am Main. In order to promote this innovative project, Messe Frankfurt donated the highest amount to date for the promotion of art.

Cycle racing, boxing matches, tennis matches and riding tournaments – legendary sporting events have been closely linked with the Festhalle for around 100 years in Frankfurt am Main. Perhaps this is where Messe Frankfurt's close ties to sport come from, which it again proved in 2002: Since July it has been one of the premium partners of the traditional Eintracht Frankfurt football club.

Also since 2002, the company has been the main sponsor of one of the biggest and most prestigious German city marathons, which now also bears its name: Eurocity Marathon Messe Frankfurt. In addition, Messe Frankfurt among other things supported the city's Olympic bid and the Opel Ironman Germany Triathlon 2002. Friends of gallop racing have appreciated the "Messe Frankfurt Prize" for over 50 years, a top-class race that is held every year at the Niederrad racecourse.



*Elena Mina, organisation manager Marketing Communication Consumer Goods Fairs,  
Javier de la Poza, press host*



**1 billion bits**

... per second race through the 163 kilometres of newly laid fibre-glass cable on the Frankfurt exhibition grounds. A modern infrastructure without live wires, even if things here do sometimes get heated.

# Annual Financial Statements



With 96 trade fairs and exhibitions world-wide – 51 of these in Germany and 45 overseas –, 187 congresses, conferences and other events, more than 49,600 exhibitors and more than 2.8 million visitors, Messe Frankfurt concluded a successful business year. This is reflected in the revenue and result: at around 334.8 million euros, group revenue reached an all-time high in the company's history. Net profit for the year amounted to 21.7 million euros.

## Report of the Supervisory Board

During the course of the business year, the Supervisory Board of Messe Frankfurt GmbH informed itself of the company's position in regular meetings with the Board of Management as well as through written or oral reports and discussed important issues with the Board of Management.

The Supervisory Board has examined the annual financial statements and consolidated annual financial statements audited and issued an unqualified opinion by PwC Deutsche Revision AG as at 31 December 2002 of Messe Frankfurt for the business year from 1 January to 31 December 2002, as well as the condensed annual report of the Board of Management on the position of the company and the group for the 2002 business year.

It recommends that the annual general meeting should approve the annual financial statements and consolidated annual financial statements as at 31 December 2002 of Messe Frankfurt GmbH and adopt the condensed annual report on the position of the company and the group for the business year from 1 January to 31 December 2002.

Frankfurt am Main, 24 June 2003

The Supervisory Board

Signed Petra Roth

## Condensed report on the position of Messe Frankfurt and its group for 2002

### Course of business

#### General economic conditions

The recessionary trend that set in on the world's key markets at the end of 2000 continued into 2002 and beyond. Although some signs of a recovery appeared on the horizon in spring, the world economy has entered a new economic slowdown. Instrumental in this development were the uncertainties triggered by the Iraq conflict and the oil price hike that went along with it. In addition to this, the negative capital effects caused by the sharp downward price movement on the financial markets – despite low inflation rates and relatively favourable terms of financing – had a dampening effect on the world economy. In real terms, economic growth in 2002 was only 2.8%. This was not without consequences for the volume of world trade, which after 0% growth in 2001, was only 2.7% in the year under review.

Despite the economic slowdown, the international trade fair industry – in the Far East in particular, but also in Europe – continued to invest in the development of its exhibition grounds. In Germany, the main focus was on modernising existing facilities rather than on creating new capacities. These long-term infrastructure measures are deemed to be absolutely essential against the background of growing national and international competition. They are endorsed by the almost exclusively public shareholders of the exhibition corporations, since trade fairs and exhibitions are still seen as an excellent instrument for the promotion of trade and industry for the respective region and the middle-market corporate sector.

Although trade fairs are still the number one marketing instrument, exhibiting companies are nevertheless increasingly putting them to the acid test. This is mirrored by the figures for Germany as a trade fair venue. With more than 144 supra-regional and international trade fairs, Germany still occupies the pole position worldwide, however, in 2002 almost all key ratios for the trade fair industry showed a negative trend. Compared to the respective events in the preceding period, a drop in the number of German exhibitors of 5% was recorded, which was only partially offset by a 1.5% rise in the number of foreign exhibitors. This resulted in an overall decline in exhibitors of 2% as well as in rented space of 1.5%. Visitor numbers also declined by 5%.

#### Objectives and strategies of the Messe Frankfurt consolidated group

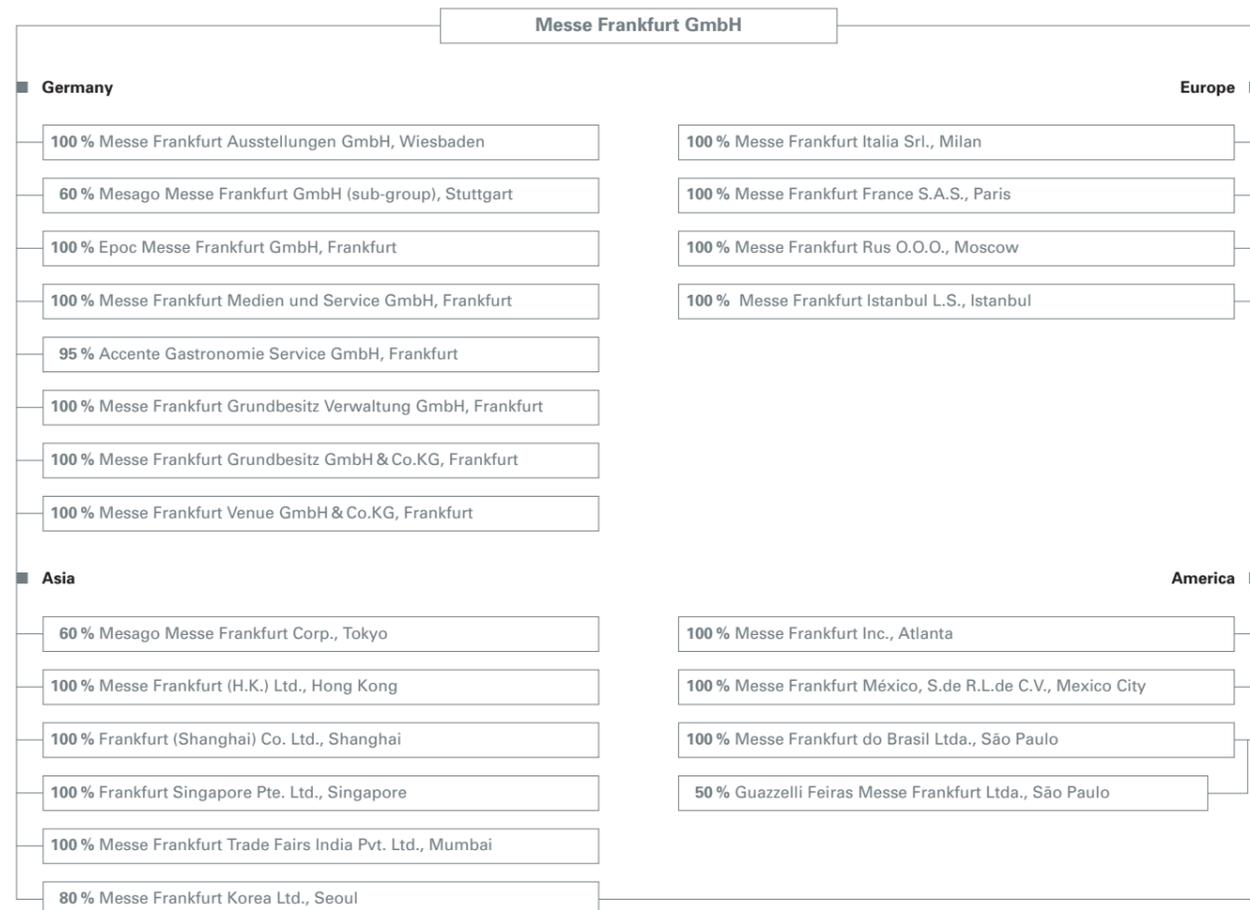
Despite the difficult economic climate, the corporate policy of Messe Frankfurt continues to aim at growth both at home and abroad. Top priority in this field is attributed to securing and further developing the events at the Frankfurt exhibition centre. Taking account of the development in the respective branch and the changing marketing requirements of exhibitors and fairgoers, the fair concepts are permanently scrutinised and coordinated with the market partners. Moreover, through its presence and activities abroad, Messe Frankfurt has the possibility – proceeding from the leading Frankfurt fairs – to offer its trade fairs as a marketing platform in all relevant growth regions in the world within the framework of the brand strategy. The relevant show theme is positioned as a “brand” around the globe, while maintaining the Frankfurt quality standards and taking account of the various regional and specific national requirements.

This strategy sees Messe Frankfurt pursuing several objectives:

1. It offers exhibiting clients additional marketing platforms in promising markets and supports them in entering the market; customer retention is strengthened.
2. It places the brands of Messe Frankfurt in suitable markets worldwide, thereby occupying the relevant markets.
3. It generates a new clientele abroad for events in Frankfurt.

In order to enable the company to pursue this internationalisation strategy even more intensively than before and reinforce its international presence abroad, four new subsidiaries were added to the list in 2002. The metropolises Paris, Moscow and Shanghai are the new locations of Messe Frankfurt in Europe and Asia. With Epoc Messe Frankfurt in Dubai, it is intended to develop the Arab economic region. Like this, Messe Frankfurt has a worldwide marketing network of 16 companies and branches abroad as well as 53 foreign agencies operating for a total of 116 countries. At the end of the period under review, preparations were underway for the acquisition of a 60% shareholding in a company in Argentina for 2003.

Messe Frankfurt corporate group



Performance figures

Again in 2002, Messe Frankfurt's main business was the conception, organisation and hosting of its own events at home and abroad, renting out exhibition space to third-party organisers as well as providing nearly all services at the Frankfurt exhibition centre. The main focus of the group's trade fair activities was on its key areas of expertise: consumer goods, textiles, automotive technology and communications & leisure.

With 96 trade fairs and exhibitions worldwide – 51 in Germany and 45 abroad – Messe Frankfurt defended and further expanded its pole position in the trade fair market. In conjunction with 187 congresses and other events, a total of 283 events were held, which attracted around 50,000 exhibitors and 2.8 million visitors and accounted for 1.6 million m<sup>2</sup> of net rented show space.

Overall activities of Messe Frankfurt in 2002

	Events	Exhibitors	Net area* (in thousand m <sup>2</sup> )	Visitors (in thousands)
Fairs and exhibitions				
at the Frankfurt exhibition centre	42	36,980	1,360	1,522
other venues in Germany	9	2,797	68	87
<b>Total Germany</b>	<b>51</b>	<b>39,777</b>	<b>1,428</b>	<b>1,609</b>
Fairs and exhibitions				
abroad	45	9,812	218	804
Other events	187			367
<b>Total</b>	<b>283</b>	<b>49,589</b>	<b>1,646</b>	<b>2,780</b>

\* including special show space

The 42 trade shows, exhibitions and public events in Frankfurt – 16 shows organised by Messe Frankfurt itself and 26 guest shows – attracted around 37,000 exhibitors and 1.5 million visitors. Core business was represented by the 23 international trade shows which alone attracted 35,100 exhibitors (+2.3% in comparison with previous events) and around 1.3 million visitors (+4.4%).

Messe Frankfurt's own events attracted 25,703 companies, 2.3% more exhibitors than the previous corresponding events. At 64.5%, the international character of the exhibitors was almost 10 per cent higher than the 49% figure determined by AUMA (Ausstellungs- u. Messe-Ausschuss der Deutschen Wirtschaft e.V.) (German Exhibition and Trade Fair Committee) for German trade fairs overall. The major Frankfurt shows achieved top-class results this year in terms of internationalism, for example Heimtextil with 79%, Auto-mechanika with 77% and Paperworld with 74% foreign participation. A total of around 921,000 trade visitors were registered at Messe Frankfurt's own events in 2002. That is an increase of 2.1% over the previous year's events. At nearly 30%, the share of foreign trade visitors was higher than ever (for comparative purposes: the estimated value for exhibitions in Germany is around 20%). The events with the highest level of internationalism among visitors during the year were Paperworld with 42% and Heimtextil and Avantex each with 41%.

Although neither the IAA-Pkw automotive fair nor ACHEMA were held in the year under review – both by virtue of their multi-year rhythm not being scheduled again until 2003 –, the guest events also contributed to Messe Frankfurt's positive result. Apart from the annual Frankfurt Buchmesse (Book Fair), one of the most important of these was EuroMold. These and a further 24 events – some of them highly specialised trade fairs – drew around 11,300 exhibitors and more than 600,000 visitors to Frankfurt.

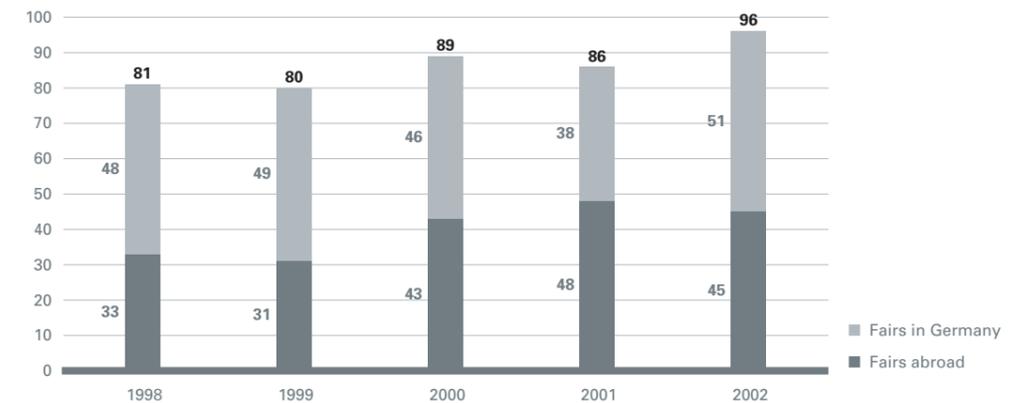
Nine other events – including six international trade fairs predominantly in the field of high technology – were successfully organised at other trade fair venues in Germany by Messe Frankfurt Ausstellungen GmbH in Wiesbaden and the new Mesago Messe Frankfurt based in Stuttgart. These attracted nearly 2,800 exhibitors and 87,000 visitors.

With a view to overseas trade fair business, the 2002 business year was also a successful one despite stronger competition – both from private trade fair organisers as well as other large German exhibition corporations. Nine new fairs in France, China, Canada, the US and Mexico celebrated their debut. Messe Frankfurt and its subsidiaries organised 45 fairs with more than 9,800 exhibitors in other European countries outside Germany, in America and in Asia. These were attended by around 803,500 visitors. Particular mention must be made in this context of the Paris Texworld textiles fair, which is organised by Messe Frankfurt France S.A.S. With the acquisition of this trade fair, Messe

Frankfurt has staged a comeback on the western European trade fair market for fashion textiles. Messe Frankfurt thus held fairs at a total of 28 locations around the world.

**Messe Frankfurt corporate group**

**Number of fairs in Germany and abroad**



The Congress Center Messe Frankfurt (CMF) together with the Forum, which was completed in 2001, have established a permanent place in international conference business. This is substantiated by the occupancy rate, which in the past few years was between 60 % and 80 %. The 110 congresses and conferences, 14 of which were organised by the professional congress organiser "Conventure", drew a total of 88,500 participants to the exhibition centre.

In Frankfurt's "best room", the Festhalle, 2002 got off to a glamorous start with the Sports Ball, which was held in Frankfurt for the first time. Other media highlights include the Eurocity Messe Frankfurt Marathon, the Festhalle riding tournament and the Holiday on Ice show. The international artists appearing in the Festhalle included Elton John, Kylie Minogue and Bryan Adams. With a total of 47 cultural and sporting events as well as company presentations, which were attended by around 279,000 visitors, Messe Frankfurt made a major contribution to the diversity and attraction of the Rhine-Main region.

The services offered by the two subsidiaries Messe Frankfurt Medien und Service GmbH – stand construction, publishing and advertising service and Akademie Messe Frankfurt (exhibition training academy) – and Accente Gastronomie Service GmbH round off the range of services that Messe Frankfurt provides for its customers at the Frankfurt exhibition centre.

The Messe Frankfurt Internet service under [www.messefrankfurt.com](http://www.messefrankfurt.com) was further developed as a supplementary communication platform as part of the exhibitor and visitor service and is a fully integrated element in the "live" trade fairs. As well as offering comprehensive information and an online meeting point for members of the trade, it permits trade fair services to be ordered electronically using the EasyOrder system.

## Revenue

The successful 2002 business year is also mirrored in the increase in revenue of Messe Frankfurt. At around €334.8 million, group revenue reached a new all-time high in the company's history. The increase compared to the prior period amounted to €16.9 million, or 5.3%. Measured against the year 2000, which is more comparable because of its events structure, this means an increase of as much as 7.7%.

### Increase in revenue 2000 - 2002

Germany	2000 €m	2001 €m	2002 €m	Changes in 2002 compared to	
				2001 in %	2000 in %
Messe Frankfurt GmbH, Frankfurt	245.1	258.0	256.8	-0.5	4.8
Mesago Messe Frankfurt GmbH, Stuttgart <sup>1)</sup>			12.8	++	++
Messe Frankfurt Ausstellungen GmbH, Wiesbaden	6.6	9.0	5.9	-34.4	-10.6
Messe Frankfurt Medien und Service GmbH, Frankfurt	18.1	15.7	22.4	42.7	23.8
Accente Gastronomie Service GmbH, Frankfurt	23.1	21.5	19.3	-10.2	-16.5
Messe Frankfurt Grundbesitz GmbH & Co. KG, Frankfurt		5.1	12.7	++	++
<b>Other countries</b>					
Messe Frankfurt France S.A.S., Paris			6.2	++	++
Messe Frankfurt Italia Srl., Milan	1.7	1.9	2.2	15.8	29.4
Messe Frankfurt Istanbul L.S., Istanbul		0.4	0.6	50.0	++
Messe Frankfurt Rus O.O.O., Moscow			0.3	++	++
Mesago Messe Frankfurt Corp., Tokyo	4.9	6.3	5.3	-15.9	8.2
Messe Frankfurt (H.K.) Limited, Hong Kong	14.6	14.7	15.5	5.4	6.2
Messe Frankfurt (Shanghai) Co. Ltd., Shanghai			0.5	++	++
Messe Frankfurt Singapore Pte. Ltd., Singapore	0.8	0.0	0.1	++	--
Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai	2.4	1.8	2.2	22.2	-8.3
Messe Frankfurt Korea Ltd., Seoul		0.3	0.8	++	++
Messe Frankfurt Inc., Atlanta	8.3	6.7	11.4	70.1	37.3
Messe Frankfurt Mexico S. de R. L. de C.V., Mexico City			3.4	++	++
Messe Frankfurt do Brasil Ltda., São Paulo <sup>1)</sup>	4.4	5.0	2.0	-60.0	-54.5
Inter-company revenue	-19.2	-28.5	-45.6	60.0	++
<b>Group revenue</b>	<b>310.8</b>	<b>317.9</b>	<b>334.8</b>	<b>5.3</b>	<b>7.7</b>

<sup>1)</sup> Sub-group

The greatest share in the revenue of the group was achieved by the parent company, Messe Frankfurt GmbH. At €256.8 million, the turnover of the parent company nearly held even with the previous year's level (€258.0 million); compared to the reference year 2000, this means an increase of €11.7 million or 4.8%. Mesago Messe Frankfurt GmbH, which is included in the scope of consolidation for the first time, contributed to the result with €12.8 million and Messe Frankfurt Ausstellungen GmbH with €5.9 million. By reason of the rotation of events, the latter recorded a drop in turnover of more than 30% compared to the previous year. The service companies Messe Frankfurt Medien und Service GmbH and Accente Gastronomie Service GmbH more than met their planned revenue targets with €22.4 million (€15.7 million) and €19.3 million (€21.5 million) respectively.

Business was also encouraging on the international front. With a total of €50.5 million, the turnover of the foreign subsidiaries was 36.1% higher than in the preceding period. The main contributors to this result were the subsidiaries in Hong Kong (€15.5 million), Atlanta (€11.4 million), France (€6.2 million) and Tokyo (€5.3 million). The young Mexican subsidiary also successfully organised three smaller fairs in the second year since it was set up and turned in a business volume of €3.4 million. The share of the foreign subsidiaries in group turnover was around 15%, compared to 12% in the previous year.

#### Europe

- Messe Frankfurt France S.A.S., Paris
- Messe Frankfurt Italia Srl., Milan
- Messe Frankfurt Istanbul L.S.
- Messe Frankfurt Rus O.O.O., Moscow

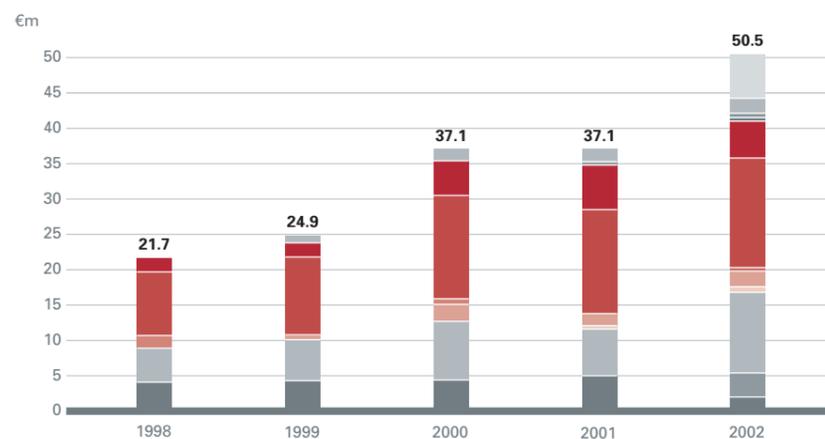
#### Asia

- Mesago Messe Frankfurt Corp., Tokyo
- Messe Frankfurt (H.K.) Limited, Hong Kong
- Messe Frankfurt (Shanghai) Co. Ltd., Shanghai
- Messe Frankfurt Singapore Pte. Ltd., Singapore
- Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai
- Messe Frankfurt Korea Ltd.

#### America

- Messe Frankfurt Inc., Atlanta
- Messe Frankfurt Mexico S. de R. L. de C. V., Mexico City
- Messe Frankfurt do Brasil Ltda., São Paulo

#### Increase in revenue of foreign subsidiaries



#### Operating result

With a figure of €32.2 million prior to taxes on earnings, the consolidated group's profit was €8.1 million or 20.1% below the previous year's level. The reasons for this were predominantly the increased marketing expenses for events, higher depreciation (Forum, Hall 3) and higher staff costs.

After deduction of taxes on earnings, the group had a net profit for the year amounting to €21.7 million, Messe Frankfurt's fourth best performance to date.

#### Profit development 2000 - 2002

	2000 € '000	2001 € '000	2002 € '000	Changes 2002 compared to 2001 in %	
Pre-tax profit	46,381	40,246	32,169	-20.1	-30.6
Taxes on earnings	24,610	11,800	10,455	-11.4	-57.5
<b>Group net profit for the year</b>	<b>21,771</b>	<b>28,446</b>	<b>21,714</b>	<b>-23.7</b>	<b>-0.3</b>

A comparison with the also important EBIDTA earnings ratio (Earnings before Interest, Depreciation, Taxes and Amortisation) even produces a positive trend measured against the previous years.

#### EBIDTA 2000 - 2002

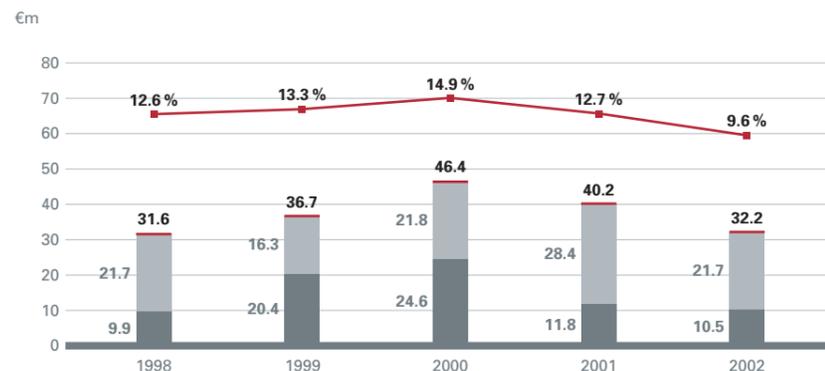
	2000 € '000	2001 € '000	2002 € '000	Changes 2002 compared to 2001 in %	
Group net profit for the year	21,771	28,446	21,714	-23.7	-0.3
Taxes on earnings	24,610	11,800	10,455	-11.4	-57.5
(positive) Finance result	-2,868	-2,848	-1,338	-53.0	-53.3
Depreciation and amortisation	30,439	34,867	45,328	30.0	48.9
<b>EBIDTA group</b>	<b>73,952</b>	<b>72,265</b>	<b>76,159</b>	<b>5.4</b>	<b>3.0</b>

The parent company, Messe Frankfurt GmbH, made a contribution of €34.6 million before consolidation to the group's pre-tax profits. Under existing profit and loss transfer agreements, the operating results of both Messe Frankfurt Medien und Service GmbH and Messe Frankfurt Ausstellungen GmbH, as well as the profit distributions of the Accente, Hong Kong and Tokyo subsidiaries have been included in this figure.

The situation of the foreign subsidiaries must be viewed more differentiatingly. Increased investment in the local markets aimed at the further development of trade fair themes in a difficult economic environment resulted – particularly in North and South America as well as Russia – in planned losses. Since there are no signs of a positive trend in Brazil, Messe Frankfurt intends to reduce its commitments on this market. Due to front-end costs for trade fairs taking place in 2003, Epoc Messe Frankfurt recorded a planned loss.

Particularly encouraging was the operating result of Messe Frankfurt (H.K.) Limited in Hong Kong, which, as in previous years, made a positive contribution to group earnings of €2.8 million. This also applies to Messe Frankfurt France S.A.S., which straight away made the second-highest profits among the foreign subsidiaries by virtue of the successful Texworld textiles fair. With the positive contributions of the companies in Italy, India, Japan and Korea, on balance a result after tax before consolidation of €2.2 million was achieved by the foreign subsidiaries.

Pre-tax profits and profit margin on turnover 1998-2002



Investments

Following investments of more than €300 million in the previous years above all in the expansion and quality of the Frankfurt exhibition centre, the focus in 2002 was primarily on mergers and acquisitions. These amounted to a total volume of around €23 million. In connection with the redesign of the outside facilities in the eastern part of the site (Agora), as well as smaller infrastructure measures and various renewals of furniture, fixtures and office equipment, additions to group fixed assets came to around €43 million in the 2002 business year.

Financing

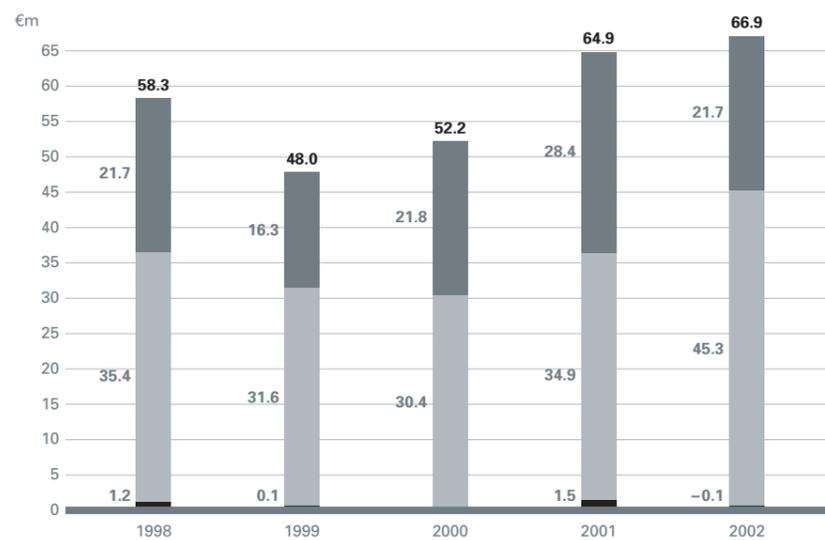
Investments were financed by existing liquidity and the positive cash flow. As the sum of the net profit for the year, amortisation and changes to pension provisions, this figure was around €66.9 million for the whole group. This is a new peak value for the corporate group.

Changes in cash flow 2000 - 2002

	2000 € '000	2001 € '000	2002 € '000	Changes 2002 compared to 2001	
				in %	2000 in %
Net profit for the year	21,771	28,446	21,714	-23.7	-0.3
Amortisation and depreciation	30,439	34,867	45,328	30.0	48.9
Pension provisions	10	1,548	-148	--	--
<b>Group cash flow</b>	<b>52,220</b>	<b>64,861</b>	<b>66,894</b>	<b>3.1</b>	<b>28.1</b>

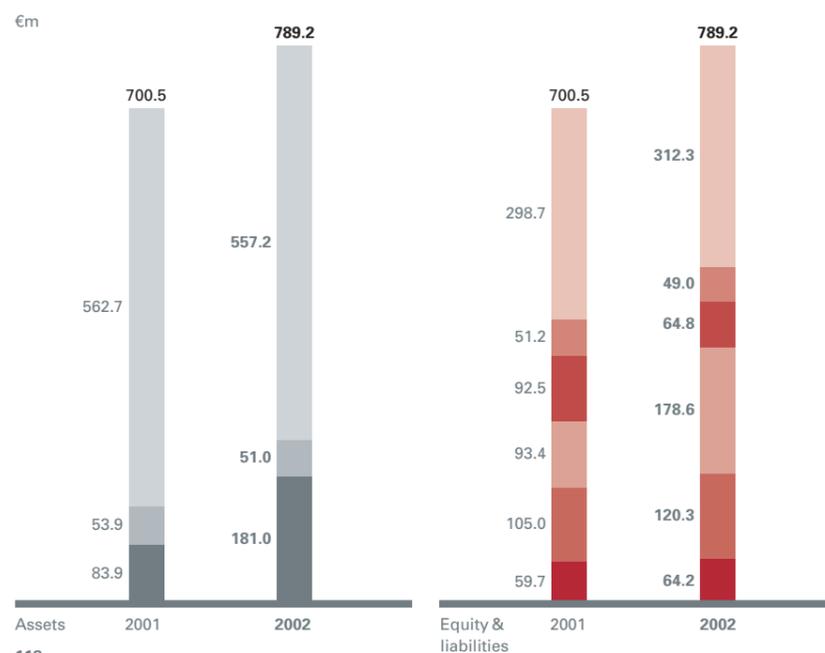
To cover the planned investments for 2003 – especially the acquisition of additional events and the construction of a new commercial building – a bank loan of €85 million was taken out at the end of the year.

**Cash flow**



- Net profit for the year
- Depreciation and amortisation
- Pension reserves

**Comparison of group balance sheet structure with the previous year**



- Assets
- Noncurrent assets
- Receivables and other current assets
- Liquid assets and securities
- Equity & Liabilities
- Equity
- Special items
- Provisions
- Bank loans
- Other liabilities
- Deferred income

**Human resources**

1,144 people were employed in the Messe Frankfurt consolidated group worldwide on 31 December 2002, 160 more than at the end of 2001:

**Growth in employee numbers**

	2000	2001	2002
Messe Frankfurt GmbH, Frankfurt	587	663	695
Mesago Messe Frankfurt GmbH, Stuttgart			55
Messe Frankfurt Ausstellungen GmbH, Wiesbaden	21	24	30
Epoc Messe Frankfurt GmbH, Frankfurt			12
Messe Frankfurt Medien und Service GmbH, Frankfurt	39	38	44
Accente Gastronomie Service GmbH, Frankfurt	62	83	100
Messe Frankfurt France S.A.S., Paris, France			8
Messe Frankfurt Italia Srl., Milan, Italy	10	11	12
Messe Frankfurt Istanbul L.S., Turkey	2	4	7
Messe Frankfurt Rus O.O.O., Moscow, Russia			12
Mesago Messe Frankfurt Corp., Tokyo, Japan	13	15	15
Messe Frankfurt (H.K.) Limited, Hong Kong, China	37	44	42
Messe Frankfurt (Shanghai) Co. Ltd., Shanghai, China			12
Messe Frankfurt Singapore Pte. Ltd., Singapore	2	4	5
Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai, India	14	18	16
Messe Frankfurt Korea Ltd., Seoul, South Korea		4	6
Messe Frankfurt Inc., Atlanta, USA	19	22	24
Messe Frankfurt Mexico S.de R.L. de C.V. Mexico City, Mexico		9	15
Messe Frankfurt do Brasil Ltda., São Paulo, Brazil	45	45	34
<b>Messe Frankfurt group</b>	<b>851</b>	<b>984</b>	<b>1,144</b>

The further increase is on the one hand explained by the creation of a new Business Development & Integration division as well as the reinforcement of Marketing and Sales at Messe Frankfurt GmbH. In addition, the new subsidiaries in Stuttgart, Shanghai, France, Russia and Dubai are included in the group for the first time. The expansion of international activities, especially support for exhibitors and the services offered at the Frankfurt venue also contributed to the increase in the number of personnel. One focus of personnel work thus lay in the recruitment of well-qualified personnel.

Apart from the continuation of the "Fit for fair" further training programme, human resources development at Messe Frankfurt GmbH concentrated on the trade fair-specific conception of a development programme for managerial staff. With these investments in the company's employees, it is hoped to secure this most important strategic success factor for an exhibition corporation on a long-term basis. Qualified employees react more easily and quickly to changes on the markets, provide a better customer service and feel more confident even when handling difficult assignments. A newly set up internal knowledge forum in addition offers the possibility of an exchange of information and experience throughout the company on topics of particular interest.

Increasingly tough competition, the tight situation in the global economy and the need for internal processes of change required a high degree of dedication, flexibility and hard work from those employed by the Messe Frankfurt group in 2002. The Board of Management would like to take this opportunity to thank all employees for the good work done in the period under review. Thanks are also due to the works council for their constructive cooperation.

### Risk management

In 1999, in line with the Act on Controls and Transparency in Corporations (KonTraG), Messe Frankfurt GmbH consolidated all the measures taken within the company to control risk in a uniform and consistent risk management system which also encompasses the subsidiaries. Early-warning signals were defined to enable risks in future development to be identified in good time. These include, for example, developments in the industry, activities by competitors and exhibitor and visitor development.

The risk management manual defines in particular the risk principles, the risk management process and the documentation and monitoring of the risk management system. Risk management is conceived as a continuous process and is checked at regular intervals to ensure suitability.

Against the background of the armed conflict in the Iraq war, additional risks have arisen with respect to the practicability of holding fairs in the crisis region (Dubai/Turkey). It is also to be expected that the uncertainties produced by this conflict will on the one hand be decisive for the further economic development in these regions and on the other hand are likely to limit the propensity of exhibitors and visitors to travel. Adverse effects on the trade fair markets also cannot be ruled out if the new SARS respiratory disease continues to spread and cannot be stemmed in the short term.

The corruption cases established since the end of 2000 were pursued in the year under review in close cooperation with the public prosecutor's office and it was possible to bring most of these to a conclusion under civil law.

## Outlook

### Business policy/Revenue

Despite the continued recessionary general economic situation, Messe Frankfurt is looking to the future with cautious optimism. Through growth, internationalism and consistency, it is hoped to further secure Messe Frankfurt GmbH's pole position on the markets in the future. The grounds for this optimism are the unchanged interest – especially on the part of foreign companies – in the leading fairs in spring 2003 and as a result the increased demand for exhibition space. In response to the ongoing precarious situation in many parts of the consumer goods industry, the major Tendance event has been newly positioned and from August 2003 will appear on the market with a revised concept. Nevertheless, it is feared that in individual product areas there is likely to be a significant drop in exhibitor numbers and sales at this fair. With regard to the Frankfurt Book Fair, whose change of venue is currently under discussion in the media, a concept for further cooperation was drawn up that it is hoped will pave the way for the long-term retention of the Buchmesse in Frankfurt. In its external operations, Messe Frankfurt is striving towards further expansion with the acquisition of new trade fairs and holdings.

Based on these assumptions, group revenue is expected to top €350 million in 2003. The planning for 2004 anticipates a further increase in revenue.

In order to achieve these revenue targets, improve transparency and enable it to respond with even more flexibility on the trade fair market, Messe Frankfurt intends to introduce changes to the corporate structure in 2003 and 2004. The Messe Frankfurt group will be represented by two new companies under the umbrella of a holding company, "Messe Frankfurt Venue GmbH & Co. KG" and "Messe Frankfurt Exhibition GmbH".

First, in 2003, Messe Frankfurt Venue GmbH & Co. KG will be spun off. Its mission is to manage the technical and services side of events, to market the exhibition centre including the Congress Center Messe Frankfurt and the Festhalle to organisers and to assure the maintenance and further expansion of the exhibition complex. The service companies Messe Frankfurt Medien und Service GmbH and Accente Service GmbH will also be included in this company. All own events as well as all domestic and foreign subsidiaries

that put on trade fairs will be included in Messe Frankfurt Exhibition GmbH, which it is intended to spin off in 2004. This will be responsible for managing the worldwide brands of Messe Frankfurt as well as developing new exhibition themes.

The holding company Messe Frankfurt GmbH will form a bracket around these two companies. This will control the activities of the two companies. The Board of Management of Messe Frankfurt will act on behalf of the two companies and the holding company.

### Investment/Finance

Work has commenced on the construction of a new commercial building immediately next to Hall 3, which on completion in 2004 will be occupied by the catering firm Accente Gastronomie Service GmbH. The plan submitted by the London-based architecture bureau Grimshaw & Partners for an "industrial building with a human touch" is for a light-flooded, linear building that echoes the shapes used in Hall 3 – also designed by Grimshaw. The five-storey building will house approx 10,000 m<sup>2</sup> of office space in addition to the catering facilities.

As part of the further development of the exhibition site in Frankfurt, the group is on the point of purchasing a parcel of land measuring around 120,000 m<sup>2</sup> to the south-west of the exhibition site. One or two new halls are to be constructed here as part of the long-term Messe Frankfurt master plan. These projects will tie up considerable investment resources in the coming years.

Investments for 2003 can be secured through existing liquidity and cash flow. There are no plans to take up further loans until 2004.

### Operating result

A positive result is expected both in 2003 and in subsequent years.

## Supplementary information to the Annual Report

## Trade fairs and exhibitions at the Frankfurt exhibition site in 2002

Event	Exhibitors			Net area Total incl. special show space	Visitors			
	Number of events	Germany	Other countries		Total	Germany	Other countries	Total
■ Ambiente		1,892	2,951	4,843	193,295	101,525	43,143	144,668
■ Art Frankfurt *)		185	48	233	9,053	28,000		28,000
■ Automechanika		1,012	3,312	4,324	162,234	99,646	61,173	160,819
■ Avantex		31	38	69	1,523	1,446	1,208	2,654
■ Beautyworld		218	349	567	16,911	9,294	3,445	12,739
■ Buchmesse		2,128	4,247	6,375	86,936	210,974	54,723	265,697
■ Christmasworld		268	678	946	44,298	17,221	10,645	27,866
■ CleanRooms Europe		98	60	158	3,050	1,999		1,999
■ DACH+WAND		340	79	419	27,231	25,659	3,171	28,830
■ EuroMold		921	589	1,510	39,800	52,800		52,800
■ European Banking Technology Fair		258	57	315	8818	6,930	611	7,541
■ FUR & FASHION FRANKFURT		98	69	167	7412	6,300	3,150	9,450
■ Heimtextil		643	2,478	3,121	162,512	56,891	39,538	96,429
■ Intergeo		383	96	479	9,944	14,400	1,600	16,000
■ Internationale Franchise Messe		86	20	106	2,500	5,340	660	6000
■ Light+Building		1,037	1,147	2,184	126,823	93,518	26,780	120,298
■ MediaTechExpo		38	106	144	4,885	1,187	1,881	3,068
■ Musikmesse		535	847	1,382	53,790	60,209	17,985	78,194
■ OPTATEC		247	145	392	6,625	4,434	1,768	6,202
■ Paperworld		568	1,623	2,191	88,767	34,290	24,628	58,918
■ Pro Light + Sound		310	344	654	25,058	14,034	6,286	20,320
■ Tendence		1,964	2,436	4,400	173,292	76,362	23,320	99,682
■ Turntec		90	32	122	3,500	6,420		6,420
■ International trade fairs	23	13,350	21,751	35,101	1,258,257	928,879	325,715	1,254,594

- International trade fairs
- Trade exhibitions
- Exhibitions open to the public

Event	Exhibitors			Net area Total incl. special show space	Visitors			
	Number of events	Germany	Other countries		Total	Germany	Other countries	Total
■ ACS Architekten Computer Systeme		195	9	204	6,335	8,000		8,000
■ Allergica		131	6	137	3,762	4,477	23	4,500
■ Hair & Beauty Forum		119	31	150	6,100	15,500	2,500	18,000
■ IT-Sparkassenforum		49		49	2,000	1,160		1,160
■ Lifetime		143	29	172	5,041	6,659	69	6,728
■ LinuxWorld Conference&Expo		72	7	79	1,547	13,246	846	14,092
■ Midrange Welt		102	3	105	1,434	1,029		1,029
■ Pro Sign		129	50	179	5,501	5,893	1,114	7,007
■ Other trade exhibitions	4	520		520	26,000	13,400		13,400
■ Trade exhibitions	12	1,460	135	1,595	57,720	69,364	4,552	73,916
■ Marathon Mall **		58	3	61	1,164	30,000		30,000
■ Sales marts and exhibitions	6	223		223	43,000	163,850		163,850
■ Exhibitions open to the public	7	281	3	284	44,164	193,850		193,850
<b>Total no. of trade fairs and exhibitions at the Frankfurt exhibition site</b>								
■ International trade fairs	23	13,350	21,751	35,101	1,258,257	928,879	325,715	1,254,594
■ Trade exhibitions	12	1,460	135	1,595	57,720	69,364	4,552	73,916
■ Exhibitions open to the public	7	281	3	284	44,164	193,850		193,850
	42	15,091	21,889	36,980	1,360,141	1,192,093	330,267	1,522,360

\* including vernissage and other free entries

\*\* entry free of charge for visitors to and participants in the Eurocity Marathon Messe Frankfurt

## Trade fairs and exhibitions in Germany outside the Frankfurt exhibition site in 2002

Event	Number of events	Exhibitors			Net area Total incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
■ Das Fürstliche Gartenfest, Fulda*		142	3	145	7,443	14,592		14,592
■ ECT, Augsburg**		58	10	68	1,019	669	42	711
■ EMV, Düsseldorf**		135	41	176	1,753	3,103	875	3,978
■ FACILITY MANAGMENT, Düsseldorf**		148	11	159	2,865	3,412	112	3,524
■ handarbeit & hobby, Cologne*		90	71	161	7,273	4,040	899	4,939
■ Marketing Services, Hamburg *		339	36	375	5,881	6,453		6,453
■ PCIM, Nuremberg**		129	229	358	4,107	3,226	2,394	5,620
■ SMT/HYBRID/PACKAGING, Nuremberg**		418	158	576	12,646	17,275	6,717	23,992
■ SPS/IPC/DRIVES, Nuremberg**		690	89	779	25,427	20,928	2,010	22,938
	9	2,149	648	2,797	68,414	73,698	13,049	86,747

\* Messe Frankfurt Ausstellungen GmbH

\*\* Mesago Messe Frankfurt GmbH

## Fairs and exhibitions in Germany in 2002

Event	Number of events	Exhibitors			Net area Total incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
■ International trade fairs	29	15,151	22,375	37,526	1,315,344	983,904	338,610	1,322,514
■ Trade exhibitions	14	1,666	156	1,822	61,604	73,445	4,706	78,151
■ Exhibitions open to the public	8	423	6	429	51,607	208,442		208,442
	51	17,240	22,537	39,777	1,428,555	1,265,791	343,316	1,609,107

■ International trade fairs

■ Trade exhibitions

■ Exhibitions open to the public

## Overseas events:

Event	Number of events	Exhibitors			Net area Total incl. special show space	Visitors		
		Host country	Other countries	Total		Host country	Other countries	Total
<b>Textiles fairs</b>								
<b>Heimtextil</b>								
Pacific Home Fashion Fair		18	0	18	297	1,430	86	1,516
Heimtextil Americas		27	28	55	990	422	230	652
International Window Coverings Expo		194	24	218	6,094	6,374	448	6,822
Heimtextil Japan*		8	40	48	1,471	18,022	939	18,961
Home Design Japan**		43	0	43	904			
Baltic Textile + Leather		139	147	286	3,420	8,000	8,830	16,830
Heimtextil Rossija		105	70	175	2,822	7,660	790	8,450
Heimtextil India		158	0	158	4,038	5,130	2,402	7,532
Intertextile Shanghai Autumn		588	409	997	20,701	31,925	6,161	38,086
	9	1,280	718	1,998	40,737	78,963	19,886	98,849
<b>Interstoff</b>								
Texworld (Spring)		0	560	560	10,606	1,794	9,553	11,347
Interstoff Asia Spring		39	211	250	2,917	6,652	2,805	9,457
Intertextile Beijing Spring		153	148	301	4,278	11,830	1,288	13,118
Texworld (Autumn)		1	603	604	11,316	2,044	11,274	13,318
Interstoff Asia Autumn		65	292	357	4,322	7,990	3,887	11,877
	5	258	1,814	2,072	33,439	30,310	28,807	59,117
<b>Intima</b>								
Intima America Miami		73	51	124	1,682	688	228	916
Intima - Intimatex Autumn		56	4	60	2,620	8,000	0	8,000
Intimate Apparel Salon (Autumn)		95	30	125	848	501	41	542
	3	224	85	309	5,150	9,189	269	9,458
<b>Techtextil</b>								
Techtextil North America		152	139	291	4,913	2,822	789	3,611
Cinte Techtextil China		131	83	214	2,468	4,411	804	5,215
	2	283	222	505	7,381	7,233	1,593	8,826
	19	2,045	2,839	4,884	86,707	125,695	50,555	176,250

\* Visitors and special show space including Ambiente Japan and Home Design Japan

\*\* Visitors see Heimtextil Japan

<b>Technical fairs</b>					Net area	Visitors		
Event	Number of events	Host country	Other countries	Total		Host country	Other countries	Total
<b>Texcare</b>								
Texcare Asia		8	76	84	1,500	83	2,448	2,531
	1	8	76	84	1,500	83	2,448	2,531
<b>Architektur + Technology</b>								
Event	Number of events	Host country	Other countries	Total	Total incl. special show space	Host country	Other countries	Total
<b>ISH</b>								
ISH China		146	78	224	5,861	12,721	464	13,185
ISH North America		302	173	475	10,368	5,889	5,135	11,024
	2	448	251	699	16,229	18,610	5,599	24,209
<b>LonWorld™</b>								
LonWorld™ Toronto		26	9	35	390	163	143	306
	1	26	9	35	390	163	143	306
	3	474	260	734	16,619	18,773	5,742	24,515
<b>Automobile + Technology</b>								
Event	Number of events	Host country	Other countries	Total	Total incl. special show space	Host country	Other countries	Total
<b>Automechanika</b>								
PAACE Automechanika Mexico		124	131	255	4,863	9,868	1,348	11,216
Automechanika St. Petersburg		229	79	308	9,692	72,134	1,212	73,346
Expo Transporte		247	40	287	17,876	16,392	202	16,594
Automechanika Argentina		258	22	280	6,396	20,093	1,582	21,675
Auto South China		102	25	127	5,674	145,816	184	146,000
	5	960	297	1,257	44,501	264,303	4,528	268,831

<b>Consumer goods fairs</b>					Net area	Visitors		
Event	Number of events	Host country	Other countries	Total		Host country	Other countries	Total
<b>Ambiente</b>								
Ambiente India		108	3	111	2,224	1,817	1,207	3,024
Ambiente Japan*		48	119	167	2,675			
Ambiente Rossija**		97	82	179	3,429	17,130	1,338	18,468
	3	253	204	457	8,328	18,947	2,545	21,492
<b>Paperworld</b>								
Hong Kong International Stationery Fair		59	97	156	1,680	8,883	6,569	15,452
Paperworld Mexico		120	30	150	3,183	6,049	386	6,435
Paperworld Rossija***		2	13	15	135			
	3	181	140	321	4,998	14,932	6,955	21,887
<b>Christmasworld</b>								
Christmasworld Rossija***		46	10	56	877			
	1	46	10	56	877			
<b>Beautyworld</b>								
Beautyworld Japan		282	193	475	6,967	40,197	2,204	42,401
	1	282	193	475	6,967	40,197	2,204	42,401
	8	762	547	1,309	21,170	74,076	11,704	85,780

\* For visitors see Heimtextil Japan

\*\* Visitors and special show space including Paperworld and Christmasworld Rossija

\*\*\* For visitors see Ambiente Rossija

Communication and Leisure					Exhibitors		Net area		Visitors		
Event	Number of events	Host country	Other countries	Total	Total incl. special show space	Host country	Other countries	Total	Host country	Other countries	Total
<b>Musikmesse</b>											
Music China (Musikmesse China)		177	97	274	7,585	16,572	1,500	18,072			
	1	177	97	274	7,585	16,572	1,500	18,072			
<b>Other trade fairs overseas</b>											
Event	Number of events	Host country	Other countries	Total	Total incl. special show space	Host country	Other countries	Total	Host country	Other countries	Total
Ceram		47	14	61	1,260	48,661	0	48,661			
Diskon Japan		76	14	90	1,899	10,391	1,416	11,807			
APS/SC		61	0	61	1,495	16,008	0	16,008			
Micromachine		180	7	187	820	8,364	60	8,424			
	4	364	35	399	5,474	83,424	1,476	84,900			
Scantech		36	0	36	1,388	1,966	17	1,983			
ABF Franchising Show		135	6	141	4,322	20,257	43	20,300			
COMDEX SUCESU		350	44	394	19,045	55,132	233	55,365			
Fehab		297	3	300	9,682	65,000	0	65,000			
	4	818	53	871	34,437	142,355	293	142,648			
<b>Events organised by Messe Frankfurt overseas</b>											
	45	5,608	4,204	9,812	217,993	725,281	78,246	803,527			

## Conferences, events and other activities

Event					Exhibitors		Net area		Visitors		
Event	Number of events	Host country	Other countries	Total	Total incl. special show space	Host country	Other countries	Total	Host country	Other countries	Total
Congresses and conferences at the exhibition centre not linked to fairs	96								86,000		86,000
Congresses and events supervised by "Conventure"*	14								2,500		2,500
Events (concerts, sporting events, religious, political and other events)	47								278,566		278,566
Joint participations (planning and implementation of show participations)	9										
Akademie Messe Frankfurt	21								387		387
	187								367,453		367,453

\* The total number of participants amounts to approx. 5,000, of which approx. 2,500 were already included under own events.

## Overall activities of Messe Frankfurt in 2002

Event					Exhibitors		Net area		Visitors		
Event	Number of events	Host country	Other countries	Total	Total incl. special show space	Host country	Other countries	Total	Host country	Other countries	Total
Fairs and exhibitions at the Frankfurt exhibition centre	42	15,091	21,889	36,980	1,360,141	1,192,093	330,267	1,522,360			
Fairs and exhibitions in Germany outside the Frankfurt exhibition centre	9	2,149	648	2,797	68,414	73,698	13,049	86,747			
Overseas events	45	5,608	4,204	9,812	217,993	725,281	78,246	803,527			
Conferences, events and other activities	187					367,453		367,453			
<b>Overall activities of Messe Frankfurt</b>	<b>283</b>	<b>22,848</b>	<b>26,741</b>	<b>49,589</b>	<b>1,646,548</b>	<b>2,358,525</b>	<b>421,562</b>	<b>2,780,087</b>			

## Consolidated Balance Sheet of Messe Frankfurt GmbH at 31 December 2002

Assets	Notes	€	At 31.12.2002 €	At 31.12.2001 € '000
<b>A. Noncurrent assets</b>	(1)			
I. Intangible assets		36,638,215.16		24,390
II. Property, plant and equipment		520,545,988.00		538,315
III. Financial assets		20,453.19		20
			<b>557,204,656.35</b>	<b>562,725</b>
<b>B. Current assets</b>				
I. Inventories	(2)		<b>654,605.00</b>	<b>723</b>
II. Trade and other receivables				
Accounts receivable	(3)	15,754,271.88		21,513
Amounts due from shareholders		2,936.69		0
Amounts due from related parties		509,504.16		210
Other assets	(5)	28,586,625.01		27,974
			<b>44,853,337.74</b>	<b>49,697</b>
III. Securities	(6)		<b>6,533,592.39</b>	<b>19,386</b>
IV. Cheques, cash on hand and on deposit with financial institutions	(7)		<b>174,529,274.78</b>	<b>64,450</b>
<b>C. Prepayments and accrued income</b>			<b>5,461,100.20</b>	<b>3,534</b>
			<b>789,236,566.46</b>	<b>700,515</b>

Equity & Liabilities	Notes	€	At 31.12.2002 €	At 31.12.2001 € '000
<b>A. Equity</b>				
I. Issued capital	(8)	180,000,000.00		178,952
II. Share premium account		85,219,009.35		86,267
III. Retained earnings Other revenue reserves		1,102,034.29		219
IV. Translation differences from foreign currency translation		-2,453,874.83		0
V. Profit available for distribution		47,256,965.18		32,847
VI. Compensating item for minority interest		1,157,588.86		451
			<b>312,281,722.85</b>	<b>298,736</b>
<b>B. Special item for financial contribution to fixed assets</b>	(9)		<b>49,032,200.00</b>	<b>51,180</b>
<b>C. Provisions</b>				
Provisions for pensions		9,490,811.60		9,639
Tax provisions	9,285,527.39		6,431	
Other provisions	(11)	46,025,394.25		76,423
			<b>64,801,733.24</b>	<b>92,493</b>
<b>D. Current liabilities</b>	(12)			
Due to banks		178,561,240.00		93,361
Payments on account		90,349,856.18		72,082
Trade and other payables		23,618,764.76		24,324
Amounts due to shareholders		1,073,712.96		1,074
Other liabilities - including from taxes: €1,609,884.16 (previous year € 4.329 m) - including social security: €238,067.04 (previous year €86 thousand)		5,334,361.01		7,610
			<b>298,937,934.91</b>	<b>198,451</b>
<b>E. Deferred income</b>	(13)		<b>64,182,975.46</b>	<b>59,655</b>
			<b>789,236,566.46</b>	<b>700,515</b>

## Consolidated Income Statement of Messe Frankfurt GmbH for the 2002 business year

	Notes	€	2002 €	€ '000	2001 € '000
Revenue	(15)	334,770,827.61		317,879	
Other operating income	(16)	17,038,464.50		20,646	
			<b>351,809,292.11</b>		<b>338,525</b>
Event-related expenses	(17)	162,383,792.90		150,059	
Personnel expenses	(18)	62,696,184.57		58,356	
Amortisation and depreciation of intangible assets and property, plant and equipment	(19)	45,328,192.09		34,867	
Other operating expenses		47,587,435.23		55,596	
			<b>317,995,604.79</b>		<b>298,878</b>
<b>Finance result</b>	(20)		<b>1,338,336.74</b>		<b>2,848</b>
<b>Profit (loss) from ordinary operating activities</b>			<b>35,152,024.06</b>		<b>42,495</b>
Taxes	(21)		13,438,018.88		14,049
<b>Group net profit for the year</b>			<b>21,714,005.18</b>		<b>28,446</b>
Income accruing to minority shareholders			-741,389.76		-367
Group income brought forward			32,847,202.55		35,637
Advance distribution on the result of the current period			-6,492,403.51		-31,469
Allocations to retained earnings			-25,156.25		0
Currency adjustment			-45,293.03		600
<b>Group profit available for distribution</b>			<b>47,256,965.18</b>		<b>32,847</b>

## Consolidated Statement of Changes in Equity of Messe Frankfurt Group and of Minority Interests

Values in € '000	Issued capital	Share premium account	Retained earnings	Translation differences from foreign currency translation	Profit available for distribution	Shares of the group	Minority interest	Total
<b>At 01.01.2001</b>	<b>178,952</b>	<b>67,010</b>	<b>578</b>	<b>0</b>	<b>35,639</b>	<b>282,179</b>	<b>321</b>	<b>282,500</b>
Dividends	-	-	-	-	-31,469	-31,469	-253	-31,722
Allocations to capital reserves	-	19,257	-	-	0	19,257	-	19,257
Currency adjustments	-	-	-359	-	598	239	-	239
Other changes	-	-	-	-	-	0	16	16
Result after tax	-	-	-	-	28,079	28,079	367	28,446
<b>At 31.12.2001</b>	<b>178,952</b>	<b>86,267</b>	<b>219</b>	<b>0</b>	<b>32,847</b>	<b>298,285</b>	<b>451</b>	<b>298,736</b>
Capital contributions	1,048	-	-	-	-	1,048	-	1,048
Dividends	-	-	-	-	-6,493	-6,493	-225	-6,718
Withdrawals from capital reserves	-	-1,048	-	-	-	-1,048	-	-1,048
Allocations to retained earnings	-	-	25	-	-25	0	-	0
Enlargement of scope of consolidation	-	-	-	-	0	0	191	191
Currency adjustments	-	-	834	-2,454	-45	-1,665	-	-1,665
Other changes	-	-	24	-	-	24	-	24
Result after tax	-	-	-	-	20,973	20,973	741	21,714
<b>As at 31.12.2002</b>	<b>180,000</b>	<b>85,219</b>	<b>1,102</b>	<b>-2,454</b>	<b>47,257</b>	<b>311,124</b>	<b>1,158</b>	<b>312,282</b>

## Consolidated Statement of Changes in Group Fixed Assets of Messe Frankfurt GmbH

Values in € '000	Acquisition and production costs					At 31.12.2002
	At 01.01.2002	Additions	Add. ext. scope of consolidation	Disposals	Transfers	
<b>Intangible assets</b>						
Licences, industrial property rights and values, as well as licences thereto	29,915	7,811	3,281	24	54	41,037
Goodwill arising from capital consolidation	17,074	12,165	0	0	0	29,239
	<b>46,989</b>	<b>19,976</b>	<b>3,281</b>	<b>24</b>	<b>54</b>	<b>70,276</b>
<b>Property, plant and equipment</b>						
Land and leasehold rights and buildings, including buildings on third-party land	823,034	8,781	11	164	320	831,982
Technical plant and machinery	65,957	971	0	0	0	66,928
Furniture, fixtures and office equipment	63,986	4,441	999	3,008	-110	66,308
Payments on account and buildings and plant under construction	881	4,087	0	24	-264	4,680
	<b>953,858</b>	<b>18,280</b>	<b>1,010</b>	<b>3,196</b>	<b>-54</b>	<b>969,898</b>
<b>Financial assets</b>						
Shares in affiliated companies	0	0	0	0	0	0
Investments	20	0	21	0	0	41
	<b>20</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>41</b>
	<b>1,000,867</b>	<b>38,256</b>	<b>4,312</b>	<b>3,220</b>	<b>0</b>	<b>1,040,215</b>

At 01.01.2002	Cumulative amortisation and depreciation				carrying accounts		
	Additions	Add. ext. scope of consolidation	Disposals	Transfers	At 31.12.2002	At 31.12.2002	At 31.12.2001
11,386	7,433	1,775	1	22	20,615	20,422	18,529
11,213	1,810	0	0	0	13,023	16,216	5,861
<b>22,599</b>	<b>9,243</b>	<b>1,775</b>	<b>1</b>	<b>22</b>	<b>33,638</b>	<b>36,638</b>	<b>24,390</b>
319,059	27,120	7	39	20	346,167	485,815	503,975
50,447	2,626	0	0	0	53,073	13,855	15,510
46,037	6,339	739	2,961	-42	50,112	16,196	17,949
0	0	0	0	0	0	4,680	881
<b>415,543</b>	<b>36,085</b>	<b>746</b>	<b>3,000</b>	<b>-22</b>	<b>449,352</b>	<b>520,546</b>	<b>538,315</b>
0	0	0	0	0	0	0	0
0	0	21	0	0	21	20	20
<b>0</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>20</b>	<b>20</b>
<b>438,142</b>	<b>45,328</b>	<b>2,542</b>	<b>3,001</b>	<b>0</b>	<b>483,011</b>	<b>557,204</b>	<b>562,725</b>

## Balance Sheet of Messe Frankfurt GmbH at 31 December 2002

Assets	Notes	€	At 31.12.2002 €	At 31.12.2001 € '000
<b>A. Noncurrent assets</b>	(1)			
I. Intangible assets		16,347,285.11		18,213
II. Property, plant and equipment		350,865,733.06		366,113
III. Financial assets		106,052,005.96		16,565
			<b>473,265,024.13</b>	<b>400,891</b>
<b>B. Current assets</b>				
I. Inventories	(2)		<b>161,615.46</b>	185
II. Trade and other receivables				
Accounts receivable	(3)	8,106,990.58		17,485
Amounts due from related parties	(4)	4,229,867.94		82,403
Other assets	(5)	26,358,058.84		23,310
			<b>38,694,917.36</b>	<b>123,198</b>
III. Securities	(6)		<b>5,049,447.21</b>	18,191
IV. Cheques, cash on hand and on deposit with financial institutions	(7)		<b>146,626,276.91</b>	35,807
<b>C. Prepayments and accrued income</b>			<b>13,711.68</b>	243
			<b>663,810,992.75</b>	<b>578,515</b>

Equity & Liabilities	Notes	€	At 31.12.2002 €	At 31.12.2001 € '000
<b>A. Equity</b>				
I. Issued capital	(8)	180,000,000.00		178,952
II. Share premium account		85,219,009.35		86,267
III. Retained earnings Other revenue reserves		1,097,054.56		1,097
IV. Profit available for distribution		43,079,258.51		22,008
			<b>309,395,322.42</b>	<b>288,324</b>
<b>B. Special item for financial contribution to fixed assets</b>	(9)		<b>49,032,200.00</b>	<b>51,180</b>
<b>C. Special reserve item</b>	(10)		<b>425,038.24</b>	<b>425</b>
<b>D. Provisions</b>				
Provisions for pensions		8,391,947.01		8,722
Tax provisions		5,766,507.10		5,364
Other provisions	(11)	41,221,639.78		73,715
			<b>55,380,093.89</b>	<b>87,801</b>
<b>E. Current liabilities</b>	(12)			
Due to banks		85,000,000.00		0
Payments on account		85,269,313.42		67,172
Trade and other payables		19,766,680.62		21,862
Amounts due to shareholders		1,073,712.96		1,074
Amounts due to related parties		4,830,135.18		1,202
Other liabilities - including from taxes: €573,482.93 (previous year €4.208 m) - including social security: €15,496.38 (previous year €26 thousand )		2,452,896.02		6,191
			<b>198,392,738.20</b>	<b>97,501</b>
<b>Deferred income</b>	(13)		<b>51,185,600.00</b>	<b>53,284</b>
			<b>663,810,992.75</b>	<b>578,515</b>

## Income Statement of Messe Frankfurt GmbH for the 2002 business year

	Notes	€	2002 €	€ '000	2001 € '000
Revenue	(15)	256,808,432.80		257,967	
Other operating income	(16)	14,985,688.34		23,269	
			<b>271,794,121.14</b>		<b>281,236</b>
Event-related expenses	(17)	142,484,051.72		129,362	
Personnel expenses	(18)	41,488,354.30		41,582	
Amortisation and depreciation of intangible assets and property, plant and equipment	(19)	36,100,864.90		30,436	
Other operating expenses		33,692,664.58		46,889	
			<b>253,765,935.50</b>		<b>248,269</b>
Finance result	(20)		<b>18,967,718.67</b>		<b>6,279</b>
<b>Profit (loss) from ordinary operating activities</b>			<b>36,995,904.31</b>		<b>39,246</b>
Taxes	(21)		9,444,877.47		12,495
<b>Net profit for the year</b>			<b>27,551,026.84</b>		<b>26,751</b>
Income brought forward			22,008,231.67		26,726
Advance distribution on the result of the current period			-6,480,000.00		-31,469
<b>Profit available for distribution</b>			<b>43,079,258.51</b>		<b>22,008</b>

## Statement of Changes in Equity of Messe Frankfurt GmbH

Values in € '000	Issued capital	Share premium account	Retained earnings	Profit available for distribution	Total
<b>At 01.01.2001</b>	<b>178,952</b>	<b>67,010</b>	<b>1,097</b>	<b>26,726</b>	<b>273,785</b>
Dividends	-	-	-	-31,469	-31,469
Allocations to capital reserves	-	19,257	-	-	19,257
Result after tax	-	-	-	26,751	26,751
<b>At 31.12.2001</b>	<b>178,952</b>	<b>86,267</b>	<b>1,097</b>	<b>22,008</b>	<b>288,324</b>
Capital contributions	1,048	-	-	-	1,048
Dividends	-	-	-	-6,480	-6,480
Withdrawals from capital reserves	-	-1,048	-	-	-1,048
Result after tax	-	-	-	27,551	27,551
<b>As at 31.12.2002</b>	<b>180,000</b>	<b>85,219</b>	<b>1,097</b>	<b>43,079</b>	<b>309,395</b>

The paid-in capital of Messe Frankfurt GmbH amounts to € 180 million on the basis of the resolution of the shareholders' meeting of 30 August 2002. The increase (€ 1.048 m) was financed from the capital reserves.

## Statement of Changes in Fixed Assets of Messe Frankfurt GmbH

Values in €'000	Acquisition and production costs				At 31.12.2002
	At 01.01.2002	Additions	Disposals	Transfers	
<b>Intangible assets</b>					
Licences, industrial property rights and similar rights and values, as well as licences thereto	28,609	4,519	21	0	33,107
<b>Property, plant and equipment</b>					
Land and leasehold rights and buildings, including buildings on third-party land	650,815	8,403	163	264	659,319
Technical plant and machinery	65,958	970	0	0	66,928
Furniture, fixtures and office equipment	58,846	3,744	2,830	0	59,760
Payments on account and buildings and plant under construction	869	1,546	11	-264	2,139
	<b>776,488</b>	<b>14,663</b>	<b>3,005</b>	<b>0</b>	<b>788,146</b>
<b>Financial assets</b>					
Shares in affiliated companies	26,723	16,561	0	0	43,283
Loans and advances to related parties	0	72,926	0	0	72,926
Investments	20	0	0	0	20
	<b>26,743</b>	<b>89,487</b>	<b>0</b>	<b>0</b>	<b>116,230</b>
	<b>831,840</b>	<b>108,668</b>	<b>3,025</b>	<b>0</b>	<b>937,483</b>

At 01.01.2002	Cumulative amortisation and depreciation			At 31.12.2002	carrying amounts	
	Additions	Disposals	Transfers		At 31.12.2002	At 31.12.2001
10,396	6,364	0	0	16,760	16,347	18,213
316,824	21,565	39	0	338,351	320,968	333,991
50,448	2,626	0	0	53,073	13,855	15,510
43,103	5,546	2,793	0	45,856	13,904	15,743
0	0	0	0	0	2,139	869
<b>410,375</b>	<b>29,737</b>	<b>2,832</b>	<b>0</b>	<b>437,280</b>	<b>350,866</b>	<b>366,113</b>
10,178	0	0	0	10,178	33,106	16,545
0	0	0	0	0	20	20
0	0	0	0	0	72,926	0
<b>10,178</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10,178</b>	<b>106,052</b>	<b>16,565</b>
<b>430,949</b>	<b>36,101</b>	<b>2,832</b>	<b>0</b>	<b>464,218</b>	<b>473,265</b>	<b>400,891</b>

## Explanatory notes to the 2002 financial statements and consolidated financial statements

### General Information

The annual financial statements and consolidated group financial statements for Messe Frankfurt GmbH have been drawn up in accordance with the statutory requirements for corporations in compliance with commercial law, the law on limited liability companies and standard accounting principles, while taking account of trade fair-related specificities.

### Scope of consolidation

As well as Messe Frankfurt GmbH, Frankfurt am Main, as the parent company, the consolidated financial statements also embrace the following subsidiaries

- Messe Frankfurt Ausstellungen GmbH, Wiesbaden
- Messe Frankfurt Medien und Service GmbH, Frankfurt am Main
- Accente Gastronomie Service GmbH, Frankfurt am Main
- Messe Frankfurt Grundbesitz Verwaltung GmbH, Frankfurt am Main
- Messe Frankfurt Grundbesitz GmbH & Co. KG, Frankfurt am Main
- Messe Frankfurt Venue GmbH & Co. KG, Frankfurt am Main
- Epoc Messe Frankfurt GmbH, Frankfurt am Main
- Mesago Messe Frankfurt GmbH, Stuttgart
- Messe Frankfurt Italia Srl., Milan/Italy
- Messe Frankfurt France S.A.S., Paris/France
- Messe Frankfurt Rus O.O.O., Moscow/Russia
- Messe Frankfurt Istanbul L.S., Istanbul/Turkey
- Mesago Messe Frankfurt Corporation, Tokyo/Japan
- Messe Frankfurt (H.K.) Limited, Hong Kong/China
- Messe Frankfurt Shanghai Co. Ltd., Shanghai/China
- Messe Frankfurt Singapore Pte.Ltd./Singapore
- Messe Frankfurt Trade Fairs India Pvt.Ltd., Mumbai/India
- Messe Frankfurt Korea Ltd., Seoul/South Korea
- Messe Frankfurt Inc., Atlanta/USA
- Messe Frankfurt Mexico S.de R.L. de C.V., Mexico City/Mexico
- Messe Frankfurt do Brasil Ltda., São Paulo/Brazil

all of which are either managed by Messe Frankfurt GmbH or in which Messe Frankfurt GmbH directly holds all voting rights.

In addition, the 50 % share in Guazzelli Feiras Messe Frankfurt Ltda. held by Messe Frankfurt do Brasil Ltda. is also included in the consolidated financial statements in accordance with the regulations for pro rata consolidation on the basis of a sub-group consolidated statement for the Brazilian sub-group.

The 100% share in Mesago Messemanagement GmbH, Stuttgart, 100% share in ZM-Communications GmbH, Stuttgart, as well as a further 100% share and the 75% share in SMT/ASIC/Hybrid OHG, Stuttgart held by Mesago Messe Frankfurt GmbH, Stuttgart, are also included in the consolidated financial statements on the basis of a sub-group consolidated statement. In addition, one company was included for the first time in the group financial statements in which Mesago Messemanagement holds an indirect share of 50%.

### Change in the scope of consolidation

In the period under review, the shareholdings in Messe Frankfurt Venue GmbH & Co. KG, Frankfurt am Main, Epoc Messe Frankfurt GmbH, Frankfurt am Main, Messe Frankfurt France S.A.S., Paris/France, Messe Frankfurt Rus O.O.O., Moscow/Russia, Messe Frankfurt Shanghai Co. Ltd., Shanghai/China as well as the sub-group Mesago Messe Frankfurt GmbH, Stuttgart, in which Messe Frankfurt GmbH has a 60% shareholding, were included for the first time in the group financial statements.

The change in the scope of consolidation has not resulted in any major changes.

A compensating item is shown under shareholders' equity as "minority interest" to indicate shares held by other shareholders in the equity capital of a fully consolidated company as shown in the balance sheet.

### Consolidation principles

The qualifying date for the consolidated financial statements is 31 December.

The assets and liabilities of the companies included in the consolidated financial statements were drawn up uniformly according to the significant accounting and valuation policies applicable for the whole group.

The relevant companies are consolidated under the benchmark treatment by offsetting the purchasing values of equity investments against the share of equity capital at the time of initial inclusion. Intercompany receivables, payables, expenses and revenue were offset. No interim results were eliminated. The equity of the foreign subsidiaries was converted at historical rates. Resulting currency differences are disclosed for the first time in the year under review without affecting income under equity in translation differences from foreign currency translation. In the preceding period, differences resulting from currency translation were offset against group retained earnings without affecting income.

If capital consolidation resulted in goodwill, this was written off according to § 309 para. 1 of the Commercial Code over the term of the relevant contract or over a useful life of 15 years on a scheduled basis or at the fair value on the qualifying date on a non-scheduled basis.

### Accounting and valuation policies, currency translation

Acquired intangible assets and property, plant and equipment are stated at acquisition or production cost, less accumulated depreciation or amortisation on value in use as well as any unscheduled depreciations and special depreciations that may be permitted under tax law. Depreciation on value in use is calculated on a straight-line basis in line with unchanged principles. In the case of new additions since 1989, use is made of the right to opt for a higher depreciation value for buildings in accordance with § 7 paragraph 5 EStG (income tax law). The simplification rule set out in section 44 EStR is applied. Assets of minor value are written off in the year of acquisition. In the reporting period, long-term receivables from affiliated companies were disclosed for the first time as loans in financial assets. In the preceding period, they were disclosed in amounts due from related parties.

Investment in associate is stated at acquisition cost or the lower fair value.

Inventories are stated at acquisition or production cost – using permitted valuation simplification procedures – or at the lower of cost and net realisable value. In the case of trade and other receivables, identifiable individual risks are accounted for through valuation adjustments. For the first time, no general bad-debt provisions were formed in the reporting period.

Other assets are shown in the balance sheet at nominal value. Securities have been valued at acquisition cost using the lower-of-cost-or-market principle. Liquid resources are disclosed at the nominal amount.

The partial value of pension obligations was determined up to 2000 inclusive on the basis of actuarial methods using the “1998 tables” provided by Dr Klaus Heubeck with an interest rate of 3.5% p.a. (parent company). From the 2001 business year, pension provisions at the parent company have been valued on the basis of IAS 19 (revised 2000) according to the Projected Unit Credit Method. Based on the “1998 tables” relating to probability of mortality and the “1988 tables” for the probability of invalidity drawn up by Dr Klaus Heubeck, an interest rate of 5.5% p.a. and a pension trend of 3.0% p.a. and an expectancy trend of 4.0% p.a. were assumed. Contrary to other pension obligations, neither pension and assets trends nor fluctuations were taken into account with respect to provisions for pension obligations from the conversion of remunerations.

Insofar as pension obligations exist in the subsidiaries, these are valued according to the rules pursuant to § 6a. EStG, or, in the case of foreign subsidiaries, according to the relevant national regulations.

The remaining provisions take account of all identifiable risks and contingent obligations. Provisions are also formed for necessary maintenance measures – insofar as maintenance work cannot be carried out immediately due to the sequence of shows. Provision has also been made for any indemnification claims by commercial agents. Provisions for pre-retirement part-time employment as well as provisions for anniversaries set up for the first time in the reporting year were formed on the basis of the “1998 mortality tables” drawn up by Dr Klaus Huebeck and with an interest rate of 5.5%.

Payables are valued at their repayment amount. The one-off payments received 35 years in advance in the years 1988 and 1996 for two leaseholds and a payment for the right to share the use of parts of a building for 99 years were recorded in liabilities as deferred income. The three partial amounts of the deferred income are depreciated on a straight-line basis over the specified term.

Receivables and payables in foreign currencies are translated at the mid-rate on the acquisition date or qualifying date in accordance with the lower-of-cost-or-market principle or maximum-value method. End-of-year statements from foreign subsidiaries prepared in a foreign currency are translated at the (mid) rate on the qualifying date. The group's capital assets are translated on the basis of historical rates.

#### Notes to the balance sheet

(Values in €'000 unless otherwise indicated)

##### (1) Noncurrent assets

The breakdown of the combined noncurrent assets items in the balance sheet and in the balance sheet for the consolidated group and its development trend in the year 2002 are shown on pages 136 and 142.

A breakdown of share ownership at 31.12.02 has been entered in the Commercial Register of the District Court of Frankfurt am Main under number HRB 6640.

##### (2) Inventories

This covers trading materials and supplies (liquid fuels, office supplies and advertising media).

Within the consolidated group, an additional € 268 thousand of goods are allocated to Accente Gastronomie Service GmbH and € 69 thousand to Messe Frankfurt Medien und Service GmbH.

##### (3) Trade and other receivables

Amounts due with a residual term of more than one year are not included in this item.

##### (4) Amounts due from affiliated companies and related parties

	Consolidated group up to one year	more than one year	Parent company up to one year	more than one year
<b>Total for 2002</b>	<b>510</b>	<b>0</b>	<b>2,533</b>	<b>1,697</b>
Total for 2001	210	0	24,236	58,167

In the preceding period, amounts due from affiliated companies of Messe Frankfurt GmbH included a loan to a subsidiary (€57.674 m), which is disclosed in the period under review in noncurrent assets in loans and advances to related parties.

##### (5) Other assets

	Consolidated group up to one year	more than one year	Parent company up to one year	more than one year
Taxes	26,732	0	25,783	0
Payments on account	605	0	0	0
Other	1,250	0	575	0
<b>Total for 2002</b>	<b>28,587</b>	<b>0</b>	<b>26,358</b>	<b>0</b>
Total for 2001	27,974	0	23,310	0

##### (6) Securities

Securities for the parent company include shares in pension and real estate funds. Within the group, shares in money market funds, commercial papers and fixed interest-bearing securities are disclosed in securities.

**(7) Cheques, cash on hand and on deposit with financial institutions**

	Consolidated group 2002	2001	Parent company 2002	2001
Cash	184	17	35	5
Deposits with financial institutions <sup>1)</sup>	173,963	63,435	146,209	35,086
Cheques	382	998	382	716
	<b>174,529</b>	<b>64,450</b>	<b>146,626</b>	<b>35,807</b>

<sup>1)</sup> For lodging as security see text (14)

**(8) Issued capital**

The breakdown of equity and minority interests is shown on pages 135 and 141.

**(9) Special item for financial contribution to fixed assets**

For tax purposes a special entry was formed containing financial contributions made by the city of Frankfurt in relation to the multi-story car park.

The special item is amortised on a straight line basis over the useful life of the car park.

**(10) Special reserve item**

A special reserve item was formed for tax purposes in accordance with § 6b EStG (income tax law).

**(11) Other provisions**

Other provisions mainly include outstanding purchase invoices and liabilities, in particular for repairs and refurbishment, indemnification claims from foreign agents and claims from employees.

**(12) Current liabilities**

	Consolidated group up to one year	more than one year	Parent company up to one year	more than one year
Due to banks <sup>1)</sup>	85,301	75,365	85,000	0
Payments on account	90,350	0	85,269	0
Trade and other payables	23,619	0	19,767	0
Amounts due to shareholders	1,074	0	1,074	0
Amounts due to related parties	0	0	4,830	0
Other liabilities	5,334	0	2,453	0
- including from taxes:	(1,610)	(0)	(573)	(0)
- including social security	(238)	(0)	(15)	(0)
<b>Total for 2002</b>	<b>205,678</b>	<b>75,365</b>	<b>198,393</b>	<b>0</b>
Total for 2001	105,192	83,034	97,501	0

<sup>1)</sup> For lodging as security see text (14)

**(13) Deferred income**

This item was explained under the principles of valuation.

**(14) Other financial commitments and contingent liabilities**

Other financial commitments of the parent company totalled €257.102 m. These are mainly made up of liabilities from a rental contract and two cooperation agreements with two affiliated companies, obligations arising from the acquisition of shares in a subsidiary as well as commitments related to investments and the purchase commitment for the acquisition of additional fair themes. In addition, Messe Frankfurt is required to pay annual ground rents of €2.404 m. The ground rents have a remaining term of 70, 34 and 29 years. Messe Frankfurt GmbH has issued a letter of support as a security for a loan to an affiliated company.

For two associated companies, Messe Frankfurt has issued financial support letters. Since these relate to general commitments to provide liquid funds, no quantification is possible.

To cover the liability of an affiliated company, an amount of €256 thousand was lodged as security.

Other financial commitments of the group amount to €58.499 m. These are primarily made up of commitments related to investments, obligations arising from the acquisition of shares in a subsidiary as well as commitments relating to a service agreement.

#### Notes to the income statement

(Values in €'000 unless stated otherwise)

##### (15) Revenue

according to type	Consolidated group 2002	2001	Parent company 2002	2001
Stand rents	213,930	187,791	181,403	164,611
Halls, site and other rents	20,776	29,702	22,461	31,253
Entry fees and participation fees	13,487	13,963	13,190	13,734
Services and other income	86,578	86,423	39,754	48,369
	<b>334,771</b>	<b>317,879</b>	<b>256,808</b>	<b>257,967</b>

according to region	Consolidated group 2002	2001
Germany	329,827	309,294
Europe (not incl. Germany)	9,376	2,310
Asia	24,465	23,134
America	16,737	11,661
	<b>380,405</b>	<b>346,399</b>
Intercompany revenue	-45,634	-28,520
	<b>334,771</b>	<b>317,879</b>

##### (16) Other operating income

This item mainly includes revenues unrelated to the accounting period (€10.740 m), relating in particular to the reversal of provisions and income from the pro rata temporis amortisation of deferred income (€2.099 m) and the special item for the financial contribution to fixed assets (€2.147 m).

##### (17) Event-related expenses

	Consolidated group 2002	2001	Parent company 2002	2001
Expenditure on auxiliary materials and supplies	12,293	12,821	6,648	6,611
Expenditure for services purchased	150,091	137,238	135,836	122,751
	<b>162,384</b>	<b>150,059</b>	<b>142,484</b>	<b>129,362</b>

##### (18) Personnel expenses

	Consolidated group 2002	2001	Parent company 2002	2001
Wages and salaries	51,951	46,610	33,680	32,349
Social security and costs for pensions and benefits	10,745	11,745	7,808	9,233
including for retirement pension	(2,170)	(3,863)	(1,741)	(3,549)
	<b>62,696</b>	<b>58,355</b>	<b>41,488</b>	<b>41,582</b>
<b>Staff (annual average)</b>				
Heads of division	42	33	18	18
Other salaried employees <sup>1)</sup>	1,029	872	645	602
Wage-earning employees	2	15	2	15
	<b>1,073</b>	<b>920</b>	<b>665</b>	<b>635</b>

Temporary staff were employed for individual events as required.

<sup>1)</sup> of whom 54 are in partially included companies

## Additional information

### (19) Amortisation and depreciation of intangible assets and property, plant and equipment

Amortisation of intangible assets includes a non-scheduled amortisation of € 1.089 m. Insofar as capital consolidation gave rise to goodwill, this was written off according to § 309 para. 1 of the Commercial Code over the term of the relevant contract or over a useful life of 15 years on a scheduled basis or at the value to be fixed on the qualifying date on a non-scheduled basis.

Amortisation and depreciation include € 1.938 m in accordance with § 7 para. 5 EStG (income tax law).

### (20) Finance results

	Consolidated group 2002	2001	Parent company 2002	2001
Interest and similar revenue	4,364	5,730	5,147	5,271
- including from related parties	(0)	(0)	(1,401)	(534)
Revenue from				
- Profit transfers	0	0	2,122	2,173
- Investment in associate	0	0	13,018	2,299
	4,364	5,730	20,287	9,743
Interest and similar charges	3,021	2,882	841	702
Expenses arising from				
- Transfer of losses	5	0	478	0
- Write-downs on financial assets	0	0	0	2,761
	3,026	2,882	1,319	3,463
	<b>1,338</b>	<b>2,848</b>	<b>18,968</b>	<b>6,280</b>

Finance income has increased primarily as a result of the profit distribution of the Messe Frankfurt (H.K.) Limited, Hong Kong, China, subsidiary.

### (21) Taxes

	Consolidated group 2002	2001	Parent company 2002	2001
Taxes from income and revenue	10,455	11,800	7,032	10,346
Other taxes	2,984	2,249	2,413	2,149
	<b>13,439</b>	<b>14,049</b>	<b>9,445</b>	<b>12,495</b>

### Emoluments of the executive bodies of the company

In 2002, the members of the Board of Management received total remunerations of € 1.086 m, taking account of all declarable sums. Annuities of € 513 thousand were paid to former members of the Board of Management and surviving dependents. Pension reserves and reserves for other payment liabilities were accumulated for the last group of persons mentioned to a total of € 8.120 m up to 31 December 2002. The members of the Supervisory Board receive no emoluments. The expense allowance paid to them amounted to a total of € 7 thousand (€ 8 thousand for the group).

### Supervisory Board

The members of the Supervisory Board of the company in 2002 were the ladies and gentlemen listed on pages 158 and 159.

### Board of Management

Gerhard Gladitsch, businessman, Frankfurt am Main

Dr Michael Peters, Graduate in Business Studies, Wehrheim

Michael von Zitzewitz, Graduate in Economics, Kronberg,  
Chairman

Frankfurt am Main, 2 April 2003



Michael von Zitzewitz



Dr Michael Peters



Gerhard Gladitsch

## Audit report

"We have audited the financial statements of Messe Frankfurt GmbH, Frankfurt am Main, for the business year from 1 January to 31 December 2002, including the accounts, and the consolidated financial statements of the group and the related notes, as well as the condensed report on the position of the company and the group. The accounts and the preparation of these documents in compliance with the provisions set forth in the German Commercial Code and the supplementary terms and conditions contained in the articles of association are the responsibility of the Board of Management. Our responsibility is to express an opinion on the financial statements including the accounts and on the group financial statements, as well as the condensed report of the Board of Management, based on our audit.

We conducted our audit of the annual financial statements for the parent company and for the consolidated group in accordance with § 317 of the Commercial Code and the generally accepted standards for the audit of annual accounts promulgated by the Institut der Wirtschaftsprüfer (IDW)(Institute of German Independent Auditors). Those standards require that we plan and perform the audit such that misstatements and irregularities having a material effect on the presentation of the net assets, financial position and results of operations as conveyed by the company and group consolidated financial statements in accordance with standard accounting practices, and by the management report on the position of the company and group, can be detected with reasonable assurance. In determining the audit procedures, the findings on the business activity and the economic and legal environment of the company and the group, as well as evaluations of possible misstatements, have been taken into account. The audit examines, primarily on a test basis, the effectiveness of the accounting-related internal control system and evidence supporting the amounts and disclosures in the annual accounts, year-end financial statements and group financial statements and the condensed management report. For the annual financial statements, the audit includes assessing the applied accounting policies and for the consolidated group financial statements, assessing the financial statements of the companies included in the consolidation, the accounting and consolidation policies applied and significant estimates made by the Board of Management of the company, as well as evaluating the overall presentation of the financial statements and consolidated financial statements and the consolidated management report. We believe that our audit provides a reasonable basis for our opinion.

Our audit did not lead to any objections.

In our opinion, the annual financial statements for the parent company and the consolidated group give a true and fair view of the net assets, financial position and results of operations of the parent company and the group in accordance with standard financial reporting standards. On the whole, the condensed management report for the parent company and the group provides a suitable understanding of the company's and group's position and accurately presents the risks of future development."

Frankfurt am Main, 17 April 2003

PwC Deutsche Revision  
Aktiengesellschaft  
Auditors

signed Schmidt  
Auditor

signed ppa. Dr Kaiser  
Auditor

## Supervisory Board of Messe Frankfurt GmbH

**Petra Roth**, Chairperson  
Presiding Mayor of the city of Frankfurt am Main, Frankfurt am Main

**Dieter Posch**, Vice-chairperson  
Minister for Economics, Transport and State Development for Hesse, Wiesbaden

**Josef A. Beckmann**  
CEO IBENA Textilwerke Beckmann GmbH, Bocholt

**Wendelin von Boch**  
Managing Director of Villeroy & Boch AG, Mettlach

**Volker Bouffier**  
Minister of the Interior and Sport for the State of Hesse, Wiesbaden

**Horst Förster**  
Director, Messe Frankfurt GmbH, Wiesbaden

**Dr Peter Hartz** (until 30.06.2002)  
Member of the Managing Board of Volkswagen AG, Wolfsburg

**Horst Hemzal** (from 01.01.2002)  
City treasurer of the city of Frankfurt am Main, Frankfurt am Main

**Thomas Kastl**  
Director, Messe Frankfurt GmbH, Seligenstadt

**Dr Gerhard Kurtze**  
Former chairman of the Association of German Booksellers, Hamburg

**Sven Kusnik**  
Electrical energy engineer, Messe Frankfurt GmbH, Frankfurt am Main

**Ulrike Lübbring**  
Project manager, Messe Frankfurt GmbH, Frankfurt am Main

**Klaus J. Maack**  
CEO of ERCO Leuchten GmbH, Lüdenscheid

**Fritz Wilhelm Pahl**  
Graduate engineer, managing partner Bette GmbH & Co. KG, Delbrück

**Franz Porstner**  
Project manager, Messe Frankfurt GmbH, Gründau

**Peter Saalmüller**  
Director, Messe Frankfurt GmbH, Idstein

**Edwin Schwarz**  
Member of the city council of the city of Frankfurt am Main, Frankfurt am Main

**Lutz Sikorski**  
Councillor of the city of Frankfurt am Main, Frankfurt am Main

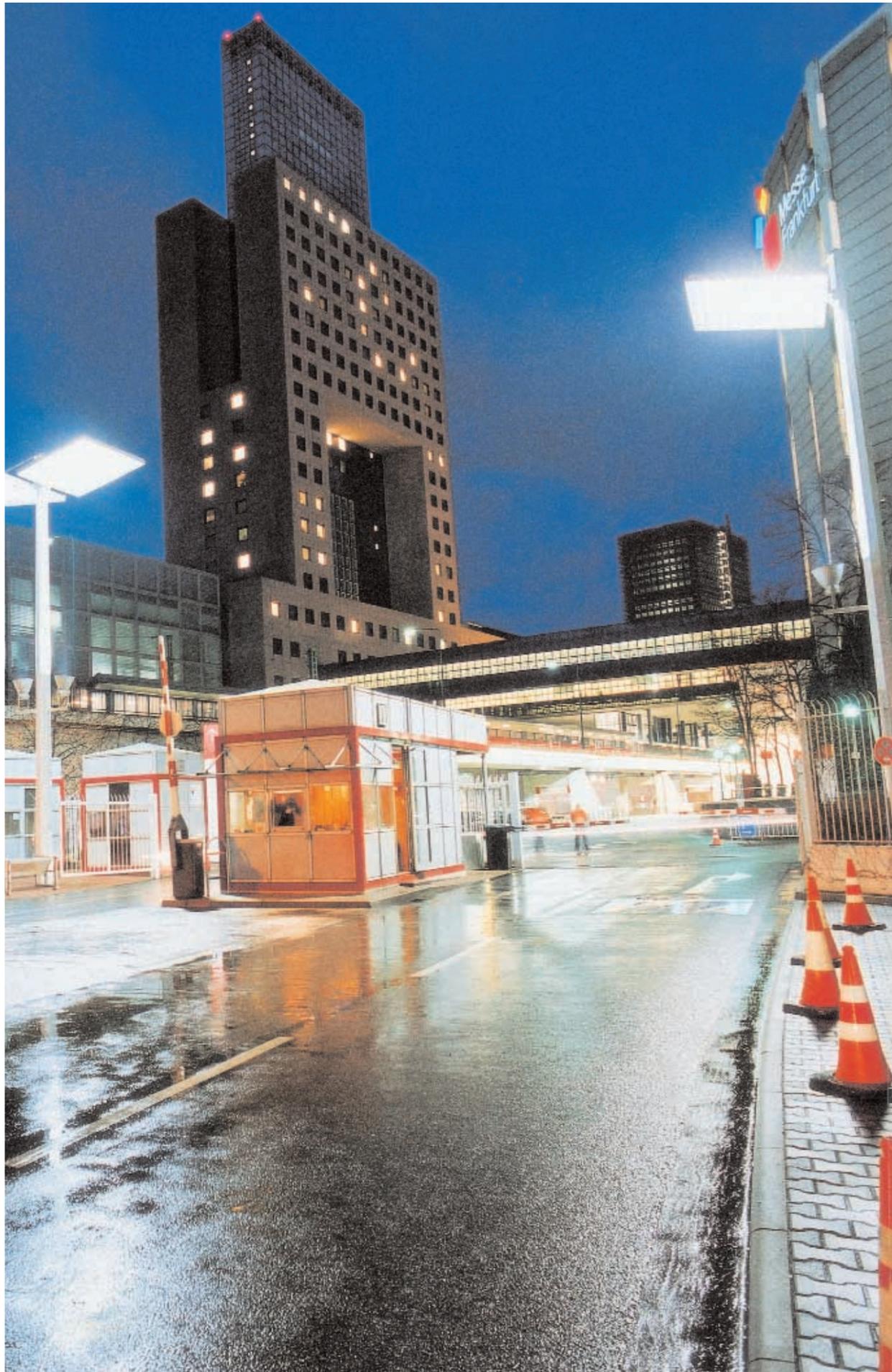
**Joachim Vandreike** (from 27.03.2002)  
Mayor of the city of Frankfurt am Main, Frankfurt am Main

**Karlheinz Weimar**  
Minister for Finance for the State of Hesse, Wiesbaden

**Jürgen Weis**  
Graduate designer, director, Messe Frankfurt GmbH, Wiesbaden

**Dr Martin Wentz** (until 14.01.2002)  
Wentz Concept Projektstrategie GmbH, Frankfurt am Main

**Detlef Wittig** (from 15.11.2002)  
Member of the brand management Volkswagen executive manager of Volkswagen AG, Wolfsburg



## Prizes and awards

Event	Name, object and contents of the prize	Endowment
Light+Building	<b>Design Plus</b> The harmonious interplay of aesthetics and functionality combined with quality of design, utility value, technical quality, ecological quality and the overall concept.	none
	<b>Innovationspreis Architektur und Technik (Prize for Innovative Architecture and Technology)</b> Innovations in light and building technology for projects with high functional and design standards.	none
Light+Building/ISH	<b>Europäischer Architekturpreis für Architektur und Technik (European Architecture Prize for Architecture and Technology)</b> Projects featuring exemplary architectural design combined with innovative engineering.	75,000 euros
	<b>Special "New Talents" prize</b> Architects, engineers and planners up to the age of 39 for proven efficient, energy-saving running of a building, as well as the innovative combination of architecture and technology, functional aspects and flexibility of use, a resources-conserving construction and low burden on the environment.	10,000 euros
Automechanika	<b>Innovation Prize</b> Criteria here innovative content, user handling and importance for the international automotive industry.	cup
Ambiente	<b>Design Plus</b> Excellent product design, "Design Plus" distinction, added to the collection of the Frankfurt Museum of Applied Art.	distinction "Design Plus" for product
	<b>Plagiarius</b> Especially bold copies are awarded the "Plagiarius", the black dwarf with the golden nose; the prize is awarded in cooperation with Busse Design.	none
Tendence	<b>FORM</b> Prize for outstanding arts and crafts. The prize is organised by Messe Frankfurt together with the Bundesverband Kunsthandwerk e.V., Frankfurt (Federal Arts & Crafts Association).	none
	<b>Designpreis der Bundesrepublik* (Federal Design Prize)</b> Highest official national design award, conferred by the Rat für Formgebung/German Design Council on behalf of the Federal Ministry for Economics and Technology.	none
	<b>Staatspreis für das Deutsche Kunsthandwerk (National Prize for German Crafts)</b> Federal Arts & Crafts Association	15,400 euros altogether
Paperworld	<b>Design Plus</b> "Design Plus" distinction for paper, office supplies and stationery, added to the collection of the Frankfurt Museum of Applied Art.	none, see Ambiente
Beautyworld	<b>Beautyworld-Cup</b> The award is conferred by Messe Frankfurt and the Bundesverband Parfümerien e.V. (Federal Perfumeries Association) for the outstanding performance of a personality, a group or a company in the perfumery-cosmetic industry and for a life's work.	non
Art Frankfurt	<b>Adam-Elsheimer Prize for Art Clubs</b> Promotional prize for the insufficiently subsidised institutions such as art clubs that with the courage to take risks submit contemporary art – also unsecured – to debate and make it accessible	13,000 euros
Musikmesse	<b>Frankfurter Musikpreis (Frankfurt Music Prize)</b> The prize put up by the Bundesverband der Deutschen Musikinstrumentenhersteller e.V. (Association of German Musical Instrument Manufacturers) and Messe Frankfurt is awarded for services to society in the field of interpretation and composition, musicology and teaching.	15,000 euros
	<b>Deutscher Musikinstrumentenpreis (German Musical Instrument Prize)</b> A prize awarded in two product groups, intended to draw attention to instruments that have proved to be of particularly high quality. Advertised by the Federal Ministry of Economics and Labour.	none
	<b>MIPA – Musikmesse International Press Award</b> 51 trade journals from all over the world vote for the best musical instruments, audi accessories and software products in more than 40 categories (in cooperation with the MM-Musik-Media publishing house).	none
	<b>Honorary Prize for Music "We make music!"</b> Promotional prize of the Bundesverband Deutscher Musikverbände e.V. (German Association of Music Societies) through which it is intended to honour special forms of honorary commitment to music in Germany.	5,000 euros
ProLight+Sound	<b>Opus – German stage prize</b> Award for international backstage stars in five categories (lighting design, set, staging, technical realisation and life's work)	none
Avantex	<b>Avantex – innovation prize for innovative high-tech apparel textiles</b> Award for exemplary developments in high-tech apparel textiles, especially the areas fashion apparel – functional garments – workwear	none

\* formerly Bundespreis Produktdesign

## Overview 2003



Dagny Unkrig, project manager  
for Advertising Services,  
Messe Frankfurt Medien und Service GmbH

### January

**Hong Kong International Stationery Fair, Hong Kong**  
07.01.–10.01.2003  
**Heimtextil**  
08.01.–11.01.2003  
**Heimtextil Sunday**  
12.01.2003  
**Haus Energie Umwelt, Karlsruhe**  
16.01.–19.01.2003  
**Construct Light+Building Abu Dhabi**  
19.01.–22.01.2003  
**Materials Handling, Dubai**  
20.01.–22.01.2003  
**Automechanika India, New Delhi**  
21.01.–24.01.2003  
**Beautyworld**  
25.01.–28.01.2003  
**Paperworld**  
25.01.–29.01.2003  
**Christmasworld**  
25.01.–29.01.2003  
**Pacific Home Fashion Fair, Las Vegas**  
28.01.–29.01.2003  
**Bluetooth, Dortmund**  
29.01.–30.01.2003

### February

**Texworld, Paris**  
11.02.–14.02.2003  
**Public Design, Düsseldorf**  
12.02.–14.02.2003  
**Ambiente**  
14.02.–18.02.2003  
**Fascination, Offenbach**  
14.02.–18.02.2003

### March

**The Intimate Apparel Salon, New York**  
02.03.–04.03.2003  
**ProLight+Sound**  
05.03.–08.03.2003  
**Musikmesse**  
05.03.–09.03.2003  
**Automechanika China, Beijing**  
11.03.–14.03.2003  
**Intertextile Beijing Spring, Beijing**  
17.03.–19.03.2003  
**Interstoff Asia Spring, Hong Kong**  
25.03.–27.03.2003  
**ISH**  
25.03.–29.03.2003

### April

**EMV, Augsburg**  
01.04.–03.04.2003  
**International Window Coverings Expo, Baltimore**  
03.04.–05.04.2003  
**Handarbeit & Hobby, Cologne**  
04.04.–06.04.2003  
**Techtextil-Symposium**  
07.04.–10.04.2003  
**Techtextil**  
08.04.–10.04.2003  
**Imex**  
08.04.–10.04.2003  
**Fur & Fashion**  
10.04.–13.04.2003  
**Automechanika Istanbul**  
10.04.–13.04.2003  
**Petroleum Istanbul**  
10.04.–13.04.2003

### Lightstyle

26.04.–29.04.2003  
**Hair & Beauty International**  
27.04.–28.04.2003  
**Art Frankfurt**  
27.04.–01.05.2003  
**Marketing Services**  
28.04.–30.04.2003

### May

**SMT/Hybrid/Packaging, Nuremberg**  
06.05.–08.05.2003  
**Media-Tech Expo, Las Vegas**  
13.05.–15.05.2003  
**The Middle East Toy Fair, Dubai**  
17.05.–19.05.2003  
**Autotec Automechanika Gulf, Dubai**  
17.05.–20.05.2003  
**Housewares & Hometech Middle East, Dubai**  
17.05.–20.05.2003  
**Hardware & Tools, Dubai**  
17.05.–20.05.2003  
**GardenX, Dubai**  
17.05.–20.05.2003  
**Windows & Doors, Dubai**  
17.05.–20.05.2003  
**Achema**  
19.05.–24.05.2003  
**Facility Management, Düsseldorf**  
20.05.–22.05.2003  
**PCIM Europe, Nuremberg**  
20.05.–22.05.2003  
**Beautyworld Japan, Tokyo**  
26.05.–28.05.2003  
**Intima Japan, Tokyo**  
26.05.–28.05.2003  
**Korea Railways & Logistics Fair, Busan**  
28.5.–01.06.2003

### June

**Gulf Beauty, Dubai**  
02.06.–04.06.2003  
**ABF Franchising Expo, São Paulo**  
04.06.–07.06.2003  
**CleanRooms Europe**  
16.06.–18.06.2003  
**Interior Lifestyle, Tokyo**  
17.06.–19.06.2003  
• **Ambiente Japan, Tokyo**  
17.06.–19.06.2003  
• **Heimtextil Japan, Tokyo**  
17.06.–19.06.2003  
• **Home Design Japan, Tokyo**  
17.06.–19.06.2003  
**Musikmesse ProLight+Sound, St. Petersburg**  
18.06.–20.06.2003  
**Parken, Wiesbaden**  
25.06.–26.06.2003

### July

**bed & more**  
03.07.–04.07.2003  
**PAACE Automechanika Mexico, Mexico City**  
16.07.–18.07.2003  
**APS/SC, Tokyo**  
30.07.–01.08.2003

### August

**Intima America, New York**  
03.08.–05.08.2003  
**SIM, São Paulo**  
04.08.–08.08.2003  
**Fenavem, São Paulo**  
04.08.–08.08.2003  
**Comdex, São Paulo**  
19.08.–22.08.2003

### Tendence Lifestyle

22.08.–26.08.2003

### September

**Expo Ferretera, Buenos Aires**  
04.09.–07.09.2003  
**Fehab, São Paulo**  
08.09.–13.09.2003  
**Yarn Expo, Shanghai**  
09.09.–11.09.2003  
**Paperworld Rossija, Moscow**  
10.09.–13.09.2003  
**Christmasworld Rossija, Moscow**  
10.09.–13.09.2003  
**IAA Pkw**  
09.09.–21.09.2003  
**Texworld, Paris**  
16.09.–19.09.2003  
**Heimtextil Rossija, Moscow**  
23.09.–26.09.2003  
**Techtextil Rossija, Moscow**  
23.09.–26.09.2003  
**EMT, Mexico City**  
24.09.–27.09.2003

### October

**ISH North America, Las Vegas**  
01.10.–03.10.2003  
**Ambiente Rossija, Moscow**  
02.10.–05.10.2003  
**Heimtextil India, New Delhi**  
04.10.–07.10.2003  
**Micro System Technologies, Munich**  
07.10.–08.10.2003  
**Interstoff Asia Autumn, Hong Kong**  
07.10.–09.10.2003  
**Buchmesse Frankfurt**  
08.10.–13.10.2003



**Intertextile Shanghai Autumn**

14.10.–16.10.2003

**Bluetooth, Sindelfingen**

15.10.–16.10.2003

**ProLight+Sound Shanghai**

15.10.–18.10.2003

**Music China, Shanghai**

15.10.–18.10.2003

**MEDIA-TECH Showcase & Conference**

21.10.–22.10.2003

**Dongguan Autumn Fair**

23.10.–26.10.2003

**Marathon Mall**

24.10.–26.10.2003

**CPhI worldwide**

27.10.–29.10.2003

**European Banking & Insurance Fair**

27.10.–29.10.2003

**LinuxWorld**

27.10.–29.10.2003

**ICSE**

27.10.–29.10.2003

**Auto+Automechanika St. Petersburg**

29.10.–02.11.2003

**Material Vision**

30.10.–31.10.2003

**November**

**The Intimate Apparel Salon,  
New York**

02.11.–04.11.2003

**BIEL Light+Building Buenos Aires**

04.11.–08.11.2003

**Expo Transporte, Guadalajara**

05.11.–07.11.2003

**Tafelfreuden**

08.11.–09.11.2003

**Techtextil South America, São Paulo**

11.11.–13.11.2003

**IPPEX, Chiba City**

11.11.–13.11.2003

**Micromachine, Tokyo**

12.11.–14.11.2003

**Automechanika Asia, Kuala Lumpur**

12.11.–15.11.2003

**Dialog Diabetes**

14.11.–16.11.2003

**Allergica**

14.11.–16.11.2003

**Fokus Herz-Kreislauf**

14.11.–16.11.2003

**Food Ingredients Europe**

18.11.–20.11.2003

**ACS**

19.11.–21.11.2003

**SPS/IPC/DRIVES, Nuremberg**

25.11.–27.11.2003

**December**

**Canadian Waste & Recycling,  
Toronto**

03.12.–04.12.2003

**Canadian Public Works Expo,  
Toronto**

03.12.–04.12.2003

**EuroMold**

03.12.–06.12.2003

**Turntec**

03.12.–06.12.2003

**Automechanika Africa, Cairo**

06.12.–09.12.2003

*As at: 07.05.2003*

# Imprint

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Jens Liebchen: 50, 51  
Messe Frankfurt: 6  
Barbara Staubach: 71, 73  
Helmut Stettin: 12 centre, 42,  
46 centre, 49, 52, 57, 58, 59 centre,  
66 centre, 70, 80, 86 centre, 94, 95,  
Pietro Sutura: 55  
Petra Welzel: 25, 56, 59 right,  
63 left and centre

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