



## The History of Deutsche MESSE AG

1947

Deutsche Messe AG was founded on 16 August 1947 as Deutsche Messe- und Ausstellungs- AG (German Trade Fair and Exhibition Company) with a registered share capital of 1.2 million reichsmarks. This was an initiative of the British occupying forces in consultation with the commander-in-chief of the American zone.

After the war, Germany was characterized by physical devastation, industrial ruin and chronic food shortages. In order to show the world the kind of economic revival that entrepreneurs, workers and politicians were capable of jointly bringing about, the British military government decreed that the Germans were to organize a trade fair from 18 August to 7 September 1947. For, the victorious Western powers had decided that the only way for Germany to become economically self-reliant again would be through exporting its own goods.

Consequently, on 18 August 1947, the first "Hannover Export Fair" was opened in five former production halls of the Vereinigten Leichtmetallwerke (United Light Metal Works). The aim was to present exportable post-war products bearing an official "Made in Germany" sticker from the so-called Bi-Zone, and the results were impressive. After 21 days, 736,000 visitors from 53 nations had attended. Some 1,300 exhibitors had presented products over a total display area of 30 000 m<sup>2</sup>. This led to some 1,934 export agreements being signed, valued at around US\$ 31.6 million. The symbol chosen for this event was the profile of Hermes, the God of trade, and even today this symbol continues to symbolize the Hannover Fair.



1950

At first, almost everyone was skeptical about Hannover's chances of overtaking Leipzig - the former "exhibition capital" of the defunct German Reich. But in the years that followed, the Hannover Fair became a symbol of Germany's economic miracle. Back in 1948, the first telephone connection was established between the trade fair company and New York. In 1950, the first exhibitors from abroad took part in the renamed "Deutsche Industrie-Messe" ("German Industrial Fair") and, in 1961, the term "Hannover Fair" was officially adopted. It soon became a renowned, world-class event for cross-communication between technology and industry.

1985

Initially set up in 1981 as a business division of the parent company, HANNOVER FAIRS INTERNATIONAL (HFI) was incorporated in 1985 as an independent, limited liability company. It designs and runs its own international industrial and trade fairs abroad. As a hands-on company, it is responsible for organizing industrial group pavilions, information counters and special shows at overseas trade fairs and exhibitions.

## 1986

---

1986 Since cleaving off CeBIT from the Hannover Fair in 1986, both shows have become the trendsetters for industry and the flagship tradeshows among the many different trade fairs and exhibitions staged by DMAG in the state capital. Other events which regularly take place at the Hannover Exhibition Grounds are also recognized as world leaders in their respective fields:

- EMO  
The World of Machine Tools
- Euro-BLECH  
International Sheet Metal Working Technology Show
- LIGNAplus HANNOVER  
World Fair for the Forestry and Wood Industries
- IAA - Nutzfahrzeuge  
International Motor Show for Commercial and Private Vehicles and Equipment
- INTERSCHUTZ - DER ROTE HAHN  
International Trade Fair for Fire Protection, Disaster Prevention and Rescue Services
- DOMOTEX HANNOVER  
World Trade Fair for Carpets and Floor Coverings
- BIOTECHNICA  
International Trade Fair for Biotechnology
- AGRITECHNICA  
International DLG Exhibition for Agricultural Machinery
- EuroTier  
International DLG Exhibition for Livestock Production and Management



## 1987

---

Company renamed "Deutsche Messe AG"

## 2000

---

For Deutsche Messe AG, the period from 1990 to 2000 was dominated by some major changes to the region's infrastructure, with new investment in the exhibition complex alone totaling some DM 1.6 billion. These improvements were all designed to prepare for hosting the world exhibition, EXPO 2000, which was supremely well run at the Hannover Exhibition Grounds. Since the end of EXPO 2000 on 31 October 2000, Deutsche Messe AG is the owner of the world's most modern and extensive exhibition facility. With its stunning architecture, the Hannover tradeshow complex offers international exhibitors and attendees an ideal forum for in-depth and effective business networking.

## 2005

---

With a total of 11 international trade shows staged at its home base in Hannover, Germany, 2005 will go down as the biggest exhibition year in company history. Apart from a strongly customer-oriented approach, Deutsche Messe AG pursues a concerted policy of expanding and reshaping its facilities and events to reflect the state of international markets, which has resulted in the company being ranked among the world's top exhibition organizers. Along with fortifying and expanding its network of trade shows in Hannover, Deutsche Messe AG is also dedicated to increasing its share of business abroad. Through its foreign subsidiaries, Deutsche Messe AG helps export-oriented enterprises realize additional growth potential. In all its activities, Deutsche Messe AG operates on a solid and independent basis, receiving no public funding.

The program of events in 2005:

- **DOMOTEX HANNOVER**  
World Trade Fair for Carpets and Floor Coverings
- **CeBIT**  
The world's leading event. International Trade Fair for Information Technology, Telecommunications, Software and Services
- **HANNOVER MESSE**  
World's No. 1 for Technology, Innovation and Automation
- **LIGNA<sup>+</sup> HANNOVER**  
World Fair for the Forestry and Wood Industries
- **INTERSCHUTZ – Der Rote Hahn**  
Der Rote Hahn – International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety, Security
- **INTERPOLICE**  
International Exhibition for Police and Internal Security
- **EMO Hannover**  
The World of Machine Tools
- **CeMAT**  
World Fair for Intralogistics
- **BIOTECHNICA**  
International Trade Fair for Biotechnology
- **IKK HANNOVER**  
International Trade Fair for Refrigerating, Air Conditioning, Ventilation
- **AGRITECHNICA**  
International DLG Exhibition for Agricultural Machinery