

Deutsche Messe:

## **EMO to be continue to be staged in Hannover through 2025**

**Hannover.** Up through the year 2025, Hannover, Germany, will remain the venue of choice for EMO Hannover as the world's leading metalworking trade fair. Representatives of the German Machine Tool Builders' Association (VDW) – the organizers behind EMO – and Deutsche Messe as the operators of the Hannover venue signed a corresponding agreement stipulating that EMO will take place at the Hannover Exhibition Center (the world's largest exhibition venue) in September of 2017, 2019, 2023 and 2025.

Dr. Wilfried Schäfer, Managing Director of VDW, remarked that “41 percent foreign attendees and over 60 percent exhibitors from abroad are already fine figures for the world's leading metalworking trade fair. However, our primary objective is to increase the international appeal of EMO Hannover further still. We are very well positioned to do this in Hannover, and are now highly satisfied that, following extensive negotiations with Deutsche Messe, we can move forward with long-term planning certainty.”

EMO Hannover 2013 drew to a successful close on 21 September, featuring more than 2,100 exhibitors from 43 nations. These exhibitors showcased their innovations on some 180,000 m<sup>2</sup> of net space and attracted around 145,000 visitors from more than 100 nations. EMO takes place every two years at alternating venues (Hannover / Hannover / Milan), with Milan to be the venue for the next EMO in 2015.

EMO places extremely high demands on exhibition centers and their associated infrastructure and logistics. “The excellent outcome of EMO 2013 impressively confirmed to exhibitors and visitors alike how outstandingly the Hannover venue performs in terms of its halls and their technical capabilities, handling the complex logistic challenges in the No. 032/2013 – 101-HvS/JaS

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assembly and dismantling periods and the service-mindedness of the Deutsche Messe team," remarked Schäfer.

Dr. Andreas Gruchow, the Managing Board member at Deutsche Messe responsible for EMO, was likewise elated about the contract extension: "It is a special honor and a vote of confidence in Hannover and the quality of our services to extend our hosting of EMO through 2025. The very close teamwork we enjoy with VDW and the EMO General Commissariat provides an excellent basis for continued EMO success in Hannover. We are delighted we can continue to contribute our expertise as an organizer of various internationally leading capital goods trade fairs." Deutsche Messe will be working intensively to guarantee the success of EMO Hannover over the coming years, also by attracting more international exhibitors and visitors to the event by means of state-of-the-art (also digital) services and our sales and promotion network which spans over 120 nations around the globe.

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