

We make markets. Worldwide.



## Messe Frankfurt group at a glance

The Messe Frankfurt corporate group conceives, plans and hosts trade fairs and exhibitions in Germany and abroad. The parent company and its subsidiaries offer a well-coordinated service package for national and international customers, exhibitors and visitors.

### Corporate Group

in € m	2000	2001	2002	2003	2004
Sales	311	318	335	353	364
Personnel expenses	45	52	58	69	70
Depreciation, amortisation and write-downs	30	45	47	47	62
Earnings before taxes	46	40	32	23	33
Pre-tax return on sales in %	15	13	10	7	9
<b>Net income for the year</b>	<b>22</b>	<b>28</b>	<b>22</b>	<b>10</b>	<b>19</b>
<b>Cash flow</b>	<b>52</b>	<b>65</b>	<b>67</b>	<b>53</b>	<b>78</b>
Additions to fixed assets	188	138	43	40	34
<b>Equity</b>	<b>283</b>	<b>299</b>	<b>312</b>	<b>315</b>	<b>320</b>
<b>Total assets</b>	<b>691</b>	<b>701</b>	<b>789</b>	<b>706</b>	<b>732</b>
<b>Employees (at 31.12. respectively)</b>	<b>851</b>	<b>984</b>	<b>1,144</b>	<b>1,213</b>	<b>1,227</b>


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

Subscribed capital: City of Frankfurt € 108 m, State of Hesse € 72 m

	2000	2001	2002	2003	2004
<b>Basic data</b>					
Total area (m <sup>2</sup> )	475,000	475,000	475,000	475,000	475,000
Available covered space (m <sup>2</sup> )	289,931	324,023	324,041	324,225	324,277
Available open space (m <sup>2</sup> )	75,762	89,408	83,163	83,163	83,163
Number of halls	10	10	10	10	10
<b>Events in Germany</b>					
Number of trade fairs and exhibitions	46	38	51	52	50
Exhibitors (total)	43,088	36,089	39,777	45,220	42,231
Exhibitors (Germany)	20,529	16,985	17,240	19,619	17,031
Exhibitors (foreign)	22,559	19,104	22,537	25,601	25,200
Visitors	1,680,255	2,185,817	1,609,107	2,713,619	1,586,766
Net area (m <sup>2</sup> )	1,612,502	1,443,596	1,428,555	1,616,859	1,417,486
<b>Events overseas</b>					
Number of trade fairs	43	48	45	60	59
Exhibitors	7,136	7,412	9,812	13,345	15,486
Visitors	609,532	584,085	803,527	760,746	750,330
Net area (m <sup>2</sup> )	176,264	196,041	217,993	293,572	322,736

# Trade fair venues worldwide





The Messe Frankfurt corporate group, one of the world's leading exhibition corporations, organises more than 100 trade fairs worldwide and is one of the few global players in the trade fair sector. The basis for its success are a portfolio of showcase events, the third largest exhibition complex in the world and an extensive network of subsidiaries, branch offices and foreign agencies.



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## Management editorial – Structures for tomorrow's success



Michael von Zitzewitz,  
Chairman of the Board of Management

Despite a still sluggish economy and continuing consumer reticence, Messe Frankfurt more than held its own in 2004. This may in part have been assisted by world trade, which with nine per cent recorded the third highest rise in the past ten years, generating a favourable climate for Messe Frankfurt's largely internationally-oriented activities.

The benchmark data for our events remained stable compared to the previous years' figures. Some trade fairs such as Paperworld, Beautyworld and Texcare were able once again to register growing interest on the part of German exhibitors, others such as Christmasworld and Prolight + Sound posted two-digit growth rates on the visitor side. This above all was due to the internationalism of the Frankfurt fairs.

We also have every reason to be satisfied with the development of our overseas operations. The number of participating exhibitors attending the approximately 60 trade fairs staged outside Germany was the highest ever. More than half of these events were held in Asia, 14 of those alone in China, in what is currently the world's most dynamic market. Asia will continue in the future to be a core area of concentration for our foreign activities, although despite

this, we will not lose sight of other promising markets. For 2005, we are able to announce two new consumer goods and textiles shows in the attractive but difficult US American market – a promising start to the year that we intend to build on with circumspection.

With our new group structure, completed in 2004, we have set the course for the future. Splitting the group into an operating company (Messe Frankfurt Exhibition) and a property management company (Messe Frankfurt Venue), under the umbrella of a holding company, has created more transparency and room for manoeuvre, which will be the basis for further growth. Broadening the international scope of our activities in a goal-oriented way, strategic alliances, new trade fairs at home and abroad as well as developing new spheres of activity are the four roads to growth we will concentrate on in the years to come.

To enable the new structures to develop their full potential, they must be filled with life, in particular by those people who move within these structures and are in direct day-to-day contact with our customers. These people, our employees, are in the truest sense of the word the face Messe Frankfurt presents to its customers and partners.



Dr Michael Peters,  
Member of the Board of Management

Parallel to expanding our operations in Germany and abroad, we must therefore also further develop our internal corporate structures. Just as we permanently analyse the viability, critically appraise, optimise and adapt our trade fairs to the markets of the future, we must also do the same with our internal structures and processes and our conduct. Above all, we want to make better use of the extensive know-how that exists on all corporate levels – to the benefit of our customers. In the autumn of 2004, with a series of workshops directed at our employees, we initiated an exciting and very dynamic process aimed – by analogy with the principle of lifelong learning of the individual – at making Messe Frankfurt a continuously learning organisation.



Detlef Braun,  
Member of the Board of Management

At the same time, 2004 saw the launch of our modernisation programme for the Frankfurt exhibition grounds. The acquisition of a piece of land of around 100,000 square metres paved the way for redesigning the western section of the grounds. Work was started in 2005 on the traffic infrastructure, which it is hoped will be completed by mid-2007, in time for the IAA.

Depending which model is realised, the plans foresee the construction of two or three new halls on the new site, enabling older halls to be modernised. However, expanding the net exhibition space is not on the agenda, especially since the German and European trade fair sector is already burdened by massive over-capacities.



Uwe Behm,  
General Manager

The modernisation of the trade fair complex will increase the attractiveness and competitiveness of the Frankfurt venue. It forms the basis for continued profitable growth and further expansion of our position on the world market. Above all, the competence and the dedication of our employees make us confident that we will achieve our goals.





Messe Frankfurt is already laying the foundation for the trade fairs of tomorrow. The future starts today – in Frankfurt and at more than 40 venues around the world. Like this, the company is also creating enduring values for coming generations. Its strong position on the international trade fair market benefits exhibitors and visitors as well as the city and state and Messe Frankfurt's employees. Responsibly planned growth is an investment in the future.

# Planning



Messe Frankfurt can look back on a good exhibition year. Together with its subsidiaries and branch offices around the globe, it increased sales and earnings and reinforced its position in the international trade fair sector. With its new group structure and investments in the infrastructure of the Frankfurt home venue, Messe Frankfurt is already setting the stage for tomorrow's performances.

## Success throughout the year

### Positive balance in 2004

**109 trade fairs and exhibitions worldwide, 237 congresses, conferences and events, more than 57,700 exhibitors and nearly 2.9 million visitors – this is the balance of events of Messe Frankfurt and its German and foreign subsidiaries in 2004. Group sales climbed to a new record of € 364.5 million, earnings before taxes were up almost 44 per cent on last year at € 33.5 million. Although the economic environment was anything but encouraging, Messe Frankfurt held its own in the 2004 business year.**

Frankfurt was the venue for 41 trade fairs including 16 organised by Messe Frankfurt Exhibition GmbH, four by Messe Frankfurt Ausstellungen GmbH and one by Mesago Messe Frankfurt GmbH. These 21 own events recorded more than 26,000 exhibitors. More than 17,600 of these came from abroad and were able to compensate the slight decline in the number of German exhibitors. At 68 per cent and 35 per cent respectively, the share of foreign exhibitors and visitors reached a new record. A total of 973,000 visitors attended Messe Frankfurt's own events in Frankfurt, 18 per cent more than in 2003. The net leased area was more than 18 per cent higher than in 2003 at about 1.1 million square metres. The calendar at the Frankfurt venue featured

20 guest events, including successful classics like the Book Fair and EuroMold. Although the big crowd-puller IAA was missing by rotation in the year under review, guest fairs attracted a total of 13,300 exhibitors and more than 530,000 visitors.

With 136 events and 108,000 visitors, the 2004 conference year was – alongside 2001, the year of the German Kirchentag (Church Congress) – the best year in terms of sales and total number of events since the Congress Center was opened in 1997. The Frankfurt Festhalle venue hosted 58 cultural and sporting events, company presentations and gala evenings with a total of more than 419,000 visitors.

The German event subsidiaries Messe Frankfurt Ausstellungen GmbH, Wiesbaden, and Mesago Messe Frankfurt GmbH, Stuttgart, staged a total of 14 fairs in 2004, which were attended by 3,300 exhibitors and more than 130,000 visitors. Five of these trade fairs were held in 2004 at the Frankfurt venue, the remainder at various other venues in Germany.



## Four paths to further growth



### Eleven new trade fairs outside Germany

The development of foreign business was particularly encouraging with a total of 59 trade fairs in 2004, including eleven new events, held in twelve countries in Europe, Asia and the Americas. Messe Frankfurt is traditionally most strongly represented in Asia, which accounted for a total of 33 trade fairs, 14 of these alone in China and Hong Kong. Some 15,500 companies participated at the foreign trade fairs – 16 per cent more than last year; leased area grew by around ten per cent to 322,700 square metres, although in 2003 one more event took place. Over 750,000 visitors were recorded.

Although Asia will continue in the future to be a focus of the company's overseas strategy, other interesting markets will nevertheless not be neglected. In 2005, Messe Frankfurt is launching two new trade fairs on the American market: Interior Lifestyle USA with the brands Ambiente and Heimtextil and Paperworld USA. Both events are being staged in Las Vegas.

### Significant increase in sales and earnings

At around € 364.5 million (2003: € 353.3 million), group sales climbed to a new record high. Foreign sales, up around 31 per cent on 2003 at € 73.7 million, contributed with 20 per cent to the company's success. The mainstays of sales were the subsidiaries in Hong Kong/China (€ 22.1 million), Paris (€ 10.6 million), Atlanta (€ 7.8 million) and Tokyo (€ 6.4 million).

At € 33.5 million, earnings before taxes were also up by almost 44 per cent on last year (€ 23 million). Apart from the increase in sales of € 11.2 million and other operating income (+€ 6.4 million), this could be explained by reductions in general administrative expenses (–€ 6.4 million) and an almost constant level of expenses for events and personnel. EBITDA (earnings before interest, taxes, depreciation and amortisation) rose to a new high of over € 95 million (2003: € 71.2 million).

Profitable growth continues to be a focus of Messe Frankfurt's strategic concept. By systematically examining all the options, the company has identified four roads to growth.

#### ■ Broadening international scope

Broadening the international scope in the world's dynamic growth regions is one road that Messe Frankfurt identified early on and has since pursued with great success. There are two aspects to this: first, by canvassing exhibitors and attracting visitors, the worldwide marketing organisation secures business at the Frankfurt venue. As a result, Frankfurt has the highest level of internationalism in terms of both exhibitors and visitors. Second, trade fairs exported to promising markets generate own growth. Like this, Messe Frankfurt's foreign business has trebled since 1999 to € 74 million in 2004.

#### ■ Alliances

Europe continues to be the number one trade fair continent in the world; however, it is a highly developed and sophisticated market. In this market, "go-it-alone" strategies are not necessarily the most meaningful way of assuring success. Growth cannot and must not always come by one's own efforts alone. With its new more flexible organisational structure, Messe Frankfurt has opened up new perspectives, providing



scope for possible partnerships and alliances. The restructuring process of the group begun in 2003 was completed in the autumn of 2004 with the spin-off of the operating company Messe Frankfurt Exhibition GmbH. This follows the establishment of Messe Frankfurt Venue GmbH & Co. KG, which is in charge of leasing, construction and infrastructure of the Frankfurt exhibition centre as well as providing services. The new company is responsible for our own events at home and abroad as well as the German and foreign subsidiaries. Under the roof of a joint holding company, Messe Frankfurt GmbH, two independent companies each with its own core competencies have thus been created. The task for the years ahead is to sound out the possibilities that this new model offers both at the event and at the corporate level.





#### ■ Innovations

New products are the business of tomorrow and the basis for future growth. Successfully launching new trade fairs on the market is, however, very difficult under the prevailing conditions – especially in the largely saturated German and European event markets. There are nevertheless still themes capable of development, for example innovative materials and technologies, as presented at Material Vision. Interpreting an established industry from a new angle can also lead to a new trade fair: thus in 2005, Collectione will debut, a consumer goods trade fair that is not oriented towards products and sectors, but towards the targeted visitor groups – large-scale buyers. Messe Frankfurt will launch eight new trade fairs in 2005 – four at the Frankfurt trade fair venue and four abroad.

#### ■ Diversification

Via its Messe Frankfurt Medien und Service GmbH (MFS) subsidiary, Messe Frankfurt already sells supplementary trade fair-related products to exhibitors. Apart from advertising media, it offers trade fair stands, publishing products such as trade fair publications and, since 2004, catalogues. It is intended to expand these activities in the future. Plans include, for example, an extensive series of seminars for exhibitors under the motto “From professionals for professionals”. Information events relating to specific markets, such as the Japan Day, are also in the pipeline. Like this, Messe Frankfurt will be utilising the expertise acquired over many years to offer its customers an extended service.

#### ■ Modernisation of the exhibition grounds creates a competitive edge

Messe Frankfurt’s modernisation plans for the exhibition complex are geared not so much towards increasing space as towards significantly improving quality. The land purchased to the west of the site in August 2004 will be used to house new halls, which will successively replace the older halls. The planned new construction will not result in any change in overall hall space. The first building phase is scheduled to begin with Hall 11 in 2006, and construction work is expected to be

completed by 2009. The first measures to optimise the traffic routing concept will be implemented in 2005.

#### ■ Enjoy your stay! – Messe Frankfurt’s new services

In 2004, special trains were for the first time put on for the Paperworld, Ambiente and Tendence Lifestyle trade fairs, and for Beautyworld, groups of visitors were brought to the trade fair by chartered coach. The all-in deals at an attractive all-inclusive price include transport, entrance ticket and catalogue as well as the organisation of the trip with guide from the station to the exhibition grounds.

Following the “Rhine-Main Hotel Guide”, which was published in its second year in 2004, and the cooperation with Tourism + Congress GmbH as an accommodation service and Travel2Fairs as a package tour operator, Messe Frankfurt has thus taken the next logical step.

The new services are intended to make travelling to the exhibition grounds and the stay in Frankfurt even more agreeable and uncomplicated for exhibitors and visitors in the future.

Another step in the same direction is the introduction of online tickets. Visitors can now order tickets online and print them out themselves from

the comfort of their home and at a discounted price. That saves both precious time when visiting the trade fair and money, because tickets bought in advance are cheaper than at the ticket counter.

With the help of state-of-the-art data technology, Messe Frankfurt ensures that up-to-the-minute information is available across the entire site: W-LAN (Wireless Local Area Network) allows exhibitors and visitors access to the Internet in all halls and the outdoor areas.

The “PDA Trade Fair Guide” is a digital information package that for every fair contains a full list of exhibitors plus a plan of the grounds, displays current event-related information and offers the possibility for visitors to compile their own route around the fair. The PDA Trade Fair Guide is available free for download on the Internet or at special data vending stations during the trade fair.



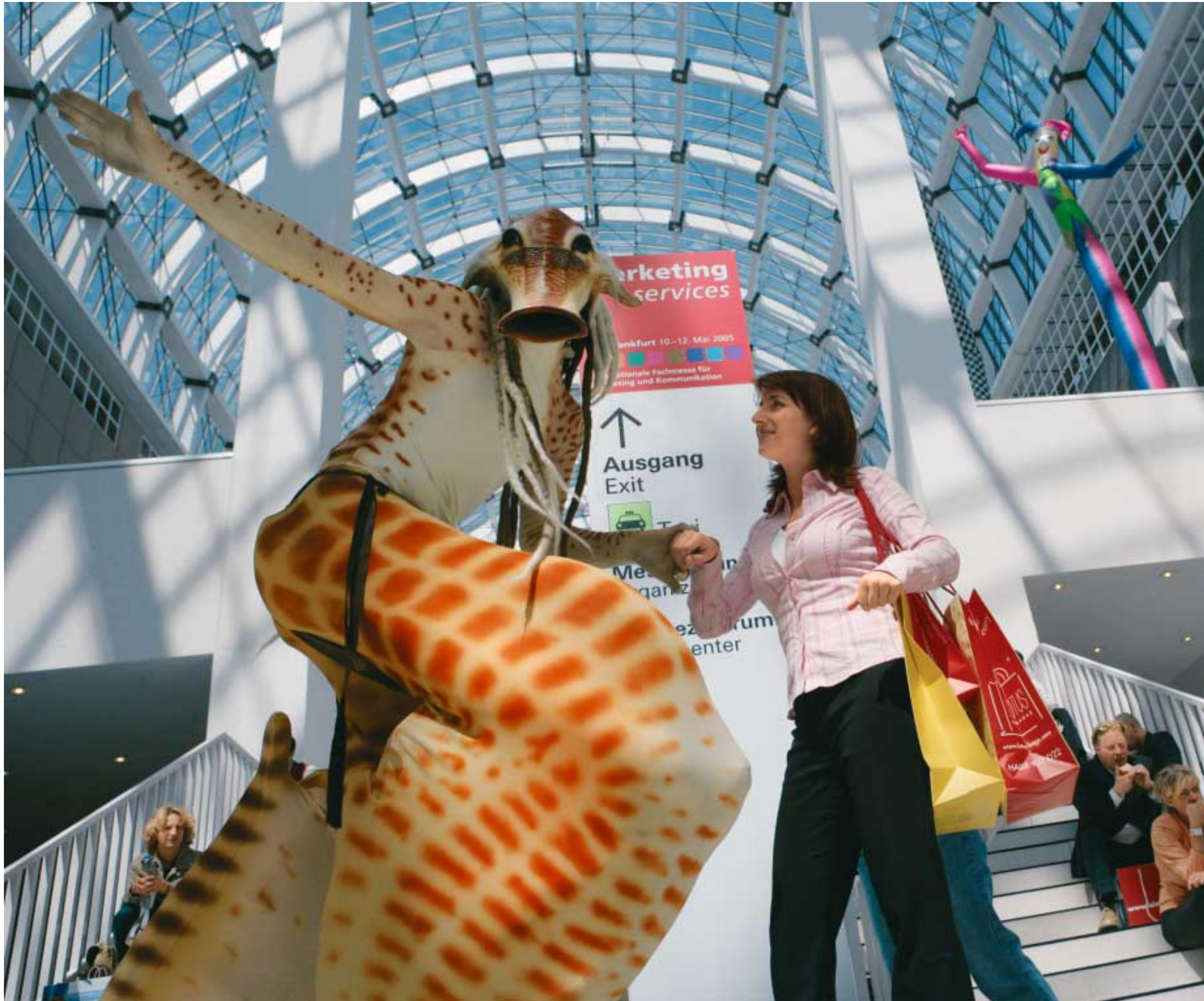
#### ■ New services in 2005

From summer 2005: personalised badges for all trade fair visitors offer the possibility to hand over digitalised business cards to exhibitors.

Opening of a new Business Centre in the Torhaus Service Center. Here, all business services such as translations, copy/print shop, PC support are offered at one central point.

Organised city tours of Frankfurt to cultural highlights, the most famous skyscrapers or to Sachsenhausen for a glass of local apple wine – bring the exhibition day to a harmonious close with impressions of Frankfurt.





As a partner to its exhibitors, visitors and trade fair organisers, Messe Frankfurt is open to the diversity of the world. At its trade fair venue in Frankfurt, it offers scope for shaping and staging. Successful presentations and good contacts are the basis for economic success. They help to open up new markets and provide a breakthrough for innovations. The things that enrich our life today were new exhibits at a trade fair yesterday. The two million-plus guests from all over the world who travel to Frankfurt every year will find a hospitable welcome in an international metropolis. We bring people together and help to shape ideas.



# Shaping



In 2004, the Messe Frankfurt group and its German and foreign subsidiaries staged 109 trade fairs around the globe. A total of 41 events were held at the Frankfurt trade fair venue, including 16 own events. Exhibitors, visitors and leased exhibition space were all up compared to the previous year.

## Scope for dynamism and progress

### Consumer goods fairs take the lead

**Messe Frankfurt traditionally stages the largest consumer goods trade fairs in the world. Some 600,000 trade visitors around the globe attend the six key brands Ambiente, Tendence Lifestyle, Paperworld, Christmasworld, Beautyworld and Musikmesse every year.**

Ambiente is the leading international trade fair for ordering business at the beginning of the year and attracts some 140,000 trade visitors from all over the world to the Main region every year. In 2004, with more than 190,000 square metres of net leased area, it was the largest own event of all time in terms of area to be held at the Frankfurt trade fair venue. Two new product areas were introduced – Outdoor, featuring products for garden, patio and balcony living, and small electrical appliances.

Tendence Lifestyle in Frankfurt, the second-largest consumer goods fair in the world and number one for the autumn/winter season and Christmas trade, established itself on the market with its new concept. Over 3,700 exhibitors and more than 91,000 trade visitors proved to the organisers in 2004 that with the new orientation towards lifestyle worlds they are right on track.

However, it is not size alone that determines the lead role of Ambiente and Tendence Lifestyle, but above all the quality of the exhibiting companies and the trade visitors. Thousands of new products are presented in the halls, and international manufacturers of glassware, porcelain, ceramics, furniture, gift articles, kitchen accessories and accessories for the home display their wares to traders from all over the world. The creative driving force of the consumer goods industry are above all small and medium-sized enterprises. And it is they in particular that benefit from Ambiente as a platform for establishing contacts to foreign buyers, as they are often lacking international marketing channels. Five Ambiente trade fairs abroad provide possibilities for developing new markets:

- under the umbrella brand Interior Lifestyle – together with Heimtextil Japan and Home Design Japan – Ambiente Japan in Tokyo,
- Ambiente Rossija in association with Christmasworld Rossija in Moscow,
- in 2004 for the first time Ambiente Buenos Aires in Argentina with two shows in the calendar year,
- in Korea the Seoul International Consumer Goods Fair.
- For 2005, it is planned to hold Interior Lifestyle USA with Ambiente USA and Heimtextil USA in Las Vegas.

#### ■ New special trade fair for consumer goods

Collectione will be launched in 2005 as the first consumer goods trade fair in Frankfurt specifically for the bulk-buying market segment. The offer encompasses the segments "Table, Kitchen & Houseware", "Interiors & Decoration", "Gifts & Season" as well as "Garden & Accessories". At the earliest possible date in the year, from 12 to 15 June, it invites trade buyers from all forms of bulk marketing practised by trade and industry to Frankfurt to place orders for the collections of the following spring/summer season. Collectione thus enhances the range of consumer goods fairs at Frankfurt with the addition of a new fair tailored to the needs of this particularly well-funded visitor target group.





#### Paperworld continues to grow

Paperworld set a new record in 2004, once again topping the successful previous year's result in Frankfurt am Main. Nearly 69,000 trade visitors from 115 countries filled the appointments books of the more than 2,500 exhibitors. More than half of the visitors came from abroad. The Paperworld Imaging segment in particular, for the second time represented by an even stronger presence of the printer and printer accessories industry, found a high level of acceptance. The flagship fair of the paper, office supplies and stationery sector performed exceptionally well with the conclusion of concrete business deals and as a contact forum.

#### From 2005 two events in China

Overseas, the Paperworld brand is concentrating on China. With more

than 3,000 paper, office supplies and stationery manufacturers, China is the world's leading producer and exporter in this sector. As the second event in this sector, Messe Frankfurt is therefore launching Paperworld China in Shanghai in November 2005. The Hong Kong Stationery Fair launched four years ago recorded a more than seven per cent rise in visitor numbers in 2004 to 12,300. The fair concentrates on school products and licensing themes relevant for the target group of children.

The main focus of Paperworld China is on office supplies and office automation, the most rapidly booming segment in the paper, office supplies and stationery sector. This covers printers and the respective supplies, computers and multi-media equipment. Shanghai being one of China's biggest goods distribution centres, it is the ideal location for this trade fair.

#### ■ First Paperworld in the USA

As the first trade fair in the United States covering the entire paper, office supplies and stationery sector, Paperworld USA – World of School, Home and Office Products – will debut from 9 to 11 November 2005 in Las Vegas. In cooperation with two strong partners, Messe Frankfurt has realised the wish of European manufacturers' associations to create an international paper, office supplies and stationery platform for the American continent. Together with the School, Home & Office Products Association (SHOPA) and the Spanish industrial association Propaper, Messe Frankfurt is combining international trade fair experience and branch expertise to provide an offer specifically tailored to the American market.

#### Trendsetter for festivals

The unrivalled profile of Christmasworld as the "trade fair of festivals" was rewarded with a record in Frankfurt am Main in 2004. Around 25 per cent more visitors than 2003 were counted – with the number of foreign visitors even growing by more than 50 per cent. The trade fair for ornamental and festive decorations is gaining importance as an international platform for ideas and marketing with trends for the upcoming festive season. Abroad, Christmasworld has been successfully staged in Moscow as an independent event since 2000. From 2004, it is being held in association with Heimtextil Rossija and Ambiente Rossija.

#### Beauty fairs worldwide

Tried and tested formula retained: from January 2005, Beautyworld is again being organised in association with Paperworld and Christmasworld. The idea to combine the trade fair for the perfumeries, cosmetics, drug store and hairdressing trade with three other related trade events in March was once again abandoned after holding them together in 2004 in favour of the earlier ordering date for the beauty sector in January.



The Beautyworld foreign brands recorded significant increases in terms of exhibitor and visitor numbers as well as net leased area. Beautyworld Japan in Tokyo even posted a 72 per cent rise in exhibitor numbers to 565 and Beautyworld Middle East Gulf Beauty in Dubai a 44 per cent rise to 393. With Cosmesur Beautyworld Buenos Aires, the brand also became established in South America in 2004. This is the second consumer goods fair after Ambiente Buenos Aires through which Messe Frankfurt is strengthening its commitment in Argentina.



**Stage for musical instruments and media technology**

The world of making music and staging with audio, lighting and stage technology is presented at the international Musikmesse and Prolight + Sound in Frankfurt am Main. These together form the number one international meeting place for musical instruments, music and accessories as well as for lighting, sound, stage and event technology. The Musikmesse and the Prolight + Sound technical fair jointly create optimal synergies, thus creating added value for trade visitors. The 92,000 trade visitors of both flagship fairs took advantage of their visit in 2004 to conclude more business deals than in the previous year.

As the showcase for the musical instruments industry, the Musikmesse, together with partners from the cultural and educational field, provided on 110,000 square metres a stage for the industry and at the same time presented music, the cultural asset that unites all nations, in all its emotional force. With more than 200 live concerts, award ceremonies and special events, Messe Frankfurt underscored its commitment to promoting music making. The share of international exhibitors and visitors continued to rise, with some 67 per cent of exhibiting companies coming from abroad.

With around 27,000 visitors, Prolight + Sound showed a rise of around 40 per cent compared to the previous year

and thus achieved the highest result in its ten-year existence. New technologies such as integrated media technology, which centrally controls so far independently regulated lighting and sound systems, are generating new growth in this branch. This theme was also a focus at the three-day Congress for Audiovisual Installation Systems (CAVIS).

**Success in the Middle Kingdom**

The international market is continuing to grow in importance for the manufacturers of musical instruments. Music China held at the Shanghai New International Expo Centre demonstrated for the second time in 2004 that the Chinese market for musical instruments is very exciting. As in Frankfurt, the sister fair Prolight + Sound Shanghai is held parallel to Music China.

On an area totalling 34,000 square metres, Music China presented virtually every type of musical instrument complete with accessories. The foreign exhibitors named three reasons for their participation: increasing the awareness level for their brands and products in China, making direct sales and gaining a personal impression of the Chinese

market. Music China successfully positioned itself as a trade fair for the entire Chinese market. The majority of the 25,000 trade visitors travelled to Shanghai from all the provinces in China.

**Lead strengthened around the globe**

For the fourth year in sequence, the consumer goods fairs overcame the exigencies of a stagnating market. The six major consumer goods fairs brought together more than 420,000 trade visitors in Frankfurt am Main and another approximately 170,000 at trade fair venues abroad. The more than 17,800 exhibiting companies at the Frankfurt consumer goods fairs all over the world represented the complete international offer of their respective branches. With this, Messe Frankfurt has earned itself an outstanding position on the international trade fair market. It is a sign of creative power and the close partnership with industry and trade that even in difficult economic times, the Frankfurt consumer goods fairs were able to maintain their lead worldwide and continue to strengthen it through new concepts, new ideas and stable attendance figures.



**Art Frankfurt attracts more visitors**

With more than 28,000 visitors, the 16th edition of Art Frankfurt attracted significantly more art enthusiasts to the Main region in 2004 than in the previous year despite the event's shorter duration. The 155 exhibitors unisonously commended the increased professionalism of the visitors, which was reflected in particular in good business. The key trade fair in Europe for young art is notable for its distinctive, forward-looking profile. Considerable interest was generated by the fourth edition of the non-commercial Curator's Choice exhibition series, which in 2004 focussed on Africa. The Art Frankfurt Prize worth € 13,000 went to the Swiss Fri-Art-Centre d'Art Contemporain in Fribourg. With this prize, Art Frankfurt supports art societies as driving forces and places where young people are exposed to modern art.



## Textiles fairs – fabrics for high-tech, the home and fashion



**Messe Frankfurt is the biggest organiser of textiles fairs worldwide. Three strong brands provide international forums for trade and industry: Heimtextil, Interstoff and Tectextil. Under these names, Messe Frankfurt organises a total of 20 textiles fairs around the world.**

The clear nomenclature of the three textiles segments – home and commercially used textiles, apparel fabrics as well as technical textiles and non-wovens – gives exhibitors the assurance that they are presenting their products in an appropriate union. Trade visitors from all over the world can for their part be certain that at the Heimtextil, Interstoff and Tectextil shows, the respective branches are internationally represented. Messe Frankfurt takes advantage of its close contacts to the textiles industry and positions its trade fairs in the markets in which its customers are seeking to invest profitably. At the international trade fair venues in western Europe, Russia, North and South America, China and Japan, Messe Frankfurt's brands stand for quality and know-how amongst international textiles fairs.

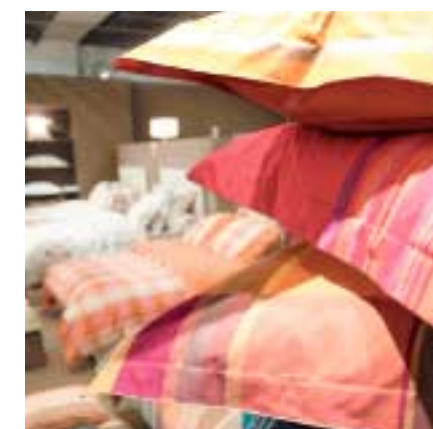
### The first of the year

Heimtextil in Frankfurt am Main is the international flagship fair for home and commercially used textiles. What

sounds so matter-of-fact, is in fact nothing less than the global range of fabrics, wall and floor coverings for interior decoration and the comfortably furnished home. The Heimtextil brand has firmly established trade fairs for home and commercially used textiles in Japan, China, Russia and India and like this is helping to develop tomorrow's most promising markets. In Frankfurt am Main, Heimtextil at the beginning of 2004 managed to give the sector some urgently required optimism for the new business year. As the first trade fair of the year, it sets the living trends and stimulates the branch. The central theme were new impulses for the trade to enable it to overcome the buying reticence of customers. The world's biggest international textiles trade fair once again underscored its strength and importance in 2004 with around 99,000 visitors and more than 3,000 exhibitors. Around 82 per cent of the exhibitors and more than half of the visitors came from outside Germany. Following the difficult year in 2003, many exhibitors began to see light at the end of the tunnel, especially where entrepreneurs had pinned their hopes on new ideas and new fabrics and conquered niche markets.

With the European bed forum Bed & More, Messe Frankfurt gives the bed segment a new impetus. The congress at the end of June showed the

trade ways out of the market plight. The continuing difficult situation in the bed sector, triggered by a disinclination to buy on the one hand and the growing strength of discount stores on the other, should according to Professor Volker Trommsdorf from Berlin Technical University stimulate the willingness of trade and industry to cooperate so that they can grasp new opportunities. In 2005, Bed & More will offer trade symposiums in the course of the Heimtextil show.



### From one make two

Three of the four non-German Heimtextil fairs are organised by Messe Frankfurt in Asia: Heimtextil Japan under the roof of Interior Lifestyle, Heimtextil India and Intertextile Shanghai Home Textiles. In China, the new concept of Intertextile Shanghai took off right from the start. Organised since 1995 as a joint fair for home and fashion textiles, it was present on the market in two versions in 2004: as Intertextile Shanghai Home Textiles and as Intertextile Shanghai Apparel

Fabrics. Both trade fairs together were already twice as big at their première as the original parent fair. The Frankfurt principle – growth through segmentation – once again proved to be a recipe for success. Both product groups now have sufficient scope to continue their dynamic development. Moreover, the new dates take account of the different order rhythms for apparel fabrics and home textiles.

### ■ Innovation award "Textile and Contract"

The new "Textile and Contract" innovation award sponsored by the trade journal "Architektur Innenarchitektur Technischer Ausbau" (AIT) was conferred for the first time at Heimtextil 2004. The jury, made up of well-known architects and interior designers, had to judge 45 products for the furnishing of large-scale commercial projects. Fitting hospitals, hotels or aircraft with commercially used textiles poses particular challenges. One of the most important are fire protection regulations that prescribe flame-resistant fabrics for carpets and curtains. As the highest accolade, the Textile and Contract Innovation Award went to Schmitz-Werke GmbH for their new fabric generation with catalytic effect and to AS Creation Tapeten AG for their wall covering with 3D optics, which is permeable to air, sound-absorbing and flame-resistant.

### ■ Heimtextil goes City

Heimtextil Sunday says goodbye and clears the way for "Heimtextil goes City". The Sunday for the general public had since its inception in 2002 attracted more and more final consumers to Heimtextil. The appeal was to experience what could not yet be seen in any shop window. From 2005, Heimtextil is now being taken into town. "Heimtextil goes City" opens the doors to 20 interior decorating specialists in Frankfurt am Main. Visitors were inspired by new home furnishing ideas, discovered the secrets of Feng Shui or took home wallpapering tips and tricks.





#### ■ New textiles fairs in Russia

In an exclusive framework, Messe Frankfurt presented a successful debut in Moscow from 22 to 25 September 2004 in the halls of the new Crocus Expo exhibition centre in the north-west of Moscow: for the first time, it was exclusive organiser of Heimtextil Rossija, Ambiente Rossija and Christmasworld Rossija. The new collective trade fairs including the Heimtextil and Ambiente trade fairs, which have been established in Moscow since 1999, showed trade visitors a full range of products for modern living and interior design. In Moscow in particular, there is a growing demand for high-quality consumer goods.

As the first international trade fair for apparel fabrics in Moscow, Interstoff Rossija from 7 to 9 September 2005 will augment the Interstoff brand. The demand for apparel fabrics in Russia is greater than domestic supply. Hence, the Russian market offers foreign manufacturers enormous export opportunities.

There was also change at Heimtextil India, which in 2004 moved from New Delhi to the textiles metropolis Mumbai. India is the third largest cotton producer in the world after the USA and China. Thousands of small firms produce all kinds of textiles from yarns through to whole collections. India's gross domestic product grew in 2004 by 6.5 per cent. The urban upper and middle classes in particular, have growing incomes. In this economic environment, the importance of Heimtextil India will continue to increase in the years to come.

#### Fabrics for dreamlike fashions

For the past eight years, Texworld in Paris has been the place where fabrics for dreamlike fashions have been traded. The trade fair for apparel fabrics and fashion, with an event held

in spring and autumn of each year, has with growing success since being acquired by Messe Frankfurt in 2002 become the meeting place for the international clothing industry.

Via its international network of subsidiaries, Messe Frankfurt offers trade fairs for apparel fabrics around the world under the Interstoff brand name. It positioned itself early on in markets where the production sites for textiles and clothing are traditionally located – in Asia, and Hong Kong in particular. This is where Messe Frankfurt began its overseas involvement back in 1987. The location was a good choice, attracting European and American clothing companies. After 18 years, Interstoff Asia has developed into a showcase for new fabrics from 400 mostly Asian producers. The dismantling from 1 January 2005 of the textiles export quotas, which since 1974 were regulated around the globe by the Multi-fibre Arrangement, will further reinforce Hong Kong's position. Parallel to Interstoff Asia Spring 2004, the new Source It celebrated its première. The trade fair for producers of textiles and apparel, fibres and yarns as well as special machines makes Interstoff Asia the one-stop source for textiles products and services.

#### Big market, regionally diverse

China is the world's leading exporter of textiles and apparel, the latter with a growth rate of around nine per cent a year. As big as the Chinese textiles market is, it is at the same time regionally highly diverse. For this reason, in addition to Intertextile Shanghai, which has been held since 1995, Messe Frankfurt four years ago launched Intertextile Beijing in the north of China. The majority of the more than 16,300 trade buyers come from the area around the Chinese capital. As a sounding board for the textiles industry, they in the meantime view the trade fair as the most important event in the region for the sourcing of all manner of yarns and fabrics. In 2004 it was for the first time complemented by Yarn Expo, which presents the latest fibres and yarns.

#### Technical textiles in the limelight

Technical textiles are conquering ever new fields of application. Whether in the construction industry or the automotive sector – they find application in domains that are not usually automatically associated with "fabric". In Frankfurt they are in the limelight and demonstrate their many possibilities for use. As the international showcase fair, Techtexil in Frankfurt with more than 1,000

exhibitors is every two years the collective forum for the latest developments in this innovative sector. In 2005, Techtexil is for the first time being staged together with Avantex, the international forum for innovative apparel fabrics. This presents the entire process chain from research through to textile finishing, and additionally focuses on apparel with integrated high-tech. Both fairs are accompanied by symposia offering around 60 lectures. The entire spectrum of technical textiles and the combination of trade fair and symposia make Frankfurt the leading contact forum for research and application worldwide.

With the demand for technical textiles on the rise all over the world, the Techtexil brand has in the meantime become firmly established on three continents. In 2004, it took the exhibitors to China for Cinte Techtexil and to Techtexil North America. In 2005, Techtexil South America in São Paulo and Techtexil Rossija in Moscow once again open their doors.

The Frankfurt textiles trade fair brands offer trade and industry shows ranging from traditional textiles manufacture and processing through to state-of-the-art high-tech textiles in all branches of the textiles sector.



## Technical fairs with fascination potential



The five brands represented by the Frankfurt technical fairs are global flagship fairs. The key areas of concentration are the architecture sector with the ISH and Light + Building and the automotive sector with Automechanika. Every three years, the IFFA draws representatives from the meat-processing industry to Frankfurt, and every four years Texcare brings together the world market for modern textiles care in the Main region.

Automechanika achieved an outstanding result in Frankfurt am Main in 2004: more than 163,000 visitors – a rise of two per cent – and around 4,500 exhibitors, that is three per cent more than at the previous event in 2002. Messe Frankfurt's dual strategy, on the one hand to strengthen Automechanika on the home front and on the other to continue to internationalise, has paid off. The signature of this event is its strength as the international blue-chip car components and accessories trade fair and at the same time the leading fair for body shop and car repair shop owners in Germany.

Automechanika in some cases chalked up significant increases in the number of exhibitors and visitors from Europe, the USA and Asia. This trade

fair is the global leader in its branch, and Messe Frankfurt, together with international partners, intends to make use of the potential it still harbours to continue to expand its position worldwide.

### Successful around the globe

Combining Automechanika with the congresses held by the Automechanika Academy on themes of current interest to the branch has proved to be a successful programme. In Frankfurt, the Original Equipment Forum and the Aftermarket Forum flanked the trade show and informed visitors about trends and innovations in the automotive sector, new technologies and growth markets. Themes included the new group exemption regulations, the relationship between car manufacturers and dealers as well as the impact of the EU enlargement.

Automechanika is among those Messe Frankfurt brands that enjoy the greatest international coverage. Eight fairs in Russia, Turkey, China, Malaysia, Argentina, Mexico and the United Arab Emirates offer exhibitors trade fairs tailored to the specific needs of the respective markets and high quality standards. These offer small and medium-sized firms opportunities to penetrate new



growth markets and, like this, access to the world markets at comparatively low cost. They help international market leaders to consolidate their position, with the major car manufacturers using Automechanika in a targeted way to present their services in growth markets. The five overseas Automechanika shows drew around 1,760 exhibitors and 141,000 visitors in 2004.

### At three trade fair venues in Asia

In Asia, Automechanika is present at three important trade fair venues in China and Malaysia: in Beijing, in Shanghai and in Kuala Lumpur. Automechanika Shanghai, which debuted in 2004 alongside Automechanika Beijing, proved to be a worthwhile investment. The financial and commercial metropolis Shanghai is at the same time the most important location for car production and the sub-components industry in China. With this,

depending on their regional focuses, car manufacturers and parts suppliers now have the option of choosing Automechanika China in the North in uneven years and Automechanika Shanghai in the South in even-numbered years.

### Cars for the Russian market

At Auto + Automechanika St. Petersburg, the major car manufacturers present their latest models to the Russian market – in 2004, Volkswagen introduced the New Beetle Convertible. The trade fair also shows the classic Automechanika portfolio – parts, accessories as well as workshop and service station equipment. With the growing number of cars in Russia, demand for high-quality replacement parts and repair shop equipment remains high. Against this background, the Automechanika Academy attracted considerable interest, which discussed "Issues

■ **In the lead in Central and South America**  
PAACE Automechanika Mexico and Automechanika Argentina are the most important trade platforms for the international automotive industry in Central and South America. At PAACE Automechanika Mexico in 2004, visitor numbers were up by around 30 per cent. The cooperation with major trade associations and partners is instrumental in the success of this trade show. Over the course of the past few years, Messe Frankfurt has consistently intensified its involvement in Central and South America.

Even and especially during the economically tense situation in Argentina, it maintained a presence in this key market. This perseverance is now reaping the reward: compared to the previous event in 2002, Automechanika Argentina expanded on all fronts:

- 32,000 visitors (up 50 per cent)
- 411 exhibitors (up 47 per cent)
- 12,800 net leased area (up 100 per cent)

**automechanika**

■ **Automechanika Gulf on the road to success**

In a particularly exclusive market environment, Automechanika Gulf in the United Arab Emirates established itself with its second event as the leading aftermarket fair in the Middle East. The number of exhibitors was more than doubled to 289. Some 5,500 trade visitors travelled to the trade fair metropolis Dubai, six per cent more than to the première last year.





relating to the development of the Russian automotive industry" as its main theme.

**New developments in architecture and technology**

The architecture and technology sector has earned a high-profile position in Frankfurt through the international blue-chip fairs Light + Building and ISH. In an annually alternating rhythm, these two trade fairs present the state-of-the-art in building technology. In uneven years, the ISH shows building and energy technology, the bathroom experience and air conditioning and ventilation technology. In even-numbered years, Light + Building turns Frankfurt into the hub of the industry for lighting, electrical engineering, house and building automation and architecture-relevant systems.

In 2004, Light + Building welcomed six per cent more visitors than at the previous event. In total, the third Light + Building opened its doors to 116,000 trade visitors, 28 per cent of these coming from abroad. Visitor satisfaction with the fair rose to 96 per cent. With its combination of lighting, electrical engineering and house and building automation, the trade show is the leading innovation forum worldwide for building-technology solutions with sophisticated design.

Light + Building can justifiably be described as the "global lighting fair" as it covers virtually the entire lighting spectrum. It is the only trade show in the world that structures and clearly presents the international offering of light fittings and lamps.

Light + Building is the most important information platform for the German trade sector and also actively addresses architects and planners. Within the scope of the new "Architecture-relevant Systems" concept, Light + Building 2004 placed greater emphasis on elevators, sun-protection systems, façade technology and daylight systems. This makes the trade fair increasingly interesting for architects and planners – some 20,000 attended Light + Building in 2004.



**Biggest lighting fair in Asia**

The two strong brands Light + Building and ISH take the architecture and technology trade fair concept to strategically important markets. The lighting and electrical engineering industries can in the meantime choose from successful Messe Frankfurt overseas fairs in three countries for their presentations: in the United Arab Emirates Lightstyle Gulf Light

in Dubai, in Argentina BIEL Light + Building in Buenos Aires and in Asia the Guangzhou International Lighting Exhibition + Electrical Building Technology China in Guangzhou – the continent's biggest lighting fair. In 2004, it presented the biggest choice of Chinese lighting products worldwide on 55,000 square metres of exhibition space. This year, the show was for the first time organised jointly by Guangya Exhibition & Trade Co.

■ **Luminale takes light to Frankfurt**

Luminale takes the light of Light + Building into the city of Frankfurt and the Rhine-Main region. With 92 light creations and some 120 guided tours, lectures, receptions and parties parallel to Light + Building, the light-culture spectacle turned Frankfurt after nightfall into a metropolis of light art. Promenaders on an evening tour through the city experienced the façade of the famous Frankfurt Römer bathed in deep red or the normally white front of the Kaufhof department store on the Hauptwache illuminated by projections showing the store's interior. A riverboat line on the River Main along the industrial culture route to Rüsselsheim created a link to the light installations taking place there. International artists and light designers took advantage of Luminale as a light laboratory for testing the design possibilities of experimenting with light and created unique art projects in public places.





and Messe Frankfurt. In line with the portfolio of Light + Building in Frankfurt, the building technology segment was successfully incorporated and thus the concept of the Frankfurt flagship fair adopted.

**Modern technology for the USA**

With three sanitaryware and heating industry trade fairs, the ISH offers presentation platforms overseas: the ISH Kitchen + Bathroom Gulf in Dubai, ISH China in Beijing and ISH North America in Boston. In the United States, the ISH North America boosted visitor numbers by 14 per cent to around 13,500 with its third event. The special exhibitions featuring innovative heating and building technology from Europe generated considerable interest. The trade fair's

complete cross-section of all branch segments and the high quality of the visitors received a particularly positive reaction.

**Platform for China's building boom**

For Chinese planners, architects, fitters, engineers and building contractors scouting for the latest products in the field of sanitaryware, heating and air conditioning technology, the ISH China has in the meantime become an important sourcing platform. The products on display in 2004 demonstrated the entire bandwidth of heating, water systems technology and air conditioning equipment – technologies that are gaining in importance given China's booming construction industry. The potential of this trade fair is not yet exhausted, so that further growth can be expected.

**Texcare and IFFA fire up visitors**

Every three years, the IFFA/IFFA Delicat – international trade fair for the meat-processing industry – and every four years Texcare International – world market for modern textiles care – augment the spectrum of technical fairs in Frankfurt. In 2004, the IFFA showed the latest developments in the industry and reached more than 56,000 trade

visitors, seven per cent more than the previous event. Manufacturers develop their new products specifically to coincide with the date of the fair. The trade visitors are aware of this and wait with their investment decisions until they have visited the world's leading trade fair for machines and equipment covering the entire process chain from slaughtering, jointing, processing, through to packaging and selling the products.

In Argentina, Messe Frankfurt is utilising its experience in the meat industry gained through the IFFA in order to further expand the Tecno Fidta fair. This trade fair for food technology, additives and ingredients with more than 13,300 trade visitors today already belongs to the key trade shows for the foodstuffs market in South America.

Nearly every second trade visitor to Texcare International 2004 in Frankfurt am Main came from outside Germany. Like this, the already high share of international visitors to this fair increased once more and is now at 45 per cent. All visitors issued the trade fair and the products on show top marks and almost unanimously judged Texcare International to be a complete success. The high degree of satisfaction of the more than 250



exhibitors was above all accounted for by the fact that Texcare is deemed a decision-makers' trade fair – more than 77 per cent of the trade visitors are owners of businesses or members of the top management.

Texcare Asia will be held in 2005 for the first time on the Chinese mainland, having previously been organised in Singapore and Hong Kong. The number of commercial laundries and dry-cleaners in China is continually on the rise and with it also the demand for high-quality equipment.

**■ Lifetime with a new concept**

Dual concept for Lifetime: from 2005, it will make the spa and wellness segment the subject of a congress within the scope of the ISH – the international trade fair for building and energy technology, the bathroom experience and air conditioning and ventilation technology. In even-numbered years it will be organised as a separate international trade fair for spa and wellness.

## More guest fairs come to Frankfurt



**Guest events have always ranked high at the Frankfurt trade fair venue. World-renowned fairs such as the Frankfurt Book Fair and the biennial IAA International Motor Show have their fixed place in Frankfurt alongside AACHEMA and EuroMold.**

The guest fairs significantly influence the trade fair calendar in Frankfurt am Main. Each year, the Frankfurt Book Fair invites the literary world to Frankfurt and every two years the IAA Cars turns Frankfurt into an automotive metropolis. If these are joined by AACHEMA, the world's largest trade fair for chemical engineering, the result is peak values as in 2003 with 1.9 million visitors. Messe Frankfurt intends to step up its acquisition of high-quality guest events in the coming years so as to better utilise the capacities of the exhibition grounds.

In 2004, the 20 guest trade fairs in Frankfurt welcomed around 530,000 visitors and 13,300 exhibitors. AACHEMA and the IAA were missing by rotation from the trade fair calendar, with the result that correspondingly fewer visitors to the Frankfurt exhibition grounds were counted. Special exhibitions from the fields of architecture, banking, mechanical

engineering, IT software, fashion, tourism and design occupied around 417,000 square metres of exhibition space.

### **A variety of themes and continuous growth**

The Frankfurt Book Fair drew international attention with its guest of honour "Arabian World". Readings, discussion rounds and accompanying events carried the fair beyond the exhibition grounds into the city and its environs. The Frankfurt Book Fair had positioned itself more strongly as a trade fair in 2004, which did nothing, however, to detract from its popularity with the general public.

For the past eleven years, Demat GmbH has achieved continuous growth with its EuroMold show held at the Frankfurt am Main venue. The global showcase for tool and mould making, design and product development has been complemented since 2002 by the parallel Turntec event, which is successful on the market as an international trade fair for turning components, turning and milling technology. As its third event at the Frankfurt venue, Demat GmbH successfully launched Extruma in February 2005. The international trade fair for extrusion technology has found

its niche as a small specialised event and for the first time provided the extrusion industry with a presentation platform.

Following an extremely positive start in 2003, IMEX sustained its growth in 2004 against the general economic trend. The top event of the sector for congresses, events and the incentive travel market managed to raise the number of exhibitors by 15 per cent to 2,500, the number of visitors by eleven per cent to 6,200 and also grew in area by 68 per cent to 17,800 square metres. In 2005, the consistent growth continued following the move from Hall 3 into Hall 8, where IMEX now has optimum conditions for its further expansion on one hall level.

### **New forms of cooperation**

Messe Frankfurt sees itself as a partner to its guest organisers and the common goal is to stage a successful event. Personal support and long-term business relations therefore form the basis for the cooperation. The employees of Messe Frankfurt place their experience gained through the organisation of Messe Frankfurt's own events at the disposal of the guest organisers for the planning of their events. Together with the extensive range of services offered by Messe



Frankfurt and the multi-functional, centrally located exhibition site, the stage is thus set for events of every magnitude.

New forms of cooperation were entered into in 2004 with the ACS, a guest show which for the first time was held in tandem with one of Messe Frankfurt's own shows, Light + Building. With its central theme, the trade fair for computer systems in the building sector was able to exploit valuable synergies with the international flagship fair for architecture and technology. The new guest fairs introduced at the Frankfurt venue in 2004, export21, a trade fair for export-oriented companies, and the IT Savings Bank Forum, successfully established themselves.



## More company events in the Festhalle



**Top crowd-pulling concert events and more corporate functions caused visitor numbers at the Festhalle to climb in 2004. With the Festhalle as a focal point, the Frankfurt exhibition grounds offer the best possible prerequisites for concerts, sporting events and company events.**

Compared to 2002, which by virtue of the rotation of events is the appropriate benchmark year, the number of events rose by eleven to 58 and the number of visitors by 50 per cent to 419,000. Famous touring acts such as Holiday on Ice and stars like Sting, Sarah Brightman and Phil Collins drew thousands of fans to the Festhalle. One highlight among the sporting events in 2004 was again the Frankfurt city marathon with its unique

finish leading straight into the Festhalle. Messe Frankfurt is underscoring its commitment to this high-calibre sporting event as the title sponsor for a further three years and with the new word brand "Messe Frankfurt Marathon".

Renowned corporations such as Fiat, Deutsche Vermögensberatung Aktiengesellschaft (DVAG), IVECO, AXA-Versicherungen and Fraport chose the Frankfurt exhibition complex as the venue for a variety of corporate events. Rewe held its "Happy Family" corporate presentation and tour operator Thomas Cook was a guest at the exhibition grounds for the eleventh year with its "Premiere Reisesommer". Since 2002, corporate event business has almost doubled and it is planned to further expand this segment in the years to come.

With Festhalle, Forum and Congress Center, which can either be used individually or be combined as required with the nearby Halls 1, 3, 4, 5 and 6 as well as with the open-air spaces, Messe Frankfurt offers ideal premises for events, product presentations, roadshows or kick-off events of all dimensions.



## Messe Frankfurt augments congress business

**The number of congresses and conferences held at the Messe Frankfurt Congress Center in 2004 grew by more than a quarter. The events were attended by around 29,000 more participants than in the previous year. The share of international events reached more than 20 per cent.**

With 136 events and 108,000 participants, 2004 recorded the most congress events ever since the Messe Frankfurt Congress Center was opened. That is an increase of 28 events over the prior year's result. The number of participants rose accordingly by more than 28,700, which is a growth of 36 per cent. Around a third of the events were held over several days and the international scope grew with 28 English or multi-language events to 20 per cent.

The main focuses were congresses and exhibitions from the fields of medicine and science, banking and finance and the IT sector. One of the best-attended highlights was the Deutsche Sparkassentag (German Savings Bank Meeting) with 3,500 participants, which gathered together representatives of all Germany's savings banks in Frankfurt; as well as Interpharm including an exhibition



with 4,200 participants and the Deutsche Schmerztag (German Interdisciplinary Pain Congress) with around 2,000 participants.

Flexibly combining Congress Center, Festhalle and Forum with the adjacent Halls 1, 3 and 5 offers significant advantages for customers and with the excellent international transport connections makes Messe Frankfurt a top congress destination.



### ■ Messe Frankfurt organises World Climate Summit

For the very first time in 2004, Messe Frankfurt organised a large-scale congress on international level. The subsidiary Indexport Messe Frankfurt S.A. was commissioned by the Argentine government to organise the tenth World Climate Conference in Buenos Aires. The 5,000 participants included the delegates from the 189 signatory states of the UN Framework Convention on Climate Change.

Indexport Messe Frankfurt S.A. organised all the necessary facilities, coordinated the service providers and was responsible for providing the entire technical infrastructure.





## Overall activities of Messe Frankfurt in 2004

### Trade fairs and exhibitions at the Frankfurt exhibition venue in 2004

Event	Number of events	Exhibitors			Net area incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
■ Ambiente		1,500	3,132	4,632	193,410	91,109	52,412	143,521
■ Art Frankfurt *)		119	36	155	7,597	28,100		28,100
■ Automechanika		999	3,465	4,464	163,870	101,922	61,415	163,337
■ Beauty Week **)						20,018	3,347	23,365
■ Beautyworld **)		203	361	564	16,109			
■ Book Fair		2,809	3,882	6,691	91,195	216,491	53,922	270,413
■ Christmasworld		304	703	1,007	49,552	16,204	13,872	30,076
■ Cosmetics **)		127	9	136	3,845			
■ EuroMold		1,040	463	1,503	39,617	47,861	11,081	58,942
■ European Banking & Insurance Fair		212	57	269	5,906	6,693	435	7,128
■ FUR & FASHION FRANKFURT		81	53	134	5,218	4,391	3,585	7,976
■ Heimtextil		563	2,507	3,070	160,539	48,748	50,055	98,803
■ IFFA/IFFA Delicat		432	426	858	57,358	34,381	22,074	56,455
■ Imex		384	2,143	2,527	17,794	3,023	3,198	6,221
■ Lifetime **)		117	21	138	4,325			
■ Light + Building ***)		819	1,101	1,920	112,985	84,064	31,997	116,061
■ Media-Tech Expo		36	139	175	5,909	1,281	2,634	3,915
■ Musikmesse		484	976	1,460	53,667	46,893	18,335	65,228
■ OPTATEC		260	174	434	7,083	4,144	1,302	5,446
■ Paperworld		615	1,899	2,514	93,849	32,628	36,268	68,896
■ Passione **)		102	59	161	2,846			
■ Pro Sign		132	71	203	5,311	5,851	952	6,803
■ Prolight + Sound		232	398	630	24,696	17,708	9,027	26,735
■ Tendence Lifestyle		1,502	2,212	3,714	132,179	67,463	23,675	91,138
■ Texcare International - IWC		94	158	252	17,589	7,176	6,155	13,331
■ Turntec		272	81	353	5,873	10,077	4,743	14,820
■ International trade fairs	25	13,438	24,526	37,964	1,278,322	896,226	410,484	1,306,710

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

Event	Number of events	Exhibitors			Net area incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
■ ACS		167	7	174	3,785	5,000		5,000
■ export21		62	16	78	1,215	1,056	52	1,108
■ ITeG		144	3	147	3,116	2,283	71	2,354
■ IT-Sparkassenforum		78		78	4,000	4,400		4,400
■ LinuxWorld Conference & Expo		132	17	149	2,673	13,858	729	14,587
■ Public Design ***)		32	7	39	858			
■ Other trade exhibitions	3	444		444	13,224	14,800		14,800
■ Trade exhibitions	9	1,059	50	1,109	28,871	41,397	852	42,249
■ Marathon Mall ****)		77	3	80	2,001	35,000		35,000
■ Sales marts and exhibitions	6	485		485	38,999	120,950		120,950
■ Exhibitions open to the public	7	562	3	565	41,000	155,950		155,950

### Trade fairs and exhibitions at the Frankfurt exhibition venue 2004

■ International trade fairs	25	13,438	24,526	37,964	1,278,322	896,226	410,484	1,306,710
■ Trade exhibitions	9	1,059	50	1,109	28,871	41,397	852	42,249
■ Exhibitions open to the public	7	562	3	565	41,000	155,950		155,950
	41	15,059	24,579	39,638	1,348,193	1,093,573	411,336	1,504,909

\*) visitors of Art Frankfurt including vernissage and other free entries

\*\*\*) Beautyworld, Lifetime, Cosmetics and Passione were parallel events. For total visitors see Beauty Week

\*\*\*\*) The visitor numbers for the Public Design trade exhibition are included in those for Light + Building

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

## Trade fairs and exhibitions in Germany outside the Frankfurt exhibition venue in 2004

Event	Number of events	Exhibitors			Net area incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
■ EMV		71	62	133	1,371	2,897	724	3,621
■ FACILITY MANAGEMENT		74	2	76	678	1,994	16	2,010
■ Gerontologica		13		13	64	328		328
■ handarbeit & hobby		88	92	180	7,318	6,049	1,758	7,807
■ Licensing Forum		23	2	25	659	491	221	712
■ Marketing Services		306	27	333	5,647	6,012	872	6,884
■ PCIM		83	67	150	4,010	3,786	1,473	5,259
■ SMT/HYBRID/PACKAGING		436	217	653	12,654	16,624	6,790	23,414
■ SPS/IPC/DRIVES		878	152	1,030	36,892	28,940	2,882	31,822
	9	1,972	621	2,593	69,293	67,121	14,736	81,857

## Trade fairs and exhibitions in Germany in 2004

Event	Number of events	Exhibitors			Net area incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
■ International trade fairs	31	15,300	25,143	40,443	1,346,214	960,534	424,983	1,385,517
■ Trade exhibitions	12	1,169	54	1,223	30,272	44,210	1,089	45,299
■ Exhibitions open to the public	7	562	3	565	41,000	155,950		155,950
	50	17,031	25,200	42,231	1,417,486	1,160,694	426,072	1,586,766

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

## Overseas events in 2004

Event	Number of events	Exhibitors			Net area incl. special show area	Visitors			
		Host country	Other countries	Total		Host country	Other countries	Total	
<b>Consumer goods fairs</b>									
<b>Ambiente</b>									
Ambiente Buenos Aires Spring			162	18	180	4,301	11,014	144	11,158
Ambiente Buenos Aires Autumn			134	2	136	4,002	13,887	138	14,025
Ambiente Japan *)			52	245	297	4,195			
Ambiente Rossija **)			29	84	113	2,157			
	4	377	349	726	14,655	24,901	282	25,183	
<b>Paperworld</b>									
Hong Kong International Stationery Fair			86	135	221	2,304	6,039	6,282	12,321
	1	86	135	221	2,304	6,039	6,282	12,321	
<b>Christmasworld</b>									
Christmasworld Rossija **)			8	7	15	429			
	1	8	7	15	429				
<b>Beautyworld</b>									
Beautyworld Japan			332	233	565	8,367	41,490	1,910	43,400
Beautyworld Middle East Gulf Beauty			43	350	393	4,745	4,136	3,000	7,136
Cosmesur Beautyworld Buenos Aires			142		142	4,454	31,842	303	32,145
	3	517	583	1,100	17,566	77,468	5,213	82,681	
<b>Musikmesse</b>									
Music China			454	169	623	15,480	23,150	2,006	25,156
	1	454	169	623	15,480	23,150	2,006	25,156	
<b>Other consumer goods fairs</b>									
H&H Housewares & Hometech Middle East			44	120	164	2,323	4,200	2,343	6,543
Passage Asia **)				109	109	1,185			
Seoul International Consumer Goods Fair			126	51	177	2,295	3,876	499	4,375
Style Asia			29	191	220	2,583	7,841	118	7,959
Toy Fair Middle East			50	113	163	1,568	2,600	1,774	4,374
	5	249	584	833	9,954	18,517	4,734	23,251	
<b>Total consumer goods fairs</b>	15	1,691	1,827	3,518	60,388	150,075	18,517	168,592	

\*) For visitors see Heimtextil Japan

\*\*) For visitors see Heimtextil Rossija



Textiles fairs					Net area	Visitors			
Event	Number of events	Host country	Other countries	Total		incl. special show area	Host country	Other countries	Total
<b>Heimtextil</b>									
Heimtextil India		169	13	182	4,852	6,327	3,925	10,252	
Heimtextil Japan *)		17	96	113	2,256	19,769	570	20,339	
Heimtextil Rossija **)		27	132	159	3,258	11,622	678	12,300	
Home Design Japan ***)		107	1	108	2,318				
Intertextile Shanghai Home Textiles		308	73	381	23,093	16,554	2,850	19,404	
	5	628	315	943	35,777	54,272	8,023	62,295	
<b>Interstoff</b>									
Interstoff Asia Autumn		72	250	322	3,990	7,744	2,999	10,743	
Interstoff Asia Spring ****)		50	356	406	4,727	6,998	3,205	10,203	
Intertextile Beijing Apparel Fabrics		338	205	543	8,235	13,881	2,453	16,334	
Intertextile Shanghai Apparel Fabrics and Accessories		662	547	1,209	21,229	32,513	10,391	42,904	
Shenzhen Intertextile Pavilion		60	10	70	867	3,480	244	3,724	
Texworld Spring		3	626	629	11,736	2,179	13,994	16,173	
Texworld Autumn		3	648	651	12,404	2,740	14,565	17,305	
Yarn Expo		87	41	128	1,320	7,217	308	7,525	
	8	1,275	2,683	3,958	64,508	76,752	48,159	124,911	
<b>Intima</b>									
Intima America Spring		49	29	78	970	1,822	276	2,098	
Intima America Summer		49	29	78	970	1,822	276	2,098	
Intima Japan		16	25	41	378	2,790	197	2,987	
Intimate Apparel Salon (Autumn), NY +)		47	19	66	247	490	35	525	
	4	161	102	263	2,565	6,924	784	7,708	
<b>Techtextil</b>									
Cinte Techtextil China		151	149	300	3,571	5,357	1,158	6,515	
Techtextil North America		155	133	288	4,562	3,019	844	3,863	
	2	306	282	588	8,133	8,376	2,002	10,378	
<b>Total textiles fairs</b>	<b>19</b>	<b>2,370</b>	<b>3,382</b>	<b>5,752</b>	<b>110,983</b>	<b>146,324</b>	<b>58,968</b>	<b>205,292</b>	

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

\*\*) Visitors including Ambiente Rossija, Christmasworld Rossija and Passage Asia

\*\*\*) For visitors see Heimtextil Japan

\*\*\*\*) including Source It

+) including Intima America Autumn

Technical fairs					Net area	Visitors			
Event	Number of events	Host country	Other countries	Total		incl. special show area	Host country	Other countries	Total
<b>IFFA</b>									
Tecno Fidta		256	9	265	6,457	12,768	588	13,356	
	1	256	9	265	6,457	12,768	588	13,356	
<b>Prolight + Sound</b>									
Prolight + Sound Shanghai		96	34	130	3,765	8,502	600	9,102	
	1	96	34	130	3,765	8,502	600	9,102	
<b>Architecture and technology</b>									
<b>ISH</b>									
ISH China		171	76	247	5,900	13,121	987	14,108	
ISH Kitchen + Bathroom Gulf		19	44	63	1,017	1,500	1,239	2,739	
ISH North America		422	115	537	8,807	12,291	1,165	13,456	
	3	612	235	847	15,724	26,912	3,391	30,303	
<b>Light + Building</b>									
Guangzhou Int. Lighting Exhibition		745	172	917	23,400	31,768	3,727	35,495	
Lightstyle Gulf Light		15	46	61	771	1,165	1,200	2,365	
	2	760	218	978	24,171	32,933	4,927	37,860	
	5	1,372	453	1,825	39,895	59,845	8,318	68,163	
<b>Automotive and technology</b>									
<b>Automechanika</b>									
Auto + Automechanika St. Petersburg		282	82	364	7,716	74,788	3,568	78,356	
Automechanika Argentina		364	47	411	12,784	29,665	2,756	32,421	
Automechanika Gulf		41	248	289	4,814	3,400	2,092	5,492	
Automechanika Shanghai		110	125	235	4,073	7,768	1,370	9,138	
Expo Transporte		213	52	265	19,858	23,881	722	24,603	
PAACE Automechanika Mexico		161	302	463	6,077	13,676	1,826	15,502	
	6	1,171	856	2,027	55,322	153,178	12,334	165,512	
<b>Total technical fairs</b>	<b>13</b>	<b>2,895</b>	<b>1,352</b>	<b>4,247</b>	<b>105,439</b>	<b>234,293</b>	<b>21,840</b>	<b>256,133</b>	

Other trade fair themes overseas					Net area incl. special show area	Visitors		
Event	Number of events	Host country	Other countries	Total		Host country	Other countries	Total
Garden, Landscaping & Outdoor Living		11	40	51	685	1,000	1,054	2,054
Hardware & Tools Middle East		30	114	144	1,870	3,000	2,290	5,290
Micromachine		195	10	205	1,127	8,132	81	8,213
ABF Franchising Show		154	9	163	5,349	10,856	33	10,889
Canadian Waste Recycling/Public Works Expo		173	50	223	4,546	2,695	235	2,930
COMDEX		315	74	389	12,428	45,593	256	45,849
EMT		138	23	161	4,562	4,200	80	4,280
Expo Forestal		173	13	186	6,858	14,895	105	15,000
Fehab		92	3	95	3,967	13,704	18	13,722
Intersec		44	160	204	3,179	2,626	2,500	5,126
Open Network Automation System Expo		65	1	66	182	2,387	7	2,394
Seguriexpo Buenos Aires		74	8	82	1,173	4,402	164	4,566
<b>Total other trade fair themes overseas</b>	<b>12</b>	<b>1,464</b>	<b>505</b>	<b>1,969</b>	<b>45,926</b>	<b>113,490</b>	<b>6,823</b>	<b>120,313</b>
<b>Overall activities of Messe Frankfurt abroad</b>	<b>59</b>	<b>8,420</b>	<b>7,066</b>	<b>15,486</b>	<b>322,736</b>	<b>644,182</b>	<b>106,148</b>	<b>750,330</b>

## Congresses, events and other activities in 2004

Event	Number of events	Exhibitors			Net area incl. special show space	Visitors		
		Germany	Other countries	Total		Germany	Other countries	Total
Congresses and conferences at the exhibition centre not linked to trade fairs	136					108,000		108,000
Congresses and events (supervised by "Conventure")*	12					7,500		7,500
Events (concerts, sporting, religious, political and other events)	58					419,114		419,114
German pavilions (planning and implementation of show participations)	12							
Akademie Messe Frankfurt	19					240		240
	<b>237</b>					<b>534,854</b>		<b>534,854</b>

\*) The total number of participants amounts to approx. 9,500, of whom approx. 2,000 were already included under own events.

## Overall activities of Messe Frankfurt in 2004

Event	Number of events	Exhibitors			Net area incl. special show space	Visitors		
		Germany/ Host countries	Other countries	Total		Germany/ Host countries	Other countries	Total
Trade fairs and exhibitions at the Frankfurt exhibition venue	41	15,059	24,579	39,638	1,348,193	1,093,573	411,336	1,504,909
Trade fairs and exhibitions in Germany outside the Frankfurt exhibition venue	9	1,972	621	2,593	69,293	67,121	14,736	81,857
Overseas events	59	8,420	7,066	15,486	322,736	644,182	106,148	750,330
Congresses, events and other activities	237					534,854		534,854
	<b>346</b>	<b>25,451</b>	<b>32,266</b>	<b>57,717</b>	<b>1,740,222</b>	<b>2,339,730</b>	<b>532,220</b>	<b>2,871,950</b>





Every trade fair is a new beginning. Its success depends on many people working hand in hand to ensure the best possible outcome. It unites a high level of qualification, expertise and lifelong learning. Messe Frankfurt as a workplace offers a broad spectrum of development possibilities. And this is something not only the company's employees appreciate, but also thousands of service providers, craftsmen and sub-contractors who obtain contracts through our trade fairs. We act and create values for many.



# Acting



The high qualification level and expertise of the 1,227 employees worldwide are a key success factor for Messe Frankfurt. The continuous investment in training is a gain for the entire group. This enables the company to acquire additional know-how, at the same time increase the commitment of its staff and create a long-term competitive edge as an attractive employer.

## Growth through motivation and commitment

### Success factor human resources policy

**Success and growth of Messe Frankfurt are closely tied in with the expertise and motivation of the group's employees. Messe Frankfurt is an attractive place of work – and not only at the home venue in Frankfurt am Main. Through its various training programmes, the company offers young people promising prospects for the future.**

After six years of intensive growth in which the number of employees worldwide has nearly doubled, the company embarked on a consolidation course in Germany in 2004, combined with moderate growth in expanding markets. At the end-of-period date 31.12.2004, a total of 1,277 people worked for Messe Frankfurt, 272 of these outside Germany. That is 14 more than in the previous year. Additional jobs were created in 2004 above all through the expansion of overseas operations in Argentina, China and the United Arab Emirates.

#### Attracting qualified junior staff

Messe Frankfurt accepts its social responsibility to offer young people promising career prospects. As a logical consequence of this, the number of trainees in Germany was again raised from 19 to 22. New in 2004 is the possibility to qualify as a PR officer through a two-year voluntary training course. Messe Frankfurt

offers traineeships leading to the qualification of office clerk, event manager, specialist information scientist, energy electronics engineer for administration and maintenance, as well as graduate in business administration (BA) at Ravensburg University of Cooperative Education.

Messe Frankfurt has maintained a close cooperation with Ravensburg University of Cooperative Education for eight years. This three-year practice-oriented course of studies with a focus on "trade fair and congress management" provides the company with the opportunity to win and commit qualified junior executives to the company.

#### Integrating and expanding expertise

In order to more intensively exploit, integrate and expand the existing expertise of its staff, Messe Frankfurt offered theme-oriented workshops for employees and a management development centre in 2004 as focuses within the scope of its human resources development programme. These instruments on the one hand help to promote the internal dialogue between executive staff and employees, and on the other hand contribute to the qualified further training of executive staff, enabling them to identify and develop existing potentials.





This creates an additional qualification possibility for all employees of Messe Frankfurt parallel to the career-related further training measures. The internal further training scheme "Fit for Fair", offers courses in foreign languages, information technology and covers all aspects of "customer relations". In order to support and update specialised knowledge, the programme is rounded off by marketing, project management and business administration seminars. Furthermore, Messe Frankfurt supports part-time sandwich courses such as additional training courses leading to Chamber of Industry and Commerce qualifications (IHK) or study courses at the Management Academy (VWA).

The further training scheme for employees of Messe Frankfurt was pursued in 2004 with a budget of around one million euros. With a committed, motivated, flexible and qualified crew, the company is on the right path to achieving its growth targets in the future.

#### Attractive benefits package

The extensive range of company and social security benefits Messe Frankfurt provides for its employees remained unchanged in 2004 – despite the general trend:

- Within the framework of the collective wage agreement, the employees receive a Christmas and holiday bonus.
- In addition, Messe Frankfurt offers its employees a profit-participation bonus – in 2004 this amounted to 86 per cent of the monthly salary.
- Messe Frankfurt provides for its employee company pension scheme by making a mainly employer-financed contribution to the supplementary pension fund of the city of Frankfurt.
- In addition, the company offers deferred compensation schemes as a means of supplementing private provisions for old age.
- The company grants subsidies for public transport travel to work and contributions to capital-building saving schemes (VL).
- The possibility of an interest-free loan as well as allowances towards costs for certain medical treatments and personal needs complete the benefits package.

#### Flexible working hours and health management

The flexible system of working hours, which does away with fixed core times, guarantees optimal pre-conditions for customer and service orientation, which are indispensable especially in a globally operating company. At the same time, given the 62 per cent share of women and a quota of part-time staff of twelve per cent, this contributes considerably to enabling employees to juggle the commitments of family and work. Teleworking was introduced for the first time in 2004.

A healthy and varied diet is one of the most important prerequisites for a healthy lifestyle. In its "Intermezzo" staff canteen, Messe Frankfurt offers its staff a daily breakfast and snacks and a subsidised lunch with a daily choice of three menus and a generous salad bar. Since February 2005, a second restaurant, "Cucina", is available to staff as an alternative in the new Dependence offices and services building. The team from the Accente Gastronomie Services GmbH catering subsidiary provides a professional service and high-quality catering in both restaurants.

Apart from a balanced diet, regular exercise is also an important factor in staying healthy. That is why Messe Frankfurt's health management scheme promotes the sporting activities of its employees. More than 200 employees currently take advantage of the sports opportunities offered by the nine company sports groups – Chase Corporate Challenge, Messe Frankfurt Marathon, football, golf, skittles, diving, triathlon, volleyball and outdoor sports. The weekly consulting hour with the company physician, regular vaccination programmes, information events relating to addiction prevention and intensive first aid training are additional elements of the company's healthcare activities.

Continuous investment in Messe Frankfurt's employees is vital to the success of the entire group. This enables the company to acquire additional know-how, at the same time increase the commitment of its staff and create a long-term competitive edge as an attractive employer.





Messe Frankfurt has nearly tripled its overseas sales during the past five years to around € 74 million. This development reflects the success of the company's strategic orientation: growth outside Germany in order to strengthen the group and the Frankfurt exhibition venue. Over the next ten years, we are planning to invest large sums in innovative events and the modernisation of our exhibition grounds. Like this, we will continue to grow in terms of quality – enabling us to defend and continually expand our company's leading position.



# Management Report and Financial State- ments



Profitable growth is one of Messe Frankfurt's priority goals. Sales rose in 2004 to € 364.5 million, overseas sales grew by 31 per cent to around € 74 million. For the future, Messe Frankfurt is continuing to concentrate on growth overseas, especially in Asia. This also produces benefits for the trade fairs held at the home venue in Frankfurt. As a result, Frankfurt today has the highest level of internationalism in terms of both exhibitors and visitors.

## Group Management Report Messe Frankfurt GmbH 2004

### I. Business trend

#### General economic conditions

According to the German ifo business report, in the 2004 business year the global economy showed its strongest growth since 1976. The real gross domestic product grew – after 3.9 per cent in 2003 – by around five per cent. The main engines of growth were China (GDP +9.5 per cent), Russia (+6.8 per cent) and the threshold countries of eastern Asia (+5.4 per cent), as well as their upwardly spiralling trade with each other. However, the global economic dynamism waned in the course of the year. The reason for this was primarily the rise in oil prices which lasted into the autumn. In Japan and the western European economies, the devaluation of the US dollar had an additional dampening effect on exports. The strong upward trend in the American economy lost momentum as the year progressed; nevertheless growth lay at 4.4 per cent on the annual average. In the EU nations, economic growth was at only 2.3 per cent despite the initial export-driven dynamism, however in the euro zone – above all as a consequence of the upward revaluation of the euro and the rise in the price of crude oil – it was only 1.8 per cent. In the new acceding countries, the gross domestic product grew by 4.7 per cent.

Although in Germany export business experienced a veritable boom and increased by 8.2 per cent, the German economy contributed only little to the global economic upswing with only 1.7 per cent growth. The economic revival of the first two quarterly periods in 2004 did not persist in the second half of the year. This was on the one hand due to the fact that German imports also rose by nearly six per cent and on the other to the fact that impulses for growth from private investments and private consumption were lacking. Following a stagnation in 2003, private consumption fell in the year under review by 0.3 per cent.

The world trade indicator, which is of particular importance for the trade fair sector, increased in the reporting year by nine per cent, representing the third highest rise within the past ten years. The highest real growth rate of all the regions in the world was posted by Asia with 14.5 per cent. In the position table of exporting nations, China for the first time occupied third place after Germany and the USA, coming before Japan.

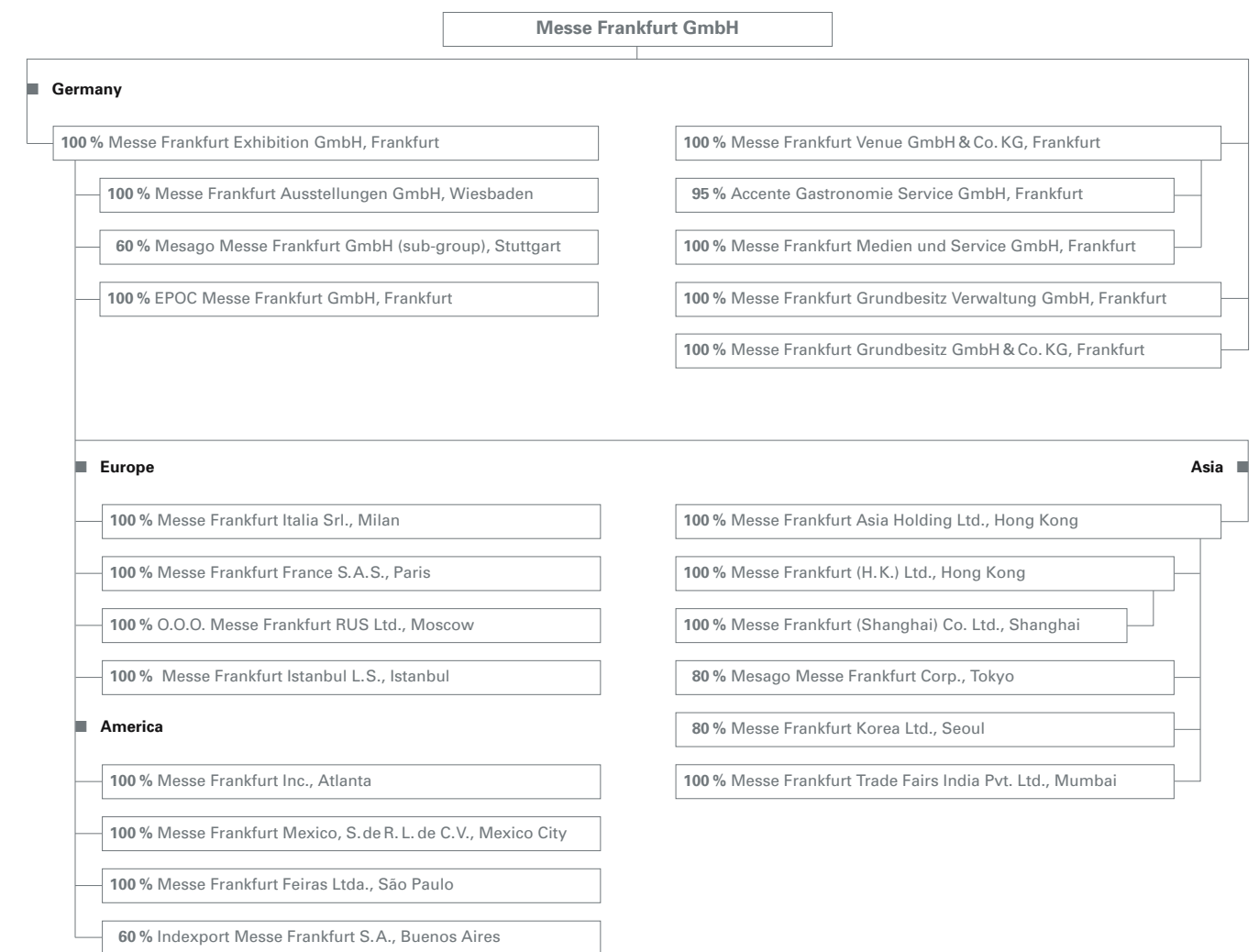
**Situation in the trade fair sector**

A still sluggish economy and structural problems also left a visible mark on the trade fair sector in Germany. Drops in demand, mergers and not least insolvencies in the mid-market corporate sector reduce the potential especially on the exhibitor side. The decline in the number of German exhibitors as well as in the amount of leased space continued in 2004, but appears in the meantime to be levelling off. According to the Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft (AUMA) e.V., Berlin (German Exhibition and Trade Fair Committee), the number of exhibiting companies participating at the 154 supra-regional trade fairs in Germany declined in 2004 by one per cent compared to the previous events to 167,000. It was not possible to fully compensate the 4.7 per cent drop in the number of German exhibitors to 79,000 by the 2.3 per cent increase in the number of foreign companies to 88,000. Visitor numbers fell by 1.5 per cent to just under 9.7 million; the leased area declined compared to the previous events by three per cent to 6.6 million square metres.

Both in Germany and the rest of Europe, these downturns have to be seen alongside growing overcapacities in terms of hall space, leading to a scissor-like negative development: the leased area is on the decline – in the last four years alone by eight per cent in Germany – but hall capacities have increased by eight per cent over the same period. New exhibition grounds currently being built above all in Germany, Italy and Spain are exacerbating this trend, since on the European and on the German market in particular they are creating massive overcapacities for which there is likely to be no demand in the foreseeable future.

The increasingly difficult situation on the European trade fair market is reflected in tougher competition and is adversely affecting the development of the exhibition corporations.

**Messe Frankfurt corporate group**



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

Profitable growth is one of Messe Frankfurt's priority goals. For only as an economically sound company can it act as a good and reliable partner to its customers, its shareholders and its employees. First and foremost, the planned investments of Messe Frankfurt Venue GmbH & Co. KG for the modernisation of the Frankfurt exhibition centre generate a financing requirement. Messe Frankfurt has identified four roads with which it hopes to achieve this growth in the coming years:

- **Broadening international scope** – A path Messe Frankfurt identified in the mid eighties and has since pursued with success. It will continue to focus on growth overseas, especially in Asia. However, Messe Frankfurt's worldwide marketing organisation also promotes the trade fairs in Germany. One consequence of this is that Messe Frankfurt has the highest level of international participation both in terms of exhibitors and visitors, which compensates the slight decline in the number of participants from Germany.
- **Alliances** – Growth cannot and must not always come by one's own efforts alone. With its new more flexible organisational structure, Messe Frankfurt has extended its scope for possible cooperations and alliances at home and abroad.
- **Innovations** – New trade fairs are the business of tomorrow and the basis for future growth. However, this encompasses not only developing new trade fairs, but also continuing to further enhance existing events.
- **Diversification** – A road to growth that stretches far into the future. The idea behind this is Messe Frankfurt's goal to occupy and profitably develop trade fair-related segments. With its Messe Frankfurt Medien und Service GmbH subsidiary, it is already involved in publishing and stand construction activities.

### New structures in Germany and abroad

With the spin-off of its venue operations to Messe Frankfurt Venue GmbH & Co. KG – a property management company responsible for the Frankfurt exhibition grounds, its marketing, construction, infrastructure and services – in 2003, Messe Frankfurt had initiated the restructuring process of the group. In autumn 2004 the new structure was completed: with retroactive effect from 1 January, the exhibition operations were also spun off to the management company Messe Frankfurt Exhibition GmbH, which is in charge of all own events in Germany and abroad, all foreign subsidiaries as well as the German event subsidiaries Mesago Messe Frankfurt GmbH and Messe Frankfurt Ausstellungen GmbH. Under the roof of a joint holding company, Messe Frankfurt GmbH, two independent companies each with their own core competencies have thus been established. With this new organisational structure, Messe Frankfurt has not only created greater transparency, it has also opened up new perspectives, since the greater flexibility provides more scope for possible partnerships and alliances.

At the end of 2004, Messe Frankfurt had more than 20 foreign subsidiaries and branch offices as well as 49 foreign agencies operating for a total of 151 countries. The Asian subsidiaries in Tokyo, Mumbai and Seoul were, alongside the companies in Shanghai and Hong Kong, placed under the control of Messe Frankfurt Asia Holding Ltd. established in 2003 with headquarters in Hong Kong. The Singapore subsidiary was closed as planned; however, Messe Frankfurt is still represented in this market through a foreign agency.



In Brazil, Messe Frankfurt do Brasil acquired the remaining 50 per cent of the shares in Guazzelli Messe Frankfurt Ltda. The two companies were merged to form the new company Messe Frankfurt Feiras Ltda. Messe Frankfurt hopes this consolidation will among other things result in a better utilisation of administrative synergies and hence a tangible reduction in costs, as well as greater market acceptance thanks to uniform public relations. Messe Frankfurt Exhibition GmbH's holding in Mesago Messe Frankfurt Corp. in Japan was also increased by 20 per cent to 80 per cent.

#### Performance ratios

#### Fairs and exhibitions

The Messe Frankfurt group staged 109 trade fairs and exhibitions around the globe in 2004 which attracted 57,700 exhibitors and 2.3 million visitors and covered a net leased area of 1.7 million square metres. These were complemented by 237 congresses and events at the Frankfurt venue with around 535,000 visitors.

#### Overall activities of Messe Frankfurt in 2004

	Events	Exhibitors	Net area* (in thousand m <sup>2</sup> )	Visitors (in thousands)
Trade fairs and exhibitions				
at the Frankfurt venue	41	39,638	1,348	1,505
at other venues in Germany	9	2,593	69	82
Total Germany	50	42,231	1,417	1,587
Abroad	59	15,486	323	750
Total trade fairs and exhibitions	109	57,717	1,740	2,337
Other events	237			535
Total activities	346	57,717	1,740	2,872

\* including special show space

Frankfurt was the venue for 41 trade fairs including 16 events organised by Messe Frankfurt Exhibition GmbH, four by the Messe Frankfurt Ausstellungen GmbH subsidiary and one event by Mesago Messe Frankfurt GmbH. These 21 own group events recorded more than 26,000 exhibitors, a rise of 16 per cent over the previous year. Around 973,000 visitors, that is 18 per cent more than in 2003, were registered at these events. The leased net area was 18 per cent higher than last year at just under 1.1 million square metres. Measured against 2002, which by virtue of the rotation of events is more readily comparable to 2004, the three benchmark indicators – exhibitors, visitors, net leased area – were at approximately the same level.

The persistently difficult economic situation in Germany led in the case of some trade fairs to a reduction in the number of domestic exhibitors and visitors. By virtue of the high share of international exhibitors and visitors at the Frankfurt flagship shows, it was, however, possible to compensate for this relatively well. At 68 per cent, the level of internationalism on the exhibitor side reached a historic high (after 63 per cent in 2003).

An average of 53 per cent share of foreign exhibitors was reached for German trade fair venues in general. Hence Messe Frankfurt was able to further widen its lead in terms of internationalism.

The same can be said of the visitor side: 35 per cent of the trade fair visitors in 2004 travelled to Frankfurt from abroad, four percentage points more than in 2003. This also represented a new record level, which even more clearly than before lies above the national average for Germany (23 per cent).

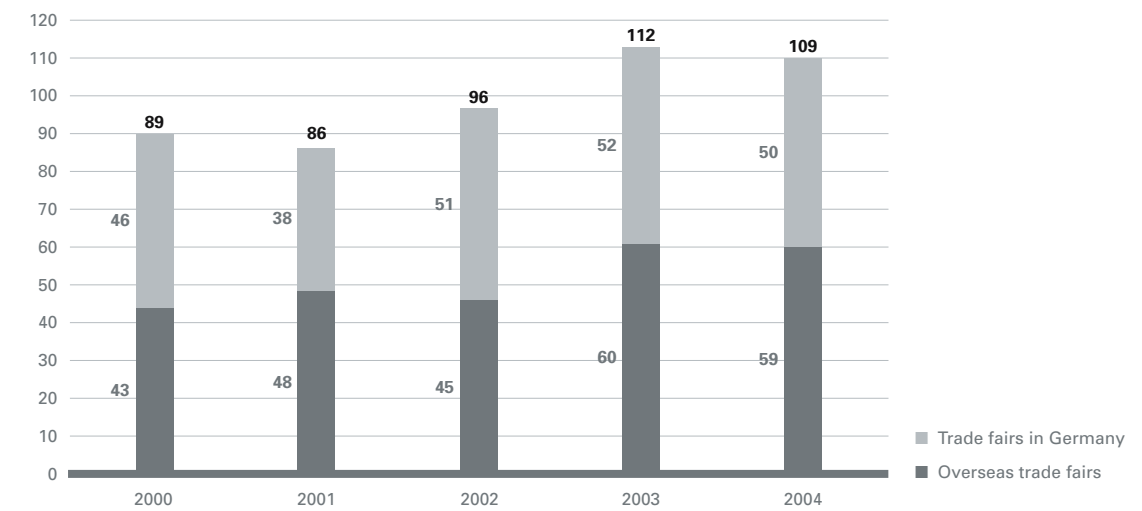
Guest events have always been very important in Frankfurt. The biggest and most well-known of these – the Book Fair, the International Motor Show IAA Cars and ACHEMA – are international showcases for their respective branches and in some cases also crowd pullers with a high media impact. Messe Frankfurt intends to step up its acquisition activities for high-calibre guest events in the future, among other things in order to better utilise the capacities of the exhibition grounds on a long-term basis.

In 2004, fewer guest events were held as the IAA and ACHEMA were missing by rotation from the trade fair calendar. A total of 20 guest fairs were held at the Frankfurt venue, including successful classics such as Book Fair and Euromold. The spectrum of guest events encompassed a broad thematic bandwidth ranging from architecture via banking and mechanical engineering through to tourism. With a total of 13,300 exhibitors and more than 530,000 visitors, the guest events contributed significantly to Messe Frankfurt's success.

A further nine events organised by Messe Frankfurt Ausstellungen and Mesago Messe Frankfurt at various venues throughout Germany bring the total of trade fairs staged in Germany to 50, with some 42,000 exhibitors and 1.6 million visitors recorded.

Foreign operations in the reporting year showed a positive trend. Messe Frankfurt launched eleven new events, five in China alone, two each in Argentina and Dubai and one new trade fair each in Korea and Moscow. The number of trade fairs organised by the subsidiaries overseas totalled 59. Exhibitor numbers were up by around 2,100 exhibitors compared to the previous year to nearly 15,500 companies, although one event less was held in 2004 than in 2003. Around 750,000 visitors were counted, approximately 1.4 per cent fewer than in 2003.

Number of fairs in Germany and abroad



Congresses, events and Festhalle events

With 136 events and 108,000 visitors, the 2004 conference year was – alongside 2001, the year of the German Kirchentag (Church Congress) – the best year in terms of sales and total number of events since the Congress Center was opened in 1997. The main focal themes were events from the IT, banking and finance sectors, as well as medicine and science, for example the Deutsche Sparkassentag (German Savings Bank Meeting) with 3,500 participants, Interpharm with 4,200 participants and the Deutsche Schmerztag (German Interdisciplinary Pain Congress) with around 2,000 participants.

Highlights were experienced especially in the Festhalle in a mix out of tradition and modernity at 58 events and gala evenings with more than 419,000 visitors and many international stars. Apart from the traditional annual Sports Ball, appearances by Sting, Sarah Brightman and Phil Collins, as well as the Frankfurt Marathon, were the climaxes in 2004.



## II. Situation report

### Modernisation of the venue

The first step in the modernisation of the Frankfurt exhibition grounds was the completion at the end of 2004 of the new "Dependence" offices and services building. With a gross floor space of approx. 17,000 square metres it was designed – like the adjacent Hall 3 – by the British architect Nicholas Grimshaw and accommodates around 300 employees of the Accente Gastronomie Service GmbH subsidiary and Messe Frankfurt itself. The heart of the Accente headquarters is a new large-scale and fully equipped state-of-the-art kitchen. This permits Accente to prepare up to 3,000 meals a day for the 25 restaurants across the complex, 14,000 open rolls for the Mini-Pic stands in the halls and another 3,000 meals for the catering service. Like this, the gastronomy subsidiary is able not only to better meet the gastronomic needs of the trade fair visitors, but also to generate growth beyond the Frankfurt trade fair activities.

With the conclusion of a contract of purchase for the western section of the former goods station in August 2004, Messe Frankfurt paved the way for extensive new building projects. This is not aimed at creating additional hall capacities, but at modernising and making the Frankfurt exhibition venue more attractive. Step by step from 2006, two to three new halls will be built, enabling older halls such as Halls 5 and 6 to be modernised without interfering with trade fair operations more than is necessary.

### Sales

The successful 2004 business year is mirrored in the increase in group sales. At around € 364.5 million, group sales reached a new all-time high in the company's history. The increase compared to the prior period amounted to around € 11.2 million, or 3.2 per cent. Compared to 2002, which by virtue of the event structure lends itself better to comparison, this corresponds to an increase of as much as € 29.7 million or 8.9 per cent.

The greatest share in the sales of the corporate group before consolidation was achieved by the parent company, Messe Frankfurt GmbH, Messe Frankfurt Venue GmbH & Co. KG and Messe Frankfurt Exhibition GmbH. Separate reporting of operative business for the respective companies shows that sales of the parent company went down from € 195.5 million in 2002 to € 34.5 million in 2004. The remaining sales result from the provision of central administrative services for the subsidiaries in Frankfurt and are also the main reason for the rise in inter-company sales within the group to € 190.8 million. By contrast, Messe Frankfurt Venue GmbH & Co. KG posted sales amounting to € 150.0 million (€ 165.2 million in 2003) and Messe Frankfurt Exhibition GmbH sales amounting to € 213.3 million. The lower sales of Messe Frankfurt Venue GmbH & Co. KG compared to the prior period can be chiefly accounted for by the fact that the big guest events IAA and ACHEMA were missing by rotation from the events calendar in the reporting year.

## Increase in sales 2002 – 2004

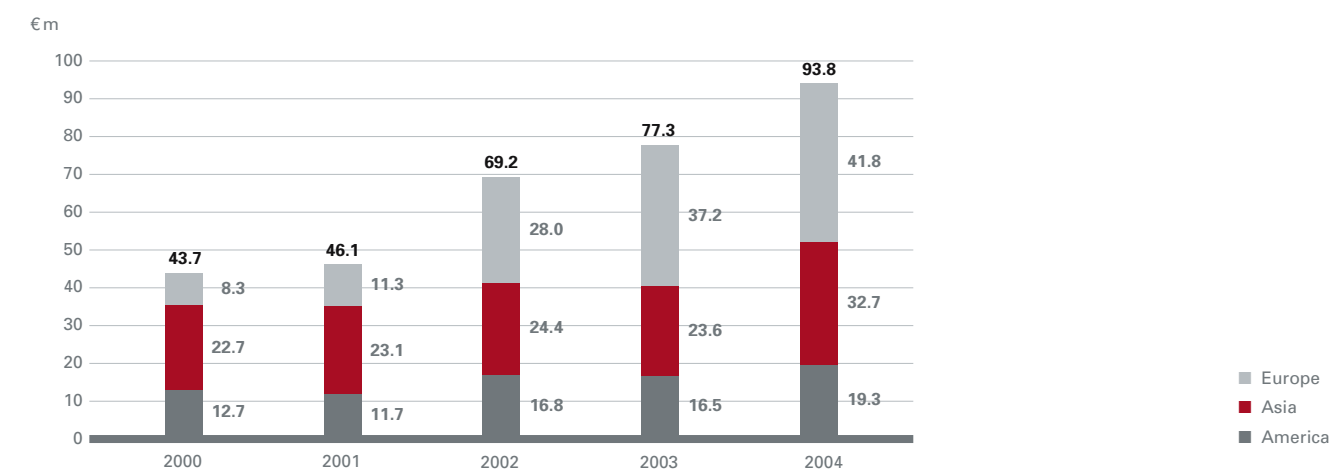
Germany	2002	2003	2004	Change compared to	
	€m	€m		2003	2002
			€m	in %	in %
Messe Frankfurt GmbH, Frankfurt	256.8	195.5	34.5	-82.4	-86.6
Messe Frankfurt Exhibition GmbH, Frankfurt			213.3	++	++
Messe Frankfurt Venue GmbH & Co. KG, Frankfurt		165.2	150.0	-9.2	++
Messe Frankfurt Ausstellungen GmbH, Wiesbaden	5.9	8.9	6.1	-31.5	3.4
Mesago Messe Frankfurt GmbH, Stuttgart <sup>1)</sup>	12.8	12.2	14.1	15.6	10.2
Messe Frankfurt Medien und Service GmbH, Frankfurt	22.4	25.9	27.9	7.7	24.6
Accente Gastronomie Service GmbH, Frankfurt	19.3	24.7	22.4	-9.3	16.1
Messe Frankfurt Grundbesitz GmbH & Co. KG, Frankfurt	12.7	13.1	13.4	2.3	5.5
<b>Abroad</b>					
Messe Frankfurt France S.A.S., Paris	6.2	9.5	10.6	11.6	71.0
Messe Frankfurt Italia Srl., Milan	2.2	2.3	2.5	8.7	13.6
Messe Frankfurt Istanbul L.S., Istanbul	0.6	1.0	1.0	0.0	66.7
O.O.O. Messe Frankfurt RUS, Moscow	0.3	0.9	2.3	++	++
EPOC Messe Frankfurt GmbH, Frankfurt/Dubai		2.4	5.2	++	++
Messe Frankfurt Asia Holding Ltd., Hong Kong <sup>1)</sup>		14.4	32.7	++	++
Messe Frankfurt (H.K.) Ltd., Hong Kong <sup>2)</sup>	15.5			--	--
Messe Frankfurt (Shanghai) Co. Ltd., Shanghai <sup>2)</sup>	0.5			--	--
Mesago Messe Frankfurt Corp., Tokyo <sup>2)</sup>	5.3	5.2		--	--
Messe Frankfurt Korea Ltd., Seoul <sup>2)</sup>	0.8	1.4		--	--
Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai <sup>2)</sup>	2.2	2.2		--	--
Messe Frankfurt Singapore Pte. Ltd., Singapore	0.1	0.4		--	--
Messe Frankfurt Inc., Atlanta	11.4	9.5	7.8	-17.9	-31.6
Messe Frankfurt Mexico S. de R. L. de C.V., Mexico City	3.4	3.4	3.5	2.9	2.9
Messe Frankfurt Feiras Ltda., São Paulo <sup>3)</sup>	2.0	2.5	2.8	12.0	40.0
Indexport Messe Frankfurt S.A., Buenos Aires		1.1	5.2	++	++
Inter-company sales	-45.6	-148.4	-190.8	28.6	++
<b>Group sales</b>	<b>334.8</b>	<b>353.3</b>	<b>364.5</b>	<b>3.2</b>	<b>8.9</b>

<sup>1)</sup> Sub-group<sup>2)</sup> from 2003 or 2004 included in sub-group  
Messe Frankfurt Asia Holding Ltd.<sup>3)</sup> until 2003 sub-group Messe Frankfurt do Brasil

Mesago Messe Frankfurt GmbH, which has been included in the scope of consolidation for the past three years, contributed to group sales with € 14.1 million (+ € 1.9 million) and Messe Frankfurt Ausstellungen GmbH with € 6.1 million (- € 2.8 million). The service company Messe Frankfurt Medien und Service GmbH achieved new record sales of € 27.9 million despite there being fewer events. This reflects the positive revenues generated by the catalogue business taken over in 2003. At € 22.4 million, Accente Gastronomie Service GmbH recorded lower sales than last year by virtue of the number of events; compared to the better 2002 benchmark, however, it posted a further increase of € 3.1 million.

Business was also very encouraging on the international front. With a total of € 73.7 million, the sales of the foreign subsidiaries was € 17.4 million or 31 per cent higher than in the preceding period. This rise can be explained especially by the positive development of trade fair activities in China (+ € 8.4 million), Argentina (+ € 4.1 million) and Dubai (+ € 2.9 million). The development in Argentina was positively influenced above all by the successful staging of the World Climate Conference. The main driving forces of sales were the subsidiaries in Hong Kong/China (€ 22.1 million), Paris (€ 10.6 million) Atlanta (€ 7.8 million) and Tokyo (€ 6.4 million). The share of the foreign subsidiaries in group sales was around 20 per cent compared to 16 per cent in the previous year.

## Increase in sales of the event subsidiaries in Germany and abroad





### Operating result

With a figure of € 33.5 million prior to taxes on income, the consolidated group's profit was € 10.2 million or 43.8 per cent above the previous year's level. The reasons for this, apart from the increases in sales (+ € 11.2 million) and other operating income (+ € 6.4 million), were savings especially in the field of consulting and general administrative expenses (– € 6.4 million) as well as an almost constant level of expenses for events and personnel. Only depreciation, amortisation and write-downs were significantly higher than in the previous year by € 15.2 million and led to total expenses of € 348.2 million (€ 339.3 million in 2003). In the case of the financial result, lower interest expenses above all led to an improvement over the previous year by € 1.4 million. Taking taxes on income into consideration, the group posted a net income for the financial year of € 19.4 million.

### Profit development 2002 – 2004

	2002 € '000	2003 € '000	2004 € '000	Change compared to 2003 in %	
				2003 in %	2002 in %
Result before taxes on income	32,169	23,272	<b>33,458</b>	43.8	4.0
Taxes on income	10,455	13,055	<b>14,023</b>	7.4	34.1
<b>Group net income for the financial year</b>	<b>21,714</b>	<b>10,217</b>	<b>19,435</b>	<b>90.2</b>	<b>-10.5</b>

If the earnings ratio EBITDA (Earnings before Interest, Taxes, Depreciation and Amortisation) is taken into consideration, Messe Frankfurt achieved its best result so far. Compared to the previous years, this represents increases of € 24.0 million (+33.7 per cent) and € 19.0 million (+24.9 per cent) respectively. Related to sales, the EBITDA margin is 26 per cent.

### EBITDA 2002 – 2004

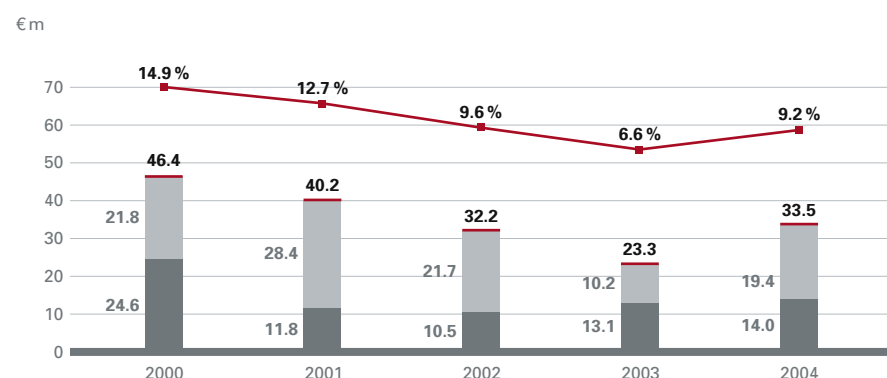
	2002 € '000	2003 € '000	2004 € '000	Change compared to 2003 in € '000	
				2003 in € '000	2002 in € '000
Group net income for the year	21,714	10,217	<b>19,435</b>	9,218	-2,279
Taxes on income	10,455	13,055	<b>14,023</b>	968	3,568
Less financial result	-1,338	-(-999)	<b>-367</b>	-1,366	971
Depreciation, amortisation and write-downs	45,328	46,900	<b>62,068</b>	15,168	16,740
<b>Group EBITDA</b>	<b>76,159</b>	<b>71,171</b>	<b>95,158</b>	<b>23,987</b>	<b>18,999</b>

The parent company, Messe Frankfurt GmbH, contributed € 13.9 million to group income before consolidation. This includes in particular income from long-term investments amounting to € 13.0 million. Drawing up an independent balance sheet for the first time, Messe Frankfurt Exhibition GmbH posted a net income for the financial year of € 21.4 million. This figure includes € 8.7 million capital gains arising from the transfer of the subsidiaries in Japan, Korea and India to the Asia Holding founded in 2003. However, these intra-group unrealised profits are to be eliminated again within the scope of consolidation.

The earnings situation of the German and overseas subsidiaries of Messe Frankfurt Exhibition GmbH showed a very positive development. With an overall result of € 8.3 million, the event subsidiaries – especially in Asia – make a significant contribution to the consolidated earnings of the Messe Frankfurt group. Only Mexico and Brazil posted scheduled losses due to the difficult market situation. Particularly encouraging was the operating result of Messe Frankfurt (H.K.) Limited in Hong Kong, which with € 4.7 million (€ 1.4 million in 2003) contributed significantly to improving group earnings. This also applies to Mesago Messe Frankfurt in Stuttgart, Messe Frankfurt France S.A.S., Messe Frankfurt Trade Fairs India and EPOC Messe Frankfurt with its branch office in Dubai.

Messe Frankfurt Venue GmbH & Co. KG generated a net loss for the financial year of € 4.0 million. The main reason for this was an impairment loss on the Torhaus administrative building that became necessary because of a revaluation following a special building control. This was countered – on the basis of profit and loss transfer agreements – by the positive results of Messe Frankfurt Medien und Service GmbH and Accente Gastronomie Service GmbH in the year under review, as well as a profit distribution by Accente Gastronomie Service GmbH in the previous year.

**Earnings before taxes on income and pre-tax return on sales 2000-2004**



- Pre-tax return on sales
- Profit before taxes on income
- Net income for the financial year
- Income taxes

**Financial and assets position**

The fixed assets of the Messe Frankfurt group are made up primarily of land and buildings as well as trade fair rights and goodwill. In the year under review, additional investments were made amounting to some € 34.4 million. These were to a large part accounted for by the remaining construction costs for the new Dependence offices and services building as well as its facilities (€ 12.3 million). For the downpayment on the land purchase as well as for the redesign of the outside facilities, additional smaller infrastructure measures, improvements in the gastronomy segment and diverse operating equipment and IT systems, € 19.1 million was invested.

As a result of amortisation amounting to € 62.1 million, a value of € 519.6 million (€ 549.8 million in 2003) is accounted for in the balance sheet under fixed assets at year's end 2004, which corresponds to a share of almost 71 per cent of the total assets.

The rise in current assets by € 59.9 million to € 212.3 million results in particular from a higher level of securities (€ 50.9 million) and cash-in-hand (€ 118.1 million).

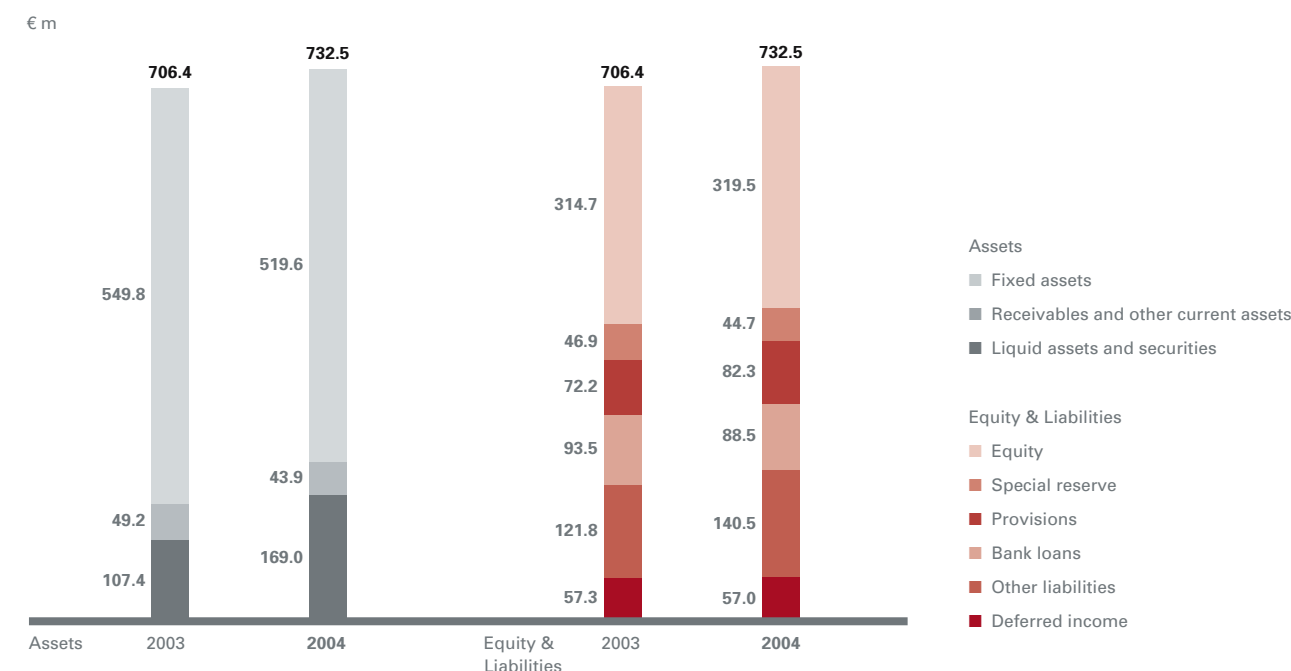
On the equity and liabilities side, on the basis of the agreed allocations of unappropriated profits (increase of the revenue reserves by € 41.4 million and a distribution to the shareholders of around € 13 million) and the earned net

income for the 2004 financial year, a value of € 319.5 million is posted under equity, which is € 4.8 million higher than the previous year's figure (€ 314.7 million). This corresponds to an equity ratio of around 44 per cent and leads to an equity-to-fixed assets ratio of around 61 per cent. In conjunction with the equity-similar special reserve for subsidies or grants for the acquisition of fixed assets (€ 44.7 million) as well as deferred income with € 57 million, which is also available on a long-term basis, this percentage increases to 81 per cent.

Apart from the separately disclosed provisions for pensions and taxes, other provisions (€ 50.8 million) primarily includes provisions for outstanding maintenance measures, unsettled invoices, indemnification claims from commercial agents and claims from employees. On the basis of the present risk assessment, no additional provisions were formed for other risks which may arise as a result of the current external audit.

Liabilities (€ 228.9 million) are characterised especially by payments received on account of € 113.6 million (+ € 22.1 million) for events in 2005, as well as liabilities to banks amounting to € 88.5 million (– € 5 million).

**Year-for-year comparison of group balance sheet structure**



## Financing

Investments were financed by existing liquidity and the positive cash flow. As the sum of the net income for the year, depreciation, amortisation and write-downs and the changes in provisions for pensions, a cash flow of € 78.1 million resulted after deduction of the non-liquidity-related reversal of the special reserve for subsidies or grants for the acquisition of fixed assets and of deferred income. Thus it was € 25.3 million (47.8 per cent) higher in the year under review than last year's figure.

### Statement of cash flow 2002 – 2004

	2002 € '000	2003 € '000	2004 € '000	Changes in 2004 compared to	
				2003 in %	2002 in %
Net income for the financial year	21,714	10,217	19,435	90.2	-10.5
Depreciation, amortisation and write-downs	45,328	46,900	62,068	32.3	36.9
Provisions for pensions	-148	-2	882	++	++
Reversal of special reserve and deferred income	-4,247	-4,247	-4,247	0.0	0.0
<b>Group cash flow</b>	<b>62,647</b>	<b>52,868</b>	<b>78,137</b>	<b>47.8</b>	<b>24.7</b>

## Human resources

As at 31.12.2004, 1,227 people were employed in the Messe Frankfurt consolidated group worldwide, 14 more than at the end of 2003.

Within the framework of the spin-off of Messe Frankfurt Exhibition GmbH, operational functions were reassigned and respective employees transferred within the group. At the Frankfurt venue, the human resources consolidation policy initiated in the previous year was consistently pursued. This also applies to the German subsidiaries with the exception of Accente Gastronomie Service GmbH, which registered a slight increase due to the beginning of operation of the production facility in the new Dependence services building. Overseas, our expansion of operations in Argentina, China and Dubai (EPOC Messe Frankfurt GmbH) led to a rise in the number of employees. In this context, our Hong Kong subsidiary took over the activities in Singapore following the closure of our company there. Advantage was taken of the merger of

the two subsidiaries in Brazil to form Messe Frankfurt Feiras Ltda. to reorganise and trim the number of employees. The marginal differences compared to the previous year result from the influence of natural fluctuation on a cut-off day approach.

As in the previous years, we further raised the number of our trainees from 19 to 28 as a symbolic gesture within the framework of our general economic responsibility. Like this, we hope to contribute to providing young people in Germany with promising future prospects. With a 60 per cent share of women among the workforce, our quota of part-time staff in Germany has in the meantime risen to 12 per cent.

In anticipation of the relevant collective bargaining in the public services sector, Messe Frankfurt began to further develop the existing working hours models in order on the one hand to optimise the deployment of resources in the interests of customer orientation, and on the other hand to offer our employees the greatest possible autonomy in organising their working hours. In order to promote integration within the Messe Frankfurt group, the human resources management services offer was extended by the holding company to encompass the foreign subsidiaries.

In response to the demands of the market, human resources development continued to be a focus of activities. The programmes for developing executive manager potential and demand-driven qualification measures were systematically and consistently continued. Messe Frankfurt considers the continuous investment in its employees to be a vital factor of success for the company, especially since like this, as well as enhancing employee competence, it manages to tie key individuals to the company on a long-term basis.

In a continuing difficult market situation, the employees of the Messe Frankfurt corporate group once again demonstrated in 2004 that with a lot of motivation as well as unswerving and flexible efforts, notable successes can be achieved of which we can be justifiably proud. 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 its constructive cooperation.



### III. Risk management

#### Human resources development

	2002	2003	2004
Messe Frankfurt GmbH, Frankfurt am Main	695	479	221
Messe Frankfurt Exhibition GmbH, Frankfurt am Main			245
Messe Frankfurt Venue GmbH & Co. KG, Frankfurt am Main		229	236
Mesago Messe Frankfurt GmbH, Stuttgart	55	57	57
Messe Frankfurt Ausstellungen GmbH, Wiesbaden	30	31	33
Messe Frankfurt Medien und Service GmbH, Frankfurt am Main	42	56	59
Accente Gastronomie Service GmbH, Frankfurt am Main	100	98	104
Germany	922	950	955
Messe Frankfurt France S.A.S., Paris, France	8	10	10
Messe Frankfurt Italia Srl., Milan, Italy	12	14	15
Messe Frankfurt Istanbul L.S., Turkey	7	10	10
O.O.O. Messe Frankfurt RUS, Moscow, Russia	12	15	15
EPOC Messe Frankfurt GmbH, Frankfurt/Dubai	12	17	21
Messe Frankfurt (H.K.) Ltd., Hong Kong, China	42	50	74
Messe Frankfurt (Shanghai) Co. Ltd., Shanghai, China	12	12	-
Mesago Messe Frankfurt Corp., Tokyo, Japan	15	15	17
Messe Frankfurt Korea Ltd., Seoul, South Korea	6	6	7
Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai, India	16	13	13
Messe Frankfurt Singapore Pte. Ltd., Singapore	5	4	-
Messe Frankfurt Inc., Atlanta, USA	24	23	22
Messe Frankfurt Mexico S. de R.L. de C.V., Mexico City, Mexico	15	15	14
Messe Frankfurt Feiras Ltda., São Paulo, Brazil	34	31	22
Indexport Messe Frankfurt S.A., Buenos Aires, Argentina		28	32
Abroad	220	263	272
<b>Messe Frankfurt Group</b>	<b>1,142</b>	<b>1,213</b>	<b>1,227</b>
<b>Increase in number of employees</b>		<b>71</b>	<b>14</b>

In line with the Act on Corporate Control and Transparency (KonTraG), the Messe Frankfurt group in 1999 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 a timely manner. 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 reviewed at regular intervals to ensure appropriateness.

Risks arise especially for the German retail trade and the respective retail trade-related trade fairs as a result of the ongoing economic recession in Germany. It is also to be expected that the uncertainties kindled by terrorist attacks will on the one hand continue to limit the propensity of international exhibitors and visitors to travel and on the other hand negatively impact future economic development.

Messe Frankfurt Venue GmbH & Co. KG is attempting to counter the fundamental capacity utilisation risk that is intensified through the additionally created hall capacities of its competitors by initiating long-term customer retention strategies. In addition, a high standard of service and quality – combined with a moderate price policy – and a continuous improvement in internal processes are intended to secure the long-term competitiveness of the Frankfurt trade fair venue.

Other than these, no risks that pose a threat to the existence or future development of the company are anticipated.

## IV. Outlook

### Business policy/Sales

For Germany, the ifo Institute for Economic Research is anticipating a restrained but steady increase in production for 2005 (GDP in real terms: +1.0 per cent). According to the World Trade Organisation (WTO), the global economy is expected to grow by 3 per cent. For world trade, the WTO forecasts growth at twice that pace, namely 6.5 per cent.

Not least on the basis of this latter, for the trade fair sector favourable forecast, Messe Frankfurt GmbH – despite the moderate general economic conditions and the tougher competition within Germany and Europe – is looking confidently to the future. The sustained interest especially of foreign companies in the major trade fairs organised in particular by Messe Frankfurt Exhibition GmbH in the spring of 2005 and the attendant demand for hall space give reason for this optimism. Nevertheless, it is feared that in individual product areas there is likely to be a further drop in exhibitor numbers and sales at certain fairs. With new trade fairs at home and abroad, Messe Frankfurt is paving the way for future growth. The new Collectione consumer goods fair will debut in Frankfurt and the as yet young Material Vision, a conference and trade fair for innovative materials, will be further developed. Outside Germany, Interstoff Rossija in Moscow and Paperworld in Shanghai will celebrate their première.

Apart from developing new trade fair products, the company is also continuing to broaden its international scope and is examining various options for partnerships in Germany and abroad.

Further growth – especially overseas –, internationalism and economic soundness are Messe Frankfurt's priority goals. Apart from the core regions of its operations – Asia, and here above all China, Russia and the United Arab Emirates – it intends to intensify its activities on the American trade fair market so as to further secure Messe Frankfurt's pole position in the future.

Group sales in 2005 are expected to lie in the region of € 360 million. A further increase is anticipated for 2006.

### Investments/Financing

As part of the further expansion of the site by Messe Frankfurt Venue GmbH & Co. KG, work is being started in 2005 on the traffic infrastructure. The first step in this plan is the widening of the "Emser Brücke" bridge, on which work is scheduled to commence in the spring. The total investment volume for the new halls including expenses for the external service road system is expected to amount to a figure topping € 250 to over 300 million over the next five years.

It will initially be possible (2005) to secure the financing of these particular investments through the company's own cash flow. In the subsequent years, it will be necessary to draw on external funding to cover a part of the capital requirement.

The sale of part of the site of Hall 7, which was demolished at the beginning of 2005, will bring Messe Frankfurt a new neighbour. Between now and 2006, KIA Motors is constructing its new European headquarters on the approximately 4,000 square metre site.

### Operating result

A positive group result is expected both in 2005 and in subsequent years.

## Annual Financial Statements of the Messe Frankfurt GmbH Group

### Consolidated balance sheet at 31 December 2004

Assets	Notes	€	At 31.12.2004 €	At 31.12.2003 € '000
<b>A. Fixed assets</b>	(1)			
I. Intangible assets		31,004,002.23		39,614
II. Tangible assets		488,529,616.68		10,173
III. Financial assets		20,453.19		20
			<b>519,554,072.10</b>	<b>549,807</b>
<b>B. Current assets</b>				
I. Inventories	(2)		650,421.95	574
II. Receivables and other assets				
1. Trade receivables	(3)	17,168,477.90		20,304
2. Receivables from shareholders		0.00		1
3. Other assets	(4)	25,486,747.29		24,090
			42,655,225.19	44,395
III. Securities	(5)		50,923,345.29	15,080
IV. Cash-in-hand, bank balances and cheques	(6)		118,092,988.14	92,364
			<b>212,321,980.57</b>	<b>152,413</b>
<b>C. Prepaid expenses</b>			<b>593,541.66</b>	<b>4,187</b>
			<b>732,469,594.33</b>	<b>706,407</b>

Equity and Liabilities	Notes	€	At 31.12.2004 €	At 31.12.2003 € '000
<b>A. Equity</b>	(7)			
I. Subscribed capital		180,000,000.00		180,000
II. Capital reserves		87,219,009.35		85,219
III. Revenue reserves Other revenue reserves		40,213,532.23		1,035
IV. Adjustment from currency translation		-2,544,474.08		-1,285
V. Net retained profits		13,679,445.37		49,083
VI. Minority interest		957,175.10		643
			<b>319,524,687.97</b>	<b>314,695</b>
<b>B. Special reserve for subsidies or grants for the acquisition of fixed assets</b>	(8)		<b>44,737,400.00</b>	<b>46,885</b>
<b>C. Provisions</b>				
Provisions for pensions and similar obligations		10,371,236.98		9,489
Provisions for taxes		21,147,829.28		12,129
Other provisions	(9)	50,820,577.24		50,580
			<b>82,339,643.50</b>	<b>72,198</b>
<b>D. Liabilities</b>	(10)			
Liabilities to banks		88,460,168.48		93,510
Payments received on account of orders		113,628,815.18		91,545
Trade payables		16,019,374.58		22,385
Liabilities to shareholders		355.83		1,074
Other liabilities - thereof taxes: € 1,763,682.89 (previous year € 2,389,000) - thereof social security: € 1,356,312.64 (previous year € 1,207,000)		10,755,538.49		6,847
			<b>228,864,252.56</b>	<b>215,361</b>
<b>E. Deferred income</b>	(11)		<b>57,003,610.30</b>	<b>57,268</b>
			<b>732,469,594.33</b>	<b>706,407</b>



## Consolidated income statement of Messe Frankfurt GmbH for the 2004 financial year

	Notes	€	2004 €	€ '000	2003 € '000
Sales	(13)	364,494,027.70		353,310	
Other operating income	(14)	19,857,846.37		13,402	
			<b>384,351,874.07</b>		<b>366,712</b>
Event-related expenses	(15)	170,316,634.39		171,452	
Personnel expenses	(16)	69,973,590.54		68,701	
Amortisation of intangible fixed assets and depreciation of tangible fixed assets	(17)	62,067,510.19		46,900	
Other operating expenses	(18)	45,878,794.20		52,267	
			<b>348,236,529.32</b>		<b>339,320</b>
<b>Financial result</b>	(19)		<b>366,834.51</b>		<b>-999</b>
<b>Result from ordinary activities</b>			<b>36,482,179.26</b>		<b>26,393</b>
Taxes	(20)		17,047,457.39		16,175
<b>Consolidated net income</b>			<b>19,434,721.87</b>		<b>10,218</b>
Income accruing to other shareholders			-1,285,785.53		-388
Loss accruing to other shareholders			0.00		87
Retained profits			49,082,707.61		47,257
Advance dividends on the result of the current period			0.00		-6,492
Allocation of unappropriated profit 2003			-12,960,000.00		0
Withdrawals from revenue reserves			22,200,000.00		0
Allocations to revenue reserves			-61,378,852.77		-6
Allocations to capital reserves			-2,000,000.00		0
Currency adjustment			586,654.19		-1,593
<b>Consolidated net retained profits</b>			<b>13,679,445.37</b>		<b>49,083</b>

## Explanatory notes to the consolidated financial statements

### General information

The consolidated financial statements of Messe Frankfurt GmbH have been prepared in accordance with the statutory requirements for consolidated financial statements and generally accepted accounting principles, while taking account of trade fair-related specificities.

### Reporting entity structure

As well as Messe Frankfurt GmbH, Frankfurt am Main as the parent company, the consolidated financial statements also embrace the following subsidiaries  
Messe Frankfurt Exhibition GmbH, Frankfurt am Main  
Messe Frankfurt Venue GmbH & Co. KG, Frankfurt am Main  
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  
EPOC Messe Frankfurt GmbH, Frankfurt am Main  
Messe Frankfurt Ausstellungen GmbH, Wiesbaden  
Mesago Messe Frankfurt GmbH, Stuttgart  
Messe Frankfurt Italia Srl., Milan/Italy  
Messe Frankfurt France S.A.S., Paris/France  
O.O.O. Messe Frankfurt RUS, Moscow/Russia  
Messe Frankfurt Istanbul L.S., Istanbul/Turkey  
Messe Frankfurt Asia Holding Ltd., Hong Kong/China  
Messe Frankfurt (H.K.) Ltd., Hong Kong/China  
Mesago Messe Frankfurt Corporation, Tokyo/Japan  
Messe Frankfurt Korea Ltd., Seoul/South Korea  
Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai/India  
Messe Frankfurt Inc., Atlanta/USA  
Messe Frankfurt Mexico S. de R.L. de C.V. Mexico City/Mexico  
Messe Frankfurt Feiras Ltda., São Paulo/Brasil  
Indexport Messe Frankfurt S.A., Buenos Aires/Argentina  
which are either collectively managed by Messe Frankfurt GmbH or in which Messe Frankfurt GmbH directly or indirectly holds the majority of voting rights.

The 100 per cent shares held by Mesago Messe Frankfurt GmbH, Stuttgart in Mesago Messemanagement GmbH, Stuttgart, ZM Communications GmbH, International Publishing, Conferences, Marketing, Nuremberg, as well as an additional holding are also included in the consolidated financial statement

on the basis of sub-group accounts. SMT/ASIC/Hybrid Mesago Messe & Kongress GmbH & Co. oHG is managed jointly by Mesago Messe Frankfurt GmbH and an enterprise not included in the consolidated financial statements and is therefore included with 75 per cent in the consolidated financial statements in proportion to the shares of capital held (Section 310 HGB – German Commercial Code). In addition, one associated company in which Mesago Messemanagement holds an indirect share of 50 per cent was included in the consolidated financial statements pursuant to Section 312 HGB (Commercial Code).

In the reporting year, the Asian subsidiaries Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai/India, Messe Frankfurt Korea Ltd., Seoul/South Korea and Mesago Messe Frankfurt Corporation, Tokyo/Japan were additionally sold to Messe Frankfurt Asia Holding Ltd., Hong Kong/China, founded on 27.12.2003, with the subsidiaries Messe Frankfurt (H.K.) Ltd., Hong Kong/China and Messe Frankfurt (Shanghai) Co. Ltd., Shanghai/China.

In 2004, Messe Frankfurt do Brasil Ltda., São Paulo acquired the remaining 50 per cent shares held by the Guazzelli family in Guazzelli Feiras Messe Frankfurt Ltda., São Paulo. Following the acquisition, the company was renamed Messe Frankfurt Feiras Ltda., São Paulo. On the cut-off date 30.12.2004, Messe Frankfurt do Brasil Ltda., São Paulo, was merged with Messe Frankfurt Feiras Ltda., São Paulo. The financial statements of Messe Frankfurt GmbH at 31.12.2004 include Messe Frankfurt Feiras Ltda, São Paulo.

Following the consolidation in South America, Indexport S.A. – Messe Frankfurt do Brasil Ltda. UTE was wound up.

In the reporting year, Messe Frankfurt Asia Holding Ltd., Hong Kong acquired the 20 per cent interest of FAI AG, Switzerland in Mesago Messe Frankfurt Corp., Tokyo/Japan, so that it now holds a share of 80 per cent.

The changes in the reporting entity structure have not resulted in any material changes.

An adjustment item is shown under Equity as “Minority interest” to indicate shares held by other shareholders in the equity capital posted to the balance sheet of a fully consolidated company.

### Consolidation principles

The reference date for the consolidated financial statements as well as all incorporated subsidiaries is 31 December.

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

The incorporated companies are accounted for using the book-value acquisition method by eliminating the acquisition cost of equity investments against the pro rata equity capital at the time of acquisition. Intercompany receivables, liabilities, expenses and revenue were offset. Interim results were eliminated. The equity of the subsidiaries included in the group is translated at historical cost. Resulting currency differences are recognised directly in Equity under Currency translation adjustments.

Where acquisition accounting resulted in goodwill, this was amortised on a scheduled basis in conformance with Section 309, Sub-section 1 HGB (Commercial Code) over the term of the relevant contract or over a useful life of 15 years or on a non-scheduled basis at the recoverable amount on the balance sheet date. The associated company was recognised at book value in conformance with Section 302 HGB (Commercial Code) on the basis of the valuation rates at the time of acquisition of the shares.

### Accounting and valuation policies, currency translation

The consolidated financial statements were prepared in compliance with the German Accounting Standards (DRS) applicable for the reporting year provided that these do not inhibit statutory options and do not require additional disclosures not mandatory by law.

Intangible assets and tangible assets acquired against payment are stated at cost, less accumulated amortisation and depreciation for wear and tear

as well as any non-scheduled write-downs and special allowances under tax law. Depreciation for wear and tear is calculated on a straight-line basis on the basis of unchanged principles. In the case of new additions in the period 1989 to 1993, use was made of the right to opt for a higher depreciation value for buildings in accordance with Section 7, Sub-section 5 EStG (Income Tax Law). New additions from 2004 will be written off pro rata temporis. Assets of minor value are written off in full in the year of acquisition.

Financial assets are stated at cost or the recoverable value, whichever is lower.

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, recognised individual risks are accounted for through valuation adjustments. As in the previous year, no general bad-debt provisions were formed in the reporting period.

Other assets are shown in the balance sheet at nominal value. Securities were valued at historical cost or at the recoverable value, whichever is lower. Liquid funds are disclosed at the nominal amount.

Pension provisions are valued according to the Projected Unit Credit Method in line with IAS 19. Based on the “1998 Mortality Tables” and the “1988 Morbidity Tables” published by Dr Klaus Heubeck, an interest rate of 5.5 per cent p.a. as well as a rate of pension progression of 3.0 per cent p.a. and a qualification trend of 4.0 per cent p.a. were assumed.

No pension progressions, employment trends or fluctuations were taken into account with respect to provisions for pension obligations arising from deferred compensation. Based on the “1998 Mortality Tables” and the “1988 Morbidity Tables” published by Dr Klaus Heubeck, an interest rate of 4.9 per cent was assumed.

Other provisions take account of all recognisable risks and contingent obligations. Provisions are also formed for necessary maintenance work where scheduled events prevent this from being carried out in the period under review. Provisions have also been set aside for possible indemnification claims by commercial agents. The provisions were formed in a sufficient extent to cover the anticipated claims. Provisions for pre-retirement part-time employment as well as provisions for seniority were formed on the basis of the “1998 Mortality Tables” drawn up by Dr Klaus Huebeck with an interest rate of 5.5 per cent.

Liabilities are valued at their repayment amount.

Receivables and liabilities in foreign currencies are translated at the mid-rate on the acquisition date or cut-off date in accordance with the lower- or higher-of-cost-or-market principle. End-of-year financial statements of the foreign subsidiaries prepared in a foreign currency are translated at the (mid) rate on the qualifying date.

Incurred costs for press, advertising and public relations work for events in subsequent years were posted throughout the group as expenses in the reporting year.

#### **Notes to the consolidated balance sheet**

(Values in €'000 unless otherwise indicated)

##### **(1) Fixed assets**

The breakdown of the fixed asset items contained in the consolidated balance sheet and their development trend (Statement of Changes in Group Fixed Assets) in 2004 is attached to the notes.

A breakdown of share ownership at 31.12.2004 has been placed with the Commercial Register of the District Court of Frankfurt am Main under number HRB 6640.

##### **(2) Inventories**

This covers consumables and supplies.



**(3) Trade receivables**

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

**(4) Other assets**

	up to one year	more than one year
Taxes	15,575	0
Prepayments	3,524	0
Other <sup>1)</sup>	5,496	892
<b>Total for 2004</b>	<b>24,595</b>	<b>892</b>
Total for 2003	22,848	1,242

<sup>1)</sup> Includes € 1,400,000 for resale of certain canteen equipment

**(5) Securities**

Securities include shares in annuity and real estate funds, shares in money market funds, commercial papers and fixed interest-bearing securities.

**(6) Cash-in-hand, bank balances**

	2004	2003
Cash-in-hand	394	354
Bank balance <sup>1)</sup>	117,699	92,010
	<b>118,093</b>	<b>92,364</b>

<sup>1)</sup> To cover the liability of an affiliated company, an amount of € 256,000 was lodged as security.

**(7) Equity**

The breakdown of equity and minority interests is attached to the notes.

**(8) Special reserve for subsidies or grants for the acquisition of fixed assets**

A tax-allowable reserve was formed in 2000 containing the financing contribution made by the city of Frankfurt in relation to the exhibition centre car park. The special reserve is written back on a straight line basis over the useful life of the car park.

**(9) Other provisions**

Other provisions mainly include outstanding purchase invoices, repairs and refurbishment, indemnification claims from agents employed abroad and claims from employees.

**(10) Liabilities**

	up to one year	up to five years	more than 5 years
Liabilities to banks <sup>1)</sup>	313	29,143	59,004
Payments received on account of orders	113,629	0	0
Trade payables	16,019	0	0
Other liabilities	10,756	0	0
– thereof taxes	(1,764)	(0)	(0)
– thereof social security	(1,356)	(0)	(0)
<b>Total for 2004</b>	<b>140,717</b>	<b>29,143</b>	<b>59,004</b>
Total for 2003	122,101	25,564	67,696

<sup>1)</sup> For securitisation see text (12)

**(11) Deferred income**

The once-off payments received in advance in the years 1988 and 1996 for 35 years respectively for two building leases and a payment for a 99-year joint usufruct in parts of buildings were recorded under Liabilities in Deferred income. The three partial amounts of the Deferred income are written down on a straight-line basis over the specified terms.

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

Other financial commitments totalled € 86.891 million. These are primarily made up of commitments relating to the purchase of land and from open purchase orders related to investments and commitments relating to the acquisition of additional company shares.

In addition, Messe Frankfurt is required to pay annual ground rents of € 2.657 million. The ground rents have a remaining term of 68, 32 and 27 years respectively.

As security for the loan to an affiliated company, Messe Frankfurt GmbH has issued a letter of comfort.

To cover the liability of an affiliated company, an amount of € 256,000 was lodged as security.

In connection with the conclusion of a cash pooling agreement within the Messe Frankfurt group, all participating companies – Messe Frankfurt GmbH (target account), Messe Frankfurt Exhibition GmbH, Messe Frankfurt Venue GmbH & Co. KG, Messe Frankfurt Medien & Service GmbH, Accente Gastronomie Service GmbH and Messe Frankfurt Ausstellungen GmbH – have assumed a joint and severable liability towards Commerzbank Aktiengesellschaft, Frankfurt am Main. The companies participating in the cash pooling assume liability only to the extent that they have themselves generated the liability balance and/or themselves received the loan resulting from the overdraft. They are additionally liable to the extent that compliance with the assumed obligation to pay does not affect the assets required to maintain the share capital at the time of entering the payment obligation. The assumption of joint and several liability also applies in the case that the accorded overdraft limit or credit line is exceeded.

**Notes to the consolidated income statement**

(Values in € '000 unless otherwise indicated)

**(13) Sales**

according to type	2004	2003
Stand rents	254,325	208,701
Halls, site and other rents	23,242	37,097
Entry fees and exhibitor fees	10,393	13,193
Services and other income	76,534	94,319
	<b>364,494</b>	<b>353,310</b>

according to region	2004	2003
Germany	481,618	445,485
Europe (not incl. Germany)	16,391	16,032
Asia	37,978	23,671
America	19,284	16,526
	<b>555,271</b>	<b>501,714</b>
of which intragroup	-190,777	-148,404
	<b>364,494</b>	<b>353,310</b>

**(14) Other operating income**

This account mainly includes revenue unrelated to the accounting period (€ 11.359 million), relating in particular to the reversal of provisions and income from the payment of written-off receivables as well as the pro rata temporis write-down of deferred income (€ 2.099 million) and the special reserve for subsidies or grants for the acquisition of fixed assets (€ 2.147 million).

**(15) Event-related expenses**

	2004	2003
Cost of consumables and supplies and of goods purchased	6,644	13,938
Cost of purchased services	163,673	157,514
	<b>170,317</b>	<b>171,452</b>

The Cost of purchased services comprises in particular expenses for hall and site rental, hall fitting, maintenance of the exhibition grounds and expenses for public relations work.

**(16) Personnel expenses**

	2004	2003
Wages and salaries	56,629	56,527
Social security post-employment and employee benefit costs thereof in respect of old age pensions	13,345	12,174
	(3,691)	(2,775)
	<b>69,974</b>	<b>68,701</b>
<b>Staff (annual average)</b>		
Heads of division	35	39
Other salaried employees <sup>1)</sup>	1,092	1,049
Wage-earning employees	59	61
	<b>1,186</b>	<b>1,149</b>

<sup>1)</sup> of whom 138 are in companies included on a pro rata basis

**(17) Amortisation and depreciation of intangible assets and tangible assets**

Where acquisition accounting resulted in goodwill, this was amortised on a scheduled basis in conformance with Section 309, Sub-section 1 HGB (Commercial Code) over the term of the relevant contract or over a useful life of 15 years or on a non-scheduled basis at the recoverable amount on the balance sheet date. Amortisation and depreciation includes € 1.789 million in accordance with Section 7 Sub-section 5 of the EStG (Income Tax Law).

Due to a special building control of the administrative building by the city of Frankfurt, a deduction for depreciation totalling € 14.947 million was made on the lower of cost or recoverable value of the administrative building on the balance sheet date.

**(18) Other operating expenses**

Apart from space rentals and office costs, other operating expenses principally include legal, consulting and auditing costs, expenses for promotional activities and allowances for bad debts.

**(19) Financial result**

	2004	2003
Interest and similar income	2,544	3,186
Interest and similar expenses	2,177	3,964
Expenses arising from write-downs of securities classified as current assets	0	221
	<b>2,177</b>	<b>4,185</b>
	<b>367</b>	<b>-999</b>

**(20) Taxes**

	2004	2003
Taxes on income	14,023	13,055
Other taxes	3,024	3,120
	<b>17,047</b>	<b>16,175</b>



## Consolidated statement of changes in group fixed assets of Messe Frankfurt GmbH

Values in € '000	Acquisition and production costs				Cost at 31.12.2004
	Cost at 01.01.2004	Additions	Disposals	Transfers	
<b>Intangible fixed assets</b>					
Concessions, industrial and similar rights and assets, and licences in such rights and assets	48,063	1,610	9,352	7	40,328
Goodwill arising from acquisition accounting	30,240	1,397	0	0	31,637
	<b>78,303</b>	<b>3,007</b>	<b>9,352</b>	<b>7</b>	<b>71,965</b>
<b>Tangible fixed assets</b>					
Land, land rights and buildings incl. buildings on third-party land	836,400	13,356	503	13,373	862,626
Technical equipment and machinery	69,558	2,860	704	729	72,443
Other equipment, operating and office equipment	72,177	5,866	4,372	33	73,704
Prepayments and assets under construction	15,760	9,349	957	-14,142	10,010
	<b>993,895</b>	<b>31,431</b>	<b>6,536</b>	<b>-7</b>	<b>1,018,783</b>
<b>Long-term financial assets</b>					
Other long-term equity investments	41	0	0	0	41
	<b>41</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41</b>
	<b>1,072,239</b>	<b>34,438</b>	<b>15,888</b>	<b>0</b>	<b>1,090,789</b>

at 01.01.2004	Cumulative depreciation, amortisations and write-downs			Carrying amounts		
	Additions	Disposals	Transfers	at 31.12.2004	at 31.12.2004	at 31.12.2003
23,796	8,551	8,232	0	24,115	16,213	24,267
14,893	1,953	0	0	16,846	14,791	15,347
<b>38,689</b>	<b>10,504</b>	<b>8,232</b>	<b>0</b>	<b>40,961</b>	<b>31,004</b>	<b>39,614</b>
373,614	42,564	190	25	416,013	446,613	462,786
55,459	2,382	677	0	57,164	15,279	14,099
54,649	6,617	4,165	-25	57,076	16,628	17,528
0	0	0	0	0	10,010	15,760
<b>483,722</b>	<b>51,563</b>	<b>5,032</b>	<b>0</b>	<b>530,253</b>	<b>488,530</b>	<b>510,173</b>
21	0	0	0	21	20	20
<b>21</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>20</b>	<b>20</b>
<b>522,432</b>	<b>62,067</b>	<b>13,264</b>	<b>0</b>	<b>571,235</b>	<b>519,554</b>	<b>549,807</b>

## Consolidated statement of changes in equity of Messe Frankfurt group and minority interest

Values in € '000	Subscribed capital	Capital reserves	Revenue reserves	Currency translation adjustments	Net retained profits	Group equity	Minority interest	Total
<b>Balance at 01.01.2003</b>	180,000	85,219	1,102	-2,454	47,257	311,124	1,158	312,282
Dividends paid	-	-	-	-	-6,492	-6,492	-739	-7,231
Allocations to revenue reserves	-	-	6	-	-6	0	-	0
Changes in reporting entity structure	-	-	-	-	0	0	-78	-78
Currency adjustments	-	-	-	1,169	-1,592	-423	-	-423
Other changes	-	-	-73	-	-	-73	-	-73
Net income for the financial year	-	-	-	-	9,916	9,916	302	10,218
<b>Balance at 01.01.2004</b>	180,000	85,219	1,035	-1,285	49,083	314,052	643	314,695
Dividends paid	-	-	-	-	-12,960	-12,960	-760	-13,720
Allocations to capital reserves	-	2,000	-	-	-2,000	0	-	0
Withdrawals from revenue reserves	-	-	-22,200	-	22,200	0	-	0
Allocations to revenue reserves	-	-	61,379	-	-61,379	0	-	0
Currency adjustments	-	-	-	-1,260	587	-673	15	-658
Other changes	-	-	-	-	-	0	-227	-227
Net income for the financial year	-	-	-	-	18,149	18,149	1,286	19,435
<b>Balance at 31.12.2004</b>	180,000	87,219	40,214	-2,545	13,680	318,568	957	319,525

### Other disclosures

#### Supervisory Board

The members of the Supervisory Board are listed on page 97.

#### Emoluments of the executive bodies of the company

In 2004, the members of the Board of Management received total remunerations of € 1.322 million, taking account of all declarable sums. Superannuation benefits of € 502,000 were paid to former managing directors and surviving dependents. Pension provisions and provisions for other payment liabilities up to 31 December 2004 were accumulated for the latter group of persons to a total of € 8.549 million. The members of the Supervisory Board receive no emoluments. The expense allowance paid to them amounted to a total of € 6,000.

#### Board of Management

Detlef Braun, Graduate in Business Administration, Wiesbaden  
(from 1 October 2004)

Gerhard Gladitsch, businessman, Frankfurt am Main (until 31 March 2004)

Dr Michael Peters, Graduate in Business Studies, Wehrheim

Michael von Zitzewitz, Graduate in Economics, Kronberg

Frankfurt am Main, 5 April 2005



Michael von Zitzewitz



Dr Michael Peters



Detlef Braun

## Auditor's report

We have examined the consolidated financial statements prepared by Messe Frankfurt GmbH, comprising the balance sheet, income statement and notes, and the consolidated management report for the financial year from 1 January 2004 to 31 December 2004. The preparation of the consolidated financial statements and the management report in compliance with the provisions set forth under German commercial law is the responsibility of the company's legal representatives. Our responsibility is to express an opinion on the consolidated financial statements and the group management report based on our audit.

We conducted our audit of the consolidated financial statements in accordance with Section 317 HGB (German Commercial Code) and the generally accepted accounting principles for the audit of financial statements 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 consolidated financial statements in compliance with generally accepted accounting principles and by the group management report can be detected with reasonable assurance. In determining the audit procedures, the auditor's understanding of the business activity and the economic and legal environment of the group, as well as evaluations of possible misstatements, are 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 consolidated year-end financial statements and the group management report. The audit includes assessing the annual financial statements of the companies included in the consolidated financial statements, the definition of the reporting entity structure, the accounting and consolidation policies applied and material estimates made by the legal representatives, as well as evaluating the overall presentation of the consolidated financial statements and the group 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 consolidated annual financial statements give a true and fair view of the net assets, financial position and results of group operations in accordance with generally accepted accounting principles. On the whole, the group management report provides an accurate understanding of the group's position and accurately presents the risks of future development.

Frankfurt am Main, 27 May 2005

BDO Deutsche Warentreuhand  
Aktiengesellschaft  
Auditors

Simon-Heckroth Auditor	Rudolph Auditor
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## Report of the Supervisory Board

During the course of the financial 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.

The Supervisory Board has examined the annual financial statements and consolidated annual financial statements of Messe Frankfurt at 31 December 2004 for the financial year from 1 January to 31 December 2004, as well as the reports of the Board of Management on the position of the company and the group for the 2004 financial year, which have been audited and issued an unqualified opinion by the auditing company BDO Deutsche Warentreuhand Aktiengesellschaft.

It recommends that the Annual General Meeting should approve the annual financial statements and consolidated annual financial statements of Messe Frankfurt GmbH as at 31 December 2004 and adopt the reports on the position of the company and the group for the financial year from 1 January to 31 December 2004.

Frankfurt am Main, 30 June 2005

The Supervisory Board

pp Petra Roth

## Supervisory Board Messe Frankfurt GmbH

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

**Dr Alois Rhiel**  
Vice-chairperson  
Minister for Economics, Transport and State Development for Hesse, Wiesbaden

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

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

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

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

**Horst Hemzal**  
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 Börsenvereins des Deutschen Buchhandels e.V. (stock exchange members' association of German Booksellers), Hamburg

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

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

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

**Fritz Wilhelm Pahl**  
Diplom-Ingenieur, 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**  
Mayor of the city of Frankfurt am Main, Frankfurt am Main

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

**Jürgen Weis**  
Dipl. Designer, director, Messe Frankfurt GmbH, Wiesbaden

**Detlef Wittig**  
Member of the brand management board, Volkswagen Skoda Auto a.s., Lada Boleslav



## Trade fairs in 2004

### January

**Hong Kong International Stationery Fair, Hong Kong**  
06.01.–09.01.2004

**Heimtextil, Frankfurt am Main**  
14.01.–17.01.2004

**Heimtextil Sunday, Frankfurt am Main**  
18.01.2004

**Intersec, Dubai**  
25.01.–27.01.2004

**Paperworld, Frankfurt am Main**  
31.01.–04.02.2004

**Christmasworld, Frankfurt am Main**  
31.01.–04.02.2004

### February

**EMV, Düsseldorf**  
10.02.–12.02.2004

**Ambiente, Frankfurt am Main**  
20.02.–24.02.2004

**Texworld Spring, Paris**  
24.02.–27.02.2004

**Intima America, New York**  
29.02.–02.03.2004

### March

**International Frankfurt Beauty Week, Frankfurt am Main**  
05.03.–08.03.2004

- Beautyworld
- Lifetime
- Passione
- Cosmetica

**Top Hair Event, Frankfurt am Main**  
07.03.2004

**Ambiente, Buenos Aires**  
11.03.–14.03.2004

**FUR & FASHION, Frankfurt am Main**  
11.03.–14.03.2004

**Interstoff Asia Spring, Hong Kong**  
23.03.–25.03.2004

**Source It, Hong Kong**  
23.03.–25.03.2004

**Techtextil North America, Atlanta**  
30.03.–01.04.2004

**Intertextile Beijing Spring, Beijing**  
31.03.–02.04.2004

**Musikmesse, Frankfurt am Main**  
31.03.–03.04.2004

**Prolight + Sound, Frankfurt am Main**  
31.03.–03.04.2004

**Yarn Expo, Beijing**  
31.03.–02.04.2004

### April

**handarbeit & hobby, Cologne**  
02.04.–04.04.2004

**International Window Coverings Expo, Baltimore**  
15.04.–17.04.2004

**Light + Building, Frankfurt am Main**  
18.04.–22.04.2004

**Public Design, Frankfurt am Main**  
18.04.–22.04.2004

**Beautyworld Middle East/Gulf Beauty, Dubai**  
26.04.–28.04.2004

### May

**Art Frankfurt, Frankfurt am Main**  
07.05.–10.05.2004

**Marketing Services, Hamburg**  
12.05.–14.05.2004

**IMEX, Frankfurt am Main**  
12.05.–14.05.2004

**IFFA/IFFA-Delicat, Frankfurt am Main**  
15.05.–20.05.2004

**Middle East Toy Fair, Dubai**  
16.05.–18.05.2004

**Housewares & Hometech Middle East, Dubai**  
16.05.–19.05.2004

**Hardware & Tools, Dubai**  
16.05.–19.05.2004

**ISH Kitchen + Bathroom Gulf, Dubai**  
16.05.–19.05.2004

**Lightstyle Gulf Light, Dubai**  
16.05.–19.05.2004

**GardenX, Dubai**  
16.05.–19.05.2004

**Windows & Doors, Dubai**  
16.05.–19.05.2004

**Beautyworld Japan, Tokyo**  
17.05.–19.05.2004

**Intima Japan, Tokyo**  
17.05.–19.05.2004

**Seoul International Consumer Goods Fair, Seoul**  
19.05.–22.05.2004

**Automechanika Gulf, Dubai**  
23.05.–26.05.2004

**Media-Tech Expo, Frankfurt am Main**  
25.05.–27.05.2004

**PCIM Europe, Nuremberg**  
25.05.–27.05.2004

### June

**Gerontologica, Wiesbaden**  
02.06.–05.06.2004

**Texcare International, Frankfurt am Main**  
06.06.–10.06.2004

**Guangzhou International Lighting Exhibition + Electrical Building Technology China, Guangzhou**  
09.06.–12.06.2004

**SMT/HYBRID/PACKAGING, Nuremberg**  
15.06.–17.06.2004

**Facility Management, Düsseldorf**  
15.06.–17.06.2004

**IT-Forum der Sparkasseninformatik, Frankfurt am Main**  
15.06.–17.06.2004

**ABF Franchising Expo, São Paulo**  
16.06.–19.06.2004

**Optatec, Frankfurt am Main**

22.06.–25.06.2004

**Interior Lifestyle, Tokyo**

23.06.–25.06.2004

• **Ambiente Japan**

• **Heimtextil Japan**

• **Home Design Japan**

**ITeG, Frankfurt am Main**

23.06.–25.06.2004

**July**

**PAACE Automechanika Mexico, Mexico City**

14.07.–16.07.2004

**APS/SC, Tokyo**

21.07.–23.07.2004

**August**

**Intima America, New York**

01.08.–03.08.2004

**Ambientar, Buenos Aires**

12.08.–15.08.2004

**Scantech, São Paulo**

15.08.–20.08.2004

**Comdex Sucesu-SP, São Paulo**

17.08.–21.08.2004

**Tendence Lifestyle, Frankfurt am Main**

27.08.–31.08.2004

**September**

**Cinte Techtextil China, Shanghai**

01.09.–03.09.2004

**Intertextile Shanghai Home Textiles, Shanghai**

01.09.–03.09.2004

**Euro Fed Lipid Congress, Edinburgh**

05.09.–08.09.2004

**ISH China, Beijing**

14.09.–17.09.2004

**Automechanika, Frankfurt am Main**

14.09.–19.09.2004

**Fehab - Anamaco, São Paulo**

21.09.–25.09.2004

**Tecno Fidta, Buenos Aires**

21.09.–24.09.2004

**Texworld Autumn, Paris**

21.09.–24.09.2004

**Heimtextil Rossija, Moscow**

22.09.–25.09.2004

**Christmasworld Rossija, Moscow**

22.09.–25.09.2004

**Ambiente Rossija, Moscow**

22.09.–25.09.2004

**Passage Asia, Moscow**

22.09.–25.09.2004

**EMT, Mexico City**

23.09.–25.09.2004

**Licensing Forum, Munich**

23.09.–24.09.2004

**October**

**Wireless Technologies, Sindelfingen**

05.10.–06.10.2004

**Frankfurt Book Fair, Frankfurt am Main**

06.10.–10.10.2004

**Interstoff Asia Autumn, Hong Kong**

06.10.–08.10.2004

**Heimtextil India, New Delhi**

10.10.–13.10.2004

**ISH North America, Las Vegas**

14.10.–16.10.2004

**ACS, Frankfurt am Main**

20.10.–22.10.2004

**Music China, Shanghai**

20.10.–23.10.2004

**Prolight + Sound Shanghai, Shanghai**

20.10.–23.10.2004

**Pro Sign, Frankfurt am Main**

21.10.–23.10.2004

**LinuxWorld Conference & Expo 2004, Frankfurt am Main**

26.10.–28.10.2004

**European Banking & Insurance Fair, Frankfurt am Main**

26.10.–28.10.2004

**Intertextile Shanghai, Shanghai**

26.10.–29.10.2004

**Auto + Automechanika St. Petersburg, St. Petersburg**

27.10.–31.10.2004

**November**

**Automechanika Argentina, Buenos Aires**

17.11.–20.11.2004

**Expo Transporte, Guadalajara**

17.11.–19.11.2004

**SPS/IPC/DRIVES, Nuremberg**

23.11.–25.11.2004

**December**

**Auto South China, Guangzhou**

02.–04.12.2004

**turntec, Frankfurt am Main**

01.12.–04.12.2004

**EuroMold, Frankfurt am Main**

01.12.–04.12.2004

**Automechanika Shanghai, Shanghai**

02.12.–04.12.2004

**export21, Frankfurt am Main**

07.12.–08.12.2004

*At: 30.04.2004*



## Trade fairs in 2005

### January

**Hong Kong International Stationery Fair, Hong Kong**  
11.01.–14.01.2005

**Heimtextil, Frankfurt am Main**  
12.01.–15.01.2005

**Intersec, Dubai**  
15.01.–17.01.2005

**Paperworld, Frankfurt am Main**  
26.01.–30.01.2005

**Christmasworld, Frankfurt am Main**  
26.01.–30.01.2005

**Beautyworld, Frankfurt am Main**  
26.01.–30.01.2005

### February

**Ambiente, Frankfurt am Main**  
11.02.–15.02.2005

**Hardware + Home Improvement Expo & Conference, Toronto**  
20.02.–22.02.2005

**Personal 2005, Frankfurt am Main**  
23.02.–24.02.2005

**Extruma, Frankfurt am Main**  
23.02.–25.02.2005

### March

**Texworld, Paris**  
08.03.–11.03.2005

**Fur & Fashion, Frankfurt am Main**  
09.03.–12.03.2005

**Ambiente Buenos Aires, Buenos Aires**  
10.03.–13.03.2005

**ISH, Frankfurt am Main**  
15.03.–19.03.2005

**EMV, Stuttgart**  
15.03.–17.03.2005

**PCIM, Shanghai**  
15.03.–17.03.2005

**Lifetime Kongress, Frankfurt am Main**  
17.03.–19.03.2005

**Interstoff Asia Spring, Hong Kong**  
21.03.–23.03.2005

### Source It, Hong Kong

21.03.–23.03.2005

**Yarn Expo, Beijing**  
29.03.–31.03.2005

**Intertextile Beijing Apparel Fabrics, Beijing**  
30.03.–01.04.2005

### April

**Automechanika Asia, Kuala Lumpur**  
06.04.–09.04.2005

**Musikmesse, Frankfurt am Main**  
06.04.–09.04.2005

**Prolight + Sound, Frankfurt am Main**  
06.04.–09.04.2005

**Construct Light+Building, Abu Dhabi**  
10.04.–13.03.2005

**IMEX, Frankfurt am Main**  
19.04.–21.04.2005

**Facility Management, Frankfurt am Main**  
19.04.–21.04.2005

**SMT/Hybrid/Packaging, Nuremberg**  
19.04.–21.04.2005

**Automechanika Istanbul, Istanbul**  
21.04.–24.04.2005

**Petroleum Istanbul, Istanbul**  
21.04.–24.04.2005

**ITeG, Frankfurt am Main**  
26.04.–28.04.2005

**Art Frankfurt, Frankfurt am Main**  
29.04.–02.05.2005

### May

**Beauty World Middle East Gulf Beauty, Dubai**  
02.05.–04.05.2005

**Wellness & Spa Middle East, Dubai**  
02.05.–04.05.2005

**Seoul International Consumer Goods Fair, Seoul**  
04.05.–07.05.2005

**Beautyworld Japan, Tokyo**  
09.05.–11.05.2005

### Intima Japan, Tokyo

09.05.–11.05.2005

**Marketing Services, Frankfurt am Main**  
10.05.–12.05.2005

**Media-Tech Expo, Las Vegas**  
10.05.–11.05.2005

**Materials Handling, Dubai**  
15.05.–17.05.2005

**ISH Kitchen + Bathroom Gulf, Dubai**  
15.05.–17.05.2005

**Lightstyle Gulf Light, Dubai**  
15.05.–17.05.2005

**Garden, Landscaping & Outdoor Living, Dubai**  
15.05.–17.05.2005

**Hardware & Tools, Dubai**  
15.05.–17.05.2005

**Homotech, Dubai**  
15.05.–17.05.2005

**Hair & Beauty International, Frankfurt am Main**  
22.05.–23.05.2005

**SPS Electric Automation America, Chicago**  
24.05.–26.05.2005

**Automechanika Gulf, Dubai**  
28.05.–30.05.2005

**Housewares & Homestyle Middle East, Dubai**  
28.05.–30.05.2005

**Middle East Toy Fair, Dubai**  
28.05.–30.05.2005

### June

**Techtextil, Frankfurt am Main**  
07.06.–09.06.2005

**Avantex, Frankfurt am Main**  
07.06.–09.06.2005

**PCIM, Nuremberg**  
07.06.–09.06.2005

**Korean Railways & Logistics Fair, Busan**  
08.06.–11.06.2005

**Guangzhou International Lighting Exhibition + Electrical Building Technology China 2005, Guangzhou**  
08.06.–11.06.2005

**Ambiente Japan, Tokyo**  
08.06.–10.06.2005

**Heimtextil Japan, Tokyo**  
08.06.–10.06.2005

**Interior Lifestyle, Tokyo**  
08.06.–10.06.2005

**ABF Franchising Expo, São Paulo**  
08.06.–11.06.2005

**Collectione, Frankfurt am Main**  
12.06.–15.06.2005

**bed and more, Frankfurt am Main**  
14.06.–15.06.2005

**Parken 2005, Wiesbaden**  
15.06.–16.06.2005

**SEGURIEPO, Buenos Aires**  
21.06.–23.06.2005

**Expo Forestal, Guadalajara**  
30.06.–02.07.2005

### July

**PAACE Automechanika Mexico, Mexico City**  
13.07.–15.07.2005

**Thermotec, Tokyo**  
13.07.–15.07.2005

**Interior Lifestyle USA, Las Vegas**  
26.07.–29.07.2005

**Ambiente USA, Las Vegas**  
26.07.–29.07.2005

**Heimtextil USA, Las Vegas**  
26.07.–29.07.2005

### August

**SIM 2005, São Paulo**  
01.08.–05.08.2005

**Fenavem, São Paulo**  
01.08.–05.08.2005

**IT Brasil, São Paulo**  
16.08.–19.08.2005

**Ambiente Buenos Aires, Buenos Aires**  
18.08.–21.08.2005

**Intertextile Shanghai Home Textiles, Shanghai**  
23.08.–25.08.2005

**Tendence Lifestyle, Frankfurt am Main**  
26.08.–30.08.2005

### September

**Expo Ferretera, Buenos Aires**  
01.09.–04.09.2005

**EMT, Mexico City**  
06.09.–08.09.2005

**Techtextil Rossija, Moscow**  
07.09.–09.09.2005

**Interstoff Rossija, Moscow**  
07.09.–09.09.2005

**IAA, Frankfurt am Main**  
15.09.–25.09.2005

**Cosmesur, Buenos Aires**  
16.09.–19.09.2005

**Texworld, Paris**  
19.09.–22.09.2005

**Ambiente Rossija, Moscow**  
21.09.–24.09.2005

**Christmasworld Rossija, Moscow**  
21.09.–24.09.2005

**Heimtextil Rossija, Moscow**  
21.09.–24.09.2005

### October

**Media-Tech Showcase & Conference, Frankfurt am Main**  
04.10.–05.10.2005

**Plastic Electronics International Conference & Showcase, Frankfurt am Main**  
04.10.–05.10.2005

**Interstoff Asia Autumn, Hong Kong**  
05.10.–07.10.2005

**Heimtextil India, Mumbai**  
10.10.–13.10.2005

**Music China, Shanghai**  
19.10.–22.10.2005

**Prolight + Sound Shanghai, Shanghai**  
19.10.–22.10.2005

**Frankfurt Book Fair, Frankfurt am Main**  
19.10.–23.10.2005

**Canadian Waste & Recycling Expo, Vancouver**  
26.10.–27.10.2005

**Auto + Automechanika St. Petersburg, St. Petersburg**  
26.10.–30.10.2005

**Intertextile Shanghai Apparel Fabrics, Shanghai**  
27.10.–29.10.2005

**Marathon Mall, Frankfurt am Main**  
28.10.–30.10.2005

### November/December

**BIEL Light + Building, Buenos Aires**  
01.11.–05.11.2005

**Eurolipids, Frankfurt am Main**  
02.11.–04.11.2005

**Paperworld USA, Las Vegas**  
09.11.–11.11.2005

**Texcare Asia, Beijing**  
10.11.–12.11.2005

**Material Vision, Frankfurt am Main**  
10.11.–11.11.2005

**Product Life, Mainz**  
15.–16.11.2005

**Linux World Conference & Expo, Frankfurt am Main**  
15.11.–17.11.2005

**European Banking & Insurance Fair, Frankfurt am Main**  
15.11.–17.11.2005

**Paperworld China, Shanghai**  
15.11.–17.11.2005

**Expo Transporte, Guadalajara**  
16.11.–18.11.2005

**Techtextil South America, São Paulo**  
22.11.–24.11.2005

**SPS/IPC/Drives, Nuremberg**  
22.11.–24.11.2005

**Automechanika China, Beijing**  
23.11.–26.11.2005

**EuroMold, Frankfurt am Main**  
30.11.–03.12.2005

**turntec, Frankfurt am Main**  
30.11.–03.12.2005

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