



## TRAVEL MATRIX

### Why Trade Fairs in GERMANY?

#### **“The Facts & Trends about Germany, the #1 Trade Fairs destination”**

"GLOBAL FAIRS. GLOBAL BUSINESS" "INTERNATIONAL TRADE FAIRS IN THE 21st CENTURY"

*'Globalization - Business Communication in a dynamic world economy'*

*'Dialogue is the way to success. Best of all in the context of a trade fair'*

The process of market globalization is gaining momentum. This manifests itself in the growing levels of world trade, cross-border investment and international competition. Participation in top ranking trade fairs has therefore become an absolute must for companies interested in putting their marketing strategies on a truly international footing.

**A World Leader** - One of the top international trade fair companies

**Key International Trade Fairs** - The basis for global marketing strategies

**Foreign Trade Fairs** - A springboard to growth markets

**Public Exhibitions** - High profile events targeted at the regional population

**Full Service** - All round support before, during and after the fair

**The Hannover Trade Fair site** - A successful combination of aesthetics and functionality

#### **Good Reasons for discovering Germany**

##### **The Economy!!**

Stable economic development

Low rate of inflation

Interface between central and eastern Europe

Single currency in the countries making up the euro zone

Frankfurt, the “City of the Euro” and mainland Europe’s biggest financial centre

## Travel Matrix, Why Trade Fairs in Germany? (Info)

### **Trade Fairs!!**

Number 1 worldwide for international trade fairs

2/3 of industries hold their global trade fair in Germany

3 of the 4 largest trade fair centres are in Germany

6 of the 10 largest trade fair companies by revenue have their headquarters in Germany

150 major trade fairs and exhibitions per year

10 million visitors

175,000 exhibitors, of whom 45% from abroad

### **Success Factor!!**

Professionalism

Reliability

Flexibility

State-of-the-art technology

Good value for money

Professional organisation

Service orientation

Hospitality

### **Congress and Conferences!!**

Number 3 worldwide for international meetings (ICCA 2000)

1.15 million Events per year

11,000 event venues with 55,000 event rooms

2.6 million Square meters of event space

1.3 million Square meters of exhibition space

9,990 Hotels

400 Congress centres and halls

More than 1,000 unusual locations

317 Higher education locations

30 Airports

## Travel Matrix, Why Trade Fairs in Germany? (Info)

### **Infrastructure - Quick Access!!**

Central location in Europe

More than 100 international airlines fly to Germany from 800 airports worldwide

"Fly and Meet" at 18 international and 12 regional airports

Extensive rail network

Business lounges at railway stations

Trade fair centres and congress centres quick and easy to go

11,000 Kilometres of toll-free autobahns

### **Know-How!!**

One of the world's leading economic centres

Number two in world trade

The third biggest economy in the world

Successful companies and brands

Highly qualified workforce

Germany's research sector is a guarantee of ideas and discoveries

### **Accompanying Programmes - Pure Experience!!**

Limitless diversity of incentives and accompanying programmes

Professional suppliers provide ideas and support in implementing them

Tailor-made programmes of events

Go out from early till late

Paradise for summer sports and winter sports

Shopping from A – Z

### **Travel Matrix Business Info:**

#### **Office Hours:**

Monday – Friday (09:30 AM – 08:30 PM)

Saturday (09:30 AM – 07:00 PM)

#### **Product/Service Info Request:**

Option I – Telephone / Mobile

Option II – E-Mail / Online Request

Option III – Walk-In / In-Person

#### **Loan Assistance for Tours:**

Optional Guidance for Bank Loan Assistance Can Be Provided

#### **Payment Options:**

Cash, Cheque, DD, Credit Cards, Online Payments Accepted