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North German Trade Show Centre invests in growth

Expansion plans at Bad Salzuflen's Trade Show Centre – 15,000 m² to be added to the capacity of this North German venue for attractive and professional trade shows, now operated by newly founded Messe Ostwestfalen GmbH

Bad Salzuflen, August 24, 2005: Coming events – like the KMO 2006 are already looming large on the horizon. This trade show, in Bad Salzuflen (NRW), has become a key event for the plastics industry in northern Europe for several reasons. Its highly professional content is just one of them. In addition, the excellent facilities and attractive location – at the crossroads of major north-south and east-west motorways in Northern Germany – enable this venue to compete successfully with bigger trade shows.

By early 2006, the exhibition space will have been expanded by 15,000 m². Andreas Reibchen, director of Messe Ostwestfalen GmbH says, "We're investing in the future of German industry. Outstanding technology needs to be communicated in a high-calibre venue." In the past 20 years, Bad Salzuflen has gone from strength to strength. Focussed initially on the core interests and competences of the regional industry cluster, its trade shows now attract exhibitors and visitors from across northern Europe. The new expansion will create an even more professional setting for exhibitors and international visitors alike.

Construction of the two new halls, Halls 22 and 23 (linked to the existing Halls 20 and 21), and more parking space will get under way in the autumn. The new additions will add 31% to total exhibition space – from currently 55,000 m² to 70,000 m² – by spring 2006. The high-tech infrastructure of the new halls and Bad Salzuflen's location at a major transport crossroads in northern Europe will ensure exhibitors easy access and outstanding facilities for showcasing their products and services. "Our aim is to optimize our services and infrastructure," explains Andreas Reibchen, "and to provide a generous and attractive ambience for our exhibitors." The trade show centre is building for the future with foresight and commitment.

All construction activities will be completed in good time for the ZOW in February 2006 and the KMO from March 15-18.

To lend extra impetus to its drive to become the prime North German trade show location for important sectors of commerce and industry, the Bad Salzuflen trade show centre joined with new partners in mid-2005, and now operates under the new name **Messe Ostwestfalen GmbH**.

Key data for the new halls (Halls 22/23):

Net available area on 2 levels: around 13,400 m²
Total available area on 3 levels: around 22,500 m²
Gross cubic volume: around 119,000 m³
Restaurant seating 340 people
Convention facilities for 280 people
4 passenger elevators
3 freight elevators
Escalators connecting all 3 levels



Photo : Design for the new halls at the Bad Salzungen Trade Show Centre

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