



Press information

Augsburg, June 7, 2024

Messe Augsburg will combine leading consumer trade fairs with the launch of a new experience trade fair, “A\FAIR”

Messe Augsburg has some exciting news for you: the new consumer trade fair “A\FAIR – Deine Augsburger Erlebnismesse” (your Augsburg experience trade fair) will be held at Messe Augsburg in March 2025. From March 7 to 9, 2025, the entire trade fair grounds will be transformed into a colorful world of experience.

From Augsburg for Augsburg: this was the guiding principle behind the development of the new trade fair concept, which combines the themes of “Leisure & Tourism”, “Home & Pleasure” and “Region & Homeland”. Each theme will have a dedicated exhibition hall to give consumers a focused overview of the market. The trade fair has been designed to offer a combination of experience, product presentation and interpersonal exchanges to satisfy the changing requirements and expectations of visitors in terms of a shopping experience.

Messe Augsburg has therefore teamed up with some strong partners to deliver this. These are the guest organizers pro air Medienagentur GmbH and MPA Public Relations & Event Agentur GmbH on the one hand and, on the other, Pressedruck media group as the media partner. In addition to its own offering, A\FAIR will be combining the parallel events Immobilientage, VOLT, CREATIVMESSE and the health trade fair intersana into a premium consumer event in Augsburg. These collaborations highlight the shared vision of a strong trade fair alliance that is designed by and for all of Bavarian Swabia.

The benefits for visitors are clear: one ticket for all five trade fairs. Moreover, the admission price for all events will be reduced in March 2025. The ticket price is €8.00, which is also lower than the admission prices for trade fairs held to date in 2024. Children up to the age of 16 are free of charge, so you can look forward to a real family trade fair event!



Statements from the organizers:

Lorenz A. Rau, CEO, Messe Augsburg:

“The introduction of the A\FAIR trade fair by Messe Augsburg marks a significant step in the development of consumer trade fairs in Augsburg. We have combined several leading trade fairs to set the stage for a great trade fair experience. The appealing program for young and old alike and the attractive prices make A\FAIR an experience for the whole family.”

Petra Griebel, Managing Partner, MPA PUBLIC RELATIONS & EVENT AGENTUR GmbH:

"We're really impressed by the trade fair mix! We are the creative, hands-on experience of the new A\FAIR – not only for families, amateur designers, hobbyists, people who like handicrafts, fashion fans, trendsetters and newcomers to the DIY scene, but for those who simply love their home.”

Fabian Lohr, CEO, pro air Medienagentur GmbH:

“It’s important to us to offer visitors an attractive product range at the trade fair and to ensure optimum conditions for our exhibitors and sponsors. That’s why we’re so pleased to be joining this new, extremely well-designed trade fair concept as a strong alliance partner with the Augsburger Immobilitätstagen and VOLT Mobility Messe. Trade fairs are the beating heart of a city like Augsburg. We and our strong partners are delighted to be able to offer visitors an excellent and wide range of products in spring 2025.”

Jörg Helmschrott, Head of Conception and Project Management, Pressedruck media group:

“We see ourselves as a strong media partner for the region and feel it is our responsibility to make a significant contribution to the success of the “A\FAIR” trade fair quintet. Our motivation is to promote specific events that showcase the strength of our region.”

Statements from the City of Augsburg:

Eva Weber, Mayor of the City of Augsburg:

“With the new umbrella brand A\FAIR, Messe Augsburg is creating an attractive major regional experience with an event character that will serve all interests and tastes. The City of Augsburg and many other institutions, associations and companies from Swabia, will



present their wide range of missions and functions at this event in an interactive way both to all citizens who are interested and to potential employees in the Augsburg team."

Dr. Wolfgang Hübschle, Economic Adviser to the City of Augsburg:

"The new A\FAIR format is an exciting opportunity for companies, institutions and associations to present themselves in the respective theme worlds from a totally different perspective and, above all, interactively. The particular blend of topics at this major event will enable visitors to discover previously unknown, new and innovative products and services at any of the stands or in the play area. This thrilling major event will revitalize and strengthen Messe Augsburg's profile in the consumer event segment. The event thrives on active participation from both exhibitors and visitors."

Statements from the Swabia Region and the District of Aichach-Friedberg

Martin Sailer, District President of the District of Swabia and District Administrator for the District of Augsburg:

"A\FAIR is an innovation: we were won over by the new concept, which departs from a static consumer trade fair towards an experience trade fair. We look forward to making an active contribution to creating create an exciting event for all visitors."

Dr. Klaus Metzger, District Administrator for the District of Aichach-Friedberg:

"The spring exhibition has always been a magnet for visitors. Kick-starting it with fresh ideas is the right way to go, and we are happy to support it alongside the other trade fair partners."

Statements from participants and partners

Götz Beck, Tourism Director and CEO, Regio Augsburg Tourismus GmbH:

"Regio Augsburg Tourismus GmbH is delighted to be part of the new A\FAIR trade fair, as this inspiring trade fair profile has the potential to be an attractive and exciting information platform for the whole of Swabia."



Dr. Linda Kisabaka, CEO, Augsburger Verkehrs- und Tarifverbund GmbH local public transport system:

“At AVV, we work with passion to develop optimal and, crucially, climate-friendly mobility solutions for the people in our region. The new A\FAIR provides an interactive platform to achieve a wide public reach and to communicate what we have to offer.”

Dr. Barbara Jantschke, Director of the Zoologischer Garten Augsburg GmbH:

“A different format for this event will bring a breath of fresh air to the trade fair sector in Augsburg and will stimulate curiosity and interest among the people. WE’LL DEFINITELY BE THERE.”

Markus Fleiner, CEO, Nussbaum Reisen Omnibus GmbH & Co. KG:

“We as a regional tour operator are delighted to be part of this new trade fair format and to be presenting our company and tours in this environment!”

André Raschke, CEO, Küche Aktiv Augsburg and Möbel Raschke GmbH:

“We’re participating because our roots are in the region where we have been serving customers for 30 years now. It’s therefore vital to support and develop new concepts so they can build on “old” successful ventures.”

Michelle Fröhlich, Event Marketing Manager, Allgäu Skyline Park GmbH:

“We’re convinced that A\FAIR 2025 can offer the Allgäu Skyline Park a wonderful platform, and look forward to presenting the park and the new features for 2025 to our visitors and enthusiastic theme park fans.”