

Press Release:

Messe Augsburg raises the bar after the pandemic: a record turnover in 2023 marks a dynamic start to 2024

Messe Augsburg can look back on a successful 2023 characterized by numerous new events and a record-breaking annual turnover. Last year saw growth and innovation, which was demonstrated in particular by the establishment of more trade fairs and events at the Augsburg venue. Strategic moves in terms of trade fair services proved to be extremely popular with customers and generated a year-end result that exceeded all expectations.

This momentum has set Messe Augsburg off to a flying start for the 2024 new year. As a sign of its ambitious future plans, Messe Augsburg joined the Association of the German Trade Fair Industry (AUMA), the leading association of the German trade fair industry, and is now one of approx. 70 members that represent the trade fair sector in Germany.

“Our entry into AUMA marks another milestone for Messe Augsburg, as we are striving to develop into a fresh and dynamic location for technical and specialist areas. Membership of AUMA is a clear indication of our future objectives,” says CEO Lorenz A. Rau.

Messe Augsburg is kicking 2024 off with an impressive program of events. Two key events are particularly notable: the MEHR conference was held on the first weekend of the year, a faith event that has expanded at the Messe Augsburg and is an impressive demonstration of how the versatile capabilities of the venue can be used. Just one week later, the traditional JAGEN UND FISCHEN 2024 event confirmed its permanent status as an event guaranteed to draw the crowds early in the year. Both events once again attracted many thousands of visitors to the exhibition halls and was a promising start to a year that is packed with high-caliber events and trade fairs.

The outlook for Q1 2024 essentially shows what trade fairs visitors can look forward to in Augsburg:

- the trio of trade fairs afa, VOLT E-Mobilität, Immobilientage (from February 2 to 4, 2024): these three events, consumer, technology and real estate trade fairs, are taking place in this combo for the second time under one roof and promise to be a unique platform for exhibitors and visitors from the different sectors.
- RegioAgrar Bayern (from February 20 to 22, 2024): RegioAgrar Bayern has been the agricultural trade fair for the Swabian region for over 10 years and is an annual magnet for thousands of farmers in the area. RegioAgrar Bayern has continued to expand its unique profile over the past decade and is now a firm fixture in the sector.

- CREATIVMESSE (from March 8 to 10, 2024): CREATIVMESSE will be held for the first time in Augsburg and provides a wide range of workshops, products and ideas, suggestions, materials and new techniques for all DIY enthusiasts, hobbyists and professionals alike.
- Coiltech Deutschland (from March 20 to 21, 2024): the German edition of Coiltech, the smartest trade fair and conference in the coil and winding sector. This event has been held in Augsburg since 2023 after its successful launch on the German market in 2022 and is a platform for materials and machines for the manufacture of electric motors, generators, transformers and coil windings.