



Pressrelease

Augsburg, July 31, 2026

85 Million Euros in Economic Impact for the Region

Shareholders Reinforce Messe Augsburg's Course for the Future

More than 85 million euros in total revenue impact for the city and region, and approximately ten euros in economic impact for every euro earned: These figures underscore the importance of Messe Augsburg. At their first meeting following the local elections, the shareholders unanimously committed to the strategic development of the trade fair and convention venue.

Messe Augsburg acts as an economic engine far beyond its grounds. It generates business, brings visitors to Bavarian Swabia, and bolsters the hotel, restaurant, and retail sectors. According to a 2024 study, approximately 90 percent of the fair's expenditures on services and the operation of the grounds remain directly in the surrounding area. Added to this are the regional expenditures of exhibitors and visitors.

"Messe Augsburg creates a space where innovation becomes visible, networks grow, and companies tap into new markets. This platform is particularly valuable, especially in economically challenging times. Together with our partners, we are consistently expanding our position as a major Bavarian venue for medium-sized trade shows, conventions, and conferences," says CEO Lorenz A. Rau.

In recent years, Messe Augsburg has systematically expanded its profile: as a host of national and international trade and consumer fairs, as a full-service partner for event organizers, and through new in-house events, partnerships, and a broader event portfolio.

Its shareholders are the City of Augsburg, the districts of Augsburg and Aichach-Friedberg, the District of Swabia, the Swabian Chamber of Industry and Commerce, and the Swabian Chamber of Crafts. Their united commitment continues the partnership between local governments and the business community that has grown over the past four decades.



About Messe Augsburg

Messe Augsburg combines economic tradition with topics of the future. It offers 48,000 m² of exhibition space across seven halls, approximately 10,000 m² of outdoor space, and venues for trade shows, conventions, conferences, trade events, corporate events, and cultural events. Through personalized support, comprehensive services, and close regional networking, it strengthens Bavarian Swabia as a business hub.

Pressekontakt

Sandra Braeucker

Head of Marketing | Communications | Sustainability

T +49 821 2572-192

sandra.braeucker@messeaugsburg.de

Daniela Fritzen

Marketing Manager, Communications and PR

T +49 821 2572-196

daniela.fritzen@messeaugsburg.de