

FIRED UP

ABOUT HAMBURG'S OLYMPIC BID



Annual Report 2014



**Hamburg Messe
und Congress**

FIGURES

THAT SPEAK FOR US



	2014	2013	2012	2011	2010
Financial figures (in EUR million)					
Revenue	99.8	55.2	94.4	59.1	76.1
Total assets	116.5	113.5	117.8	121.7	121.7
Personnel					
Employees (FTEs)	250	244	242	242	243
Number of trainees (average)	20	20	20	21	21
Hamburg Messe					
Number of trade fair exhibitors	14,138	9,907	12,547	10,432	11,797
of which own events	8,372	3,626	6,901	3,801	6,906
of which guest events	5,766	6,281	5,646	6,631	4,891
Number of visitors	831,388	789,697	742,469	670,634	700,342
of which own events	518,629	339,697	473,047	361,412	487,954
of which guest events	312,759	450,000	269,422	309,222	212,388
Total gross area used (excl. outside exhibition space) in m²	982,829	815,998	850,265	812,351	891,961
Number of trade fairs and exhibitions	41+1*	43+1*	36+1*	43+1*	42*
of which own events	11+1*	6+1*	10+1*	9+1*	10*
of which guest events	30	37	26	34	32
Abroad					
Number of trade fairs and exhibitions	13	17	20	17	22
of which joint events	13	17	18	17	18
Number of exhibitors	594	640	589	982	623
of which joint events	594	640	589	982	571
CCH – Congress Center Hamburg					
Number of events	247	241	245	270	276
of which conventions and conferences	141	128	156	165	158
of which other events	106	113	89	105	118
Number of participants	390,101	353,580	332,392	335,758	321,539
of which conventions and conferences	213,588	196,010	192,156	172,646	134,446
of which other events	176,513	157,570	140,236	163,112	187,093

* external events



OLYMPIC GAMES IN HAMBURG

WE'RE ON BOARD

Hamburg is very eager to host the Olympic Games in our city – and so are we! We emphatically support Hamburg's bid for the 2024 Olympics and Paralympics. The CCH and the exhibition halls would then be used as competition sites for more than a dozen sports. Hamburg Messe und Congress GmbH (HMC) would be a host once again and an attraction for people from all over the world. We are looking forward to this.

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March 2015: Hamburg prevails over Berlin as the German Olympic Sports Confederation picks the Free and Hanseatic City as the official German candidate to host the 2024 Olympic Games. Hamburg is supported by the "Fired up" campaign, among others. Learn more about the campaign at: www.wir-sind-feuer-und-flamme.com (in German).



OUR CONCEPT

FIRED UP



DR. ULLA KOPP
– Chief Financial Officer (CFO) –

BERND AUFDERHEIDE
– President and
Chief Executive Officer (CEO) –

Like the Olympic Games, trade fairs and conventions represent competition, diversity and internationality. Good preparation, hard work and perfect exhibitions are prerequisites for success. By applying these principles, Hamburg Messe und Congress GmbH (HMC) achieved a record year in 2014. We successfully competed in new disciplines, winning and establishing important events for Hamburg with exhibitions such as WindEnergy Hamburg and the ordering trade show Nordstil, in addition to Deutsche Lufthansa AG's Annual General Meeting. Existing trade fairs were enhanced and expanded. Thanks to a high density of exhibitions, more visitors at trade fairs, conferences and conventions and a significant rise in exhibitor numbers and leased floor space, our revenues reached the EUR 100 million mark in 2014 for the first time.

This in turn boosted the economy of the Hanseatic city: according to calculations by the Munich-based ifo Institute for Economic Research, our exhibitors and visitors spent over EUR 760 million in 2014 on accommodation, meals at restaurants, services and shopping.

As a host, we welcomed more than 14,000 international exhibitors and 1.2 million trade fair and convention visitors from around the world. HMC is thus one of the places in Hamburg that reflects the Olympic ideal of being a platform for international encounters and understanding in the figurative sense. We are all fired up about hosting the Olympic Games on the banks of the Alster and the Elbe and back Hamburg's bid for the 2024 Olympic Games with great enthusiasm.

This is due in part to the fact that the CCH – Congress Center Hamburg and the Hamburg exhibition halls are part of the current plans for the city's largest existing competition sites, where the medal winners in a dozen sports in the Olympic and Paralympic Games would be determined. It is also one of the reasons why this annual report has an Olympic theme. As a part of the city, we would like to see the games being held in Hamburg.

As a company, we are continuing to face up to the competition. Based on our current ten-year strategy entitled Road to 2025, we will continue the successful work of recent years, relying in particular on our team of employees, who have worked very hard to ensure that in 2014 a number of finishing lines were reached in record time. We would like to sincerely thank you for this.

Our thanks also go to our Supervisory Board for their constructive assistance in the year under review and to all exhibitors and visitors for their keen interest in our events.



BERND AUFDERHEIDE
President and Chief Executive Officer (CEO)



DR. ULLA KOPP
Chief Financial Officer (CFO)

THE MANAGING BOARD

**HAMBURG MESSE
UND CONGRESS GMBH**

From left to right:

Ulas Boyaci

Senior Vice President Sales and Business Development

Birgit Czernotzky

Senior Vice President Marketing

Lars Kanbach

Senior Vice President Technology and Infrastructure

Dr. Ulla Kopp

Chief Financial Officer (CFO)

Bernd Aufderheide

President and Chief Executive Officer (CEO)

Volker Müller

Senior Vice President Finance

Edgar Hirt

Senior Vice President Conventions and Events





AIMING FOR RECORDS

FOR THE OLYMPIC GAMES IN HAMBURG

P. 09 A RECORD YEAR

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A RECORD YEAR

Twenty-fourteen was an intensely competitive year for HMC and all of its staff, with new and established events setting records in many areas thanks to their appeal.

TWENTY-FOURTEEN was a record year for Hamburg Messe und Congress GmbH (HMC), with successful premieres, a full calendar of events and more exhibitors than ever before, generating revenue of approximately EUR 100 million. This is the highest revenue in the history of the company. HMC was expecting that it would be a record year, but never expected it to be so good.

When its revenue reached the EUR 100 million mark in 2014, Hamburg Messe und Congress GmbH achieved the first milestone on the growth course on which it embarked in 2005 two years earlier than originally planned. The financial year

demonstrated once again that Hamburg is becoming more and more popular among exhibitors, visitors and event organisers as a trade fair and convention venue.

A TOTAL OF 14,138 EXHIBITORS came to 41 HMC events and guest events on the grounds of Hamburg Messe and to the hanseboot ancora boatshow in Neustadt, Schleswig-Holstein. A new record total of 982,829 gross square metres of exhibition space was let. The number of trade fair visitors also increased to 831,388, up 12 percent versus the 2012 reference year. Another 390,101 people attended a total of 247 events at the CCH – Congress Center



TRADE FAIRS – A MIRROR IMAGE OF THE ECONOMY

Outstanding trade fairs with a long tradition, successful premieres and one departure – HMC continuously refines its trade fair portfolio to align events and trade shows more closely with the needs of the target group.

TRADE FAIRS are a mirror image of the economy. Location, the economic situation and the interests of exhibitors, visitors, policy-makers and associations are factors that can make or break a trade fair's success or affect its general implementation. HMC adapts its portfolio accordingly.

While events organised by HMC itself such as the SMM, INTERNORGA, GET Nord, NORTEC, HansePferd or hanseboot scored top marks in 2014 with impressive exhibitions and excellent results in some cases, DU UND DEINE WELT was held for the last time in October. Changes in consumer behaviour precipitated by the tough

competition posed by online trading, an increasing number of broadly based shopping centres and extended shop opening times had made it more and more difficult to position this multi-sector consumer fair that had been running since 1955 even with the help of elaborate additional offerings.

BY CONTRAST, HMC recorded a number of successful, promising premieres. Nordstil – Regional Order Days Hamburg – not only seamlessly superseded but also significantly improved on its predecessor event earlybird in terms of both quality and quantity. Since January 2014, the fair for trade visitors has been hosted twice per year by

Messe Frankfurt on the site of Hamburg Messe und Congress GmbH.

FOLLOWING THE MOVE from Husum to Hamburg, the premiere of the world's leading exhibition in the wind energy industry had been awaited with anticipation and on 23-26 September, more than 33,000 trade visitors came from all parts of the world to get information from 1,200 exhibitors from 32 countries at the first WindEnergy Hamburg. It was well received by companies, visitors and associations alike – they felt that it was the right decision to conduct the expo, which is organised by HMC in cooperation with Husum Messe & Congress, in Hamburg.



1955 – 2014 The end of an era

The long-running consumer trade fair DU UND DEINE WELT was competing with a growing trend in online trading, large shopping centres and extended shop opening times. It became necessary to end the trade fair for economic reasons because unlike other consumer fairs and exhibitions in Hamburg such as REISEN HAMBURG or HansePferd Hamburg, which have clearly defined topics and target groups, acceptance of this multi-industry trade show had steadily declined.

The global WindEnergy Hamburg trade fair is held in the commercial metropolis of Hamburg. As the hub of the international trade and the headquarters of leading wind energy companies, it is also where key expertise for the onshore and offshore business is concentrated.



Hamburg. That was around 36,500 visitors more than in the previous year, including 19,000 additional visitors in the economically important conference and convention area.

THE SECOND HALF OF 2014 was a real challenge for all employees at the Hamburg trade fair grounds with eight trade fairs held in a period of just eleven weeks. Between the end of SMM, the world's leading maritime industry trade fair, and the start of WindEnergy Hamburg, which was held for the first time, there were just ten days for disassembly/assembly of the multi-tonne exhibits, and for some 3,300 exhibitors to clear the site/set up their stands. For the first time, around 100 SMM exhibitors who have their customers in both industries had the opportunity to stay on site, or else to move their stands to another hall, for seamless continuation at WindEnergy.

Germany's largest floating boat show is a regular feature of the 5-star ancora marina in Neustadt/Holstein. Visitors to the hanseboot ancora boat show were able to inspect and test-drive sail and motor boats in their element.



COMPANIES IN HAMBURG also benefited from the successful year at HMC. According to a study by the Munich-based ifo Institute for Economic Research, for every euro of revenues at Hamburg Messe und Congress GmbH, visitors and exhibitors spend another EUR 7.60 on services, accommodation, meals at restaurants and shopping. Based on accommodation figures of 1.2 million bed-nights for guests at Hamburg Messe and the CCH, and revenues of EUR 100 million, that means EUR 760 million of additional revenue for Hamburg's economy. That is equivalent to about 4,100 jobs on top of those at HMC itself, according to the ifo survey.



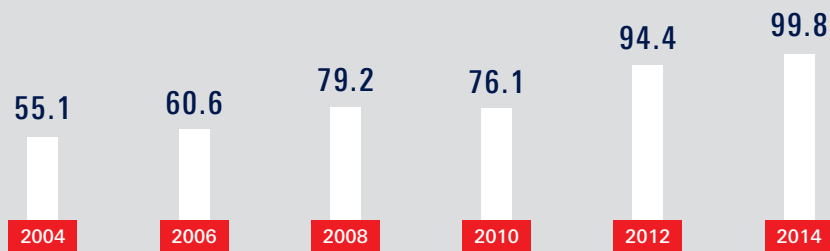
FRANK HORCH,
Senator for Economic Affairs,
Transport and Innovation

"HMC is fired up about Hamburg and puts its heart and soul not just into business-related events, but also into large-scale popular events. Thanks to its infrastructure and expertise, it contributed significantly to the success of our Olympic bid."

FIGURES

THAT SPEAK FOR US

DEVELOPMENT OF HMC'S REVENUE IN MILLIONS OF EUROS



20 TRAINEES

HMC has a steady average of 20 trainees.

1.2 MILLION VISITORS

More than 1.2 million visitors attended 41 trade fairs and 247 events at the CCH.

01

982,829 GROSS SQUARE METRES

An exhibition area of 982,829 gross square metres was used in 2014.

13 PERCENT

In 2014, HMC welcomed 14,138 exhibitors, 13 percent more than in 2012.

02

30 HOTELS

There are 30 hotels within a radius of just one kilometre.

87,000 m²

HMC has 87,000 square metres of exhibition space in 11 halls.

03

EVENTS ORGANISED BY HMC ITSELF

TRUE CHAMPIONS



No sooner has one trade fair ended than another one starts. Events are often separated by only a few days. All preparations were made in 2014 for their smooth execution.



INTERNORGA – The leading trade fair for catering and food service

The successful leading trade fair for hotels, restaurants, institutional catering, bakery and confectionery was held for the first time in 1921. Its focus in 2014 was again on gastronomic and culinary trends, innovations and new services in the catering and food service. Today, the INTERNORGA is Europe's largest and most important trade fair in its market segment, due not least to the large programme of supporting events – something that leaves one hungry for more.



www.internorga.com
Next event: 11 – 16 March 2016



COTECA – Europe's first coffee, tea and cocoa industry expo

From Indonesia to India, Vietnam and Japan to Sri Lanka and Panama, the list of countries exhibiting at this global industry expo is long and record-breaking. Exhibitors include not just the major players but also small suppliers – producers, tea and coffee traders, the processing industry as well as packaging and machinery manufacturers. COTECA is rounded off by a high-level conference and a programme of supporting events.



www.coteca-hamburg.com
Next event: 7 – 9 September 2016

TRADE FAIRS

AS MEETING PLACES

The focal points of HMC's trade fairs are also a reflection of Hamburg's most successful industries, which include the maritime industry, aviation, life science and renewable energy.



SMM – The leading international maritime trade fair

Welcome on board! Since its inception in 1963, the SMM – the leading international maritime trade fair Hamburg – has provided new ideas and impetus for the international maritime industry and is an ideal platform for exchanging experience, drawing inspiration and concluding transactions. The extremely positive feedback from visitors – 94 percent would recommend the trade fair – and the broad offering are a reflection of the SMM's importance. Products range from large-scale industrial engineering for ships and shipyards to ship equipment and fittings to cargo handling systems, offshore engineering and maritime services.



www.smm-hamburg.com
Next event: 6 – 9 September 2016



INMEX SMM India – South Asia's largest maritime event

SMM India, a subsidiary of the Hamburg SMM, has been an established meeting place for the subcontinent's maritime community since its debut in 2009. In anticipation of the growth in India's maritime industry, Informa Exhibitions, which organises the INMEX India, and HMC forged a strategic partnership in 2014 to jointly present the INMEX SMM India, South Asia's largest maritime event, in 2015.



www.inmex-smm-india.com
Next event:
23 – 25 September 2015, Mumbai



SMM Istanbul – Industry meeting point for the Turkish shipping industry

The Turkish shipping industry is aiming to regain its strong position on the world markets. The SMM Istanbul – an offshoot of the SMM in Hamburg – is making an important contribution to this. It is organised by HMC in cooperation with HMC's Turkish partner Goca Exhibitions. The fair was held in 2014 for the first time ever in the Asian part of the vibrant city on the Bosphorus.



www.smm-istanbul.com
Next event:
24 – 25 February 2016, Istanbul



hanseboot – Hamburg international boat show

Full steam ahead! Hamburg is the ideal location for the international boat show.

Professional water sports enthusiasts, amateur skippers and newcomers can find out about new boats, developments in boat construction, fittings, equipment, and clothing and also familiarise themselves with the water sport in the exhibition halls and at the In-Water hanseboot in the City Sporthafen on the River Elbe.



www.hanseboot.de
Next event:
31 October – 8 November 2015



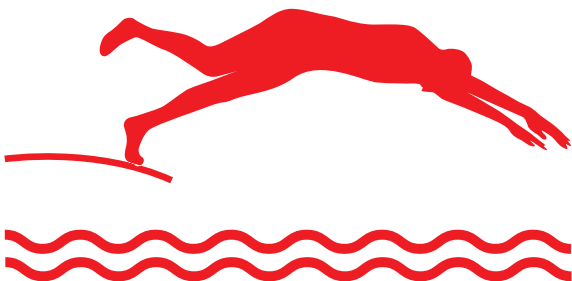
hanseboot ancora boat show –
Germany's largest boat show on the water

What is life on a boat like? To find out, visitors can go on board the floating boat show, feel the movement of the boats and get expert advice. In addition, high-profile exhibitors on land demonstrate new developments and useful tools for leisure activities on the water. The hanseboot ancora boat show in Neustadt/Holstein, which is rounded off by a colourful supporting programme, is a lively addition to the hanseboot.



www.hanseboot-ancora.de
Next event: 27 – 29 May 2016

Hamburg is becoming more and more popular among exhibitors and visitors as a venue for trade fairs and conventions.



REISEN HAMBURG –
The holiday, caravanning, outdoor and cycling exhibition

With suggestions for the next city trip, expert advice on new destinations around the world, tips for leisure time activities or high-quality equipment that active holidaymakers and nature-lovers can test directly at the fair, REISEN HAMBURG has been whetting people's appetites for holidays ever since 1978. The partner country in 2014 was the Seychelles. The large caravanning exhibit was spread over two halls.

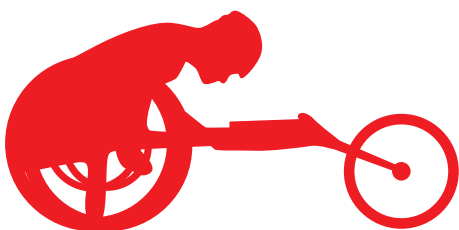


www.reisenhamburg.de
Next event: 17 – 21 February 2016

A PLETHORA OF EVENTS

AT HOME IN HAMBURG

The product portfolio comprises regional trade fairs as well as leading European and international fairs.



GET Nord – Trade fair for electrical engineering, sanitation, heating and air conditioning

The only joint trade fair of the electrical engineering, sanitation, heating and air conditioning industry in Northern Germany always gives a convincing performance, attracting numerous visitors with its wide range of products and services and its exceptional supporting programme. With an agenda covering items such as energy efficiency, energy management and building services management systems, GET Nord has evolved into a major showcase for current topics relating to the energy and heating transition as well as building automation.

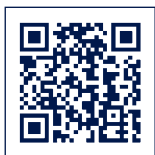
www.get-nord.de
Next event: 17 – 19 November 2016



WindEnergy Hamburg – Leading international trade fair for on- & offshore wind energy

The world's largest wind energy trade fair celebrated a spectacular premiere in Hamburg in 2014. The industry immediately accepted the exhibition as its new leading international trade fair. The exhibitors covered the entire value chain of this promising industry and brought a breath of fresh air to the city on the Elbe, the capital of wind energy.

www.windenergyhamburg.com
Next event: 27 – 30 September 2016



NORTEC – The manufacturing trade fair in the North

The NORTEC, which has been taking place since 1988, registered a record number of exhibitors in 2014 and an increase in the number of visitors wishing to learn more about the latest trends and technologies. The bi-annual trade fair, which caters in particular to decision-makers from small and medium-sized companies, thus once again impressively consolidated its position as a hidden champion and as the most important show for decision-makers from the mechanical and plant engineering sector.

www.nortec-hamburg.de
Next event: 26 – 29 January 2016



Hamburg provides exemplary services for visitors – all information on the trade fair, the exhibitors and the programme is available online in advance of the event. Expert customer service staff in the halls and at the entrances to the site are happy to provide assistance to visitors during the events.



MINERALIEN HAMBURG –
Trade fair for minerals, fossils, gemstones and jewellery

Whether diamonds or opals, elegant jewellery or royal treasures, one thing is certain: no trade fair sparkles as much as this one. Visitors to the world's fourth largest mineral and fossil fair can discover rare finds from geological history. While the trade show functions as an information point and marketplace for specialists, it also gives each visitor a wide variety of ideas for jewellery and gifts. The offering is rounded off by attractive special exhibitions as well as breathtaking hands-on activities.



www.mineralien-hamburg.de
Next event: 4 – 6 December 2015



HansePferd Hamburg – The equestrian trade fair experience

With fascinating gala shows featuring unique acts, captivating horse shows and a huge range of products, services and forums covering every imaginable aspect of the popular, sporty four-legged creatures, Northern Europe's largest equestrian trade fair regularly keeps visitors "on the trot" in the true sense of the word. According to a recent study commissioned by HMC, 85 percent of visitors would recommend the trade fair.



www.hansepferd.de
Next event: 22 – 24 April 2016



Seatrade Europe –
Europe's leading cruise & river cruise convention

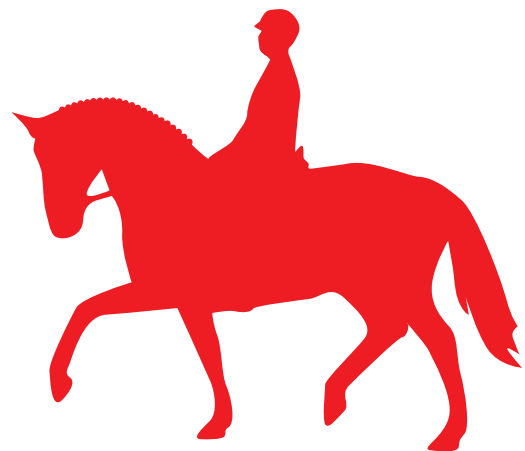
Cast off! Germany is at the leading edge of all things cruises; many ships call in at the Port of Hamburg. The who's who of the industry meets up regularly at Seatrade Europe on the Elbe. Exhibitors include shipyards, ship fitters/suppliers, suppliers of food and beverages, classification companies, cruise ports and ship brokers. Topical issues are discussed at the symposium that takes place in parallel.



www.seatrade-europe.com
Next event: 9 – 11 September 2015

TRADE FAIRS AS PARTNERS

RELIABLE AND FORWARD-LOOKING



While modern media enable companies to contact customers and partners anywhere in the world, there is no match for trade fairs when it comes to personal encounters and making contacts.

TRADE FAIR ENTHUSIAST AND SPORTS FAN

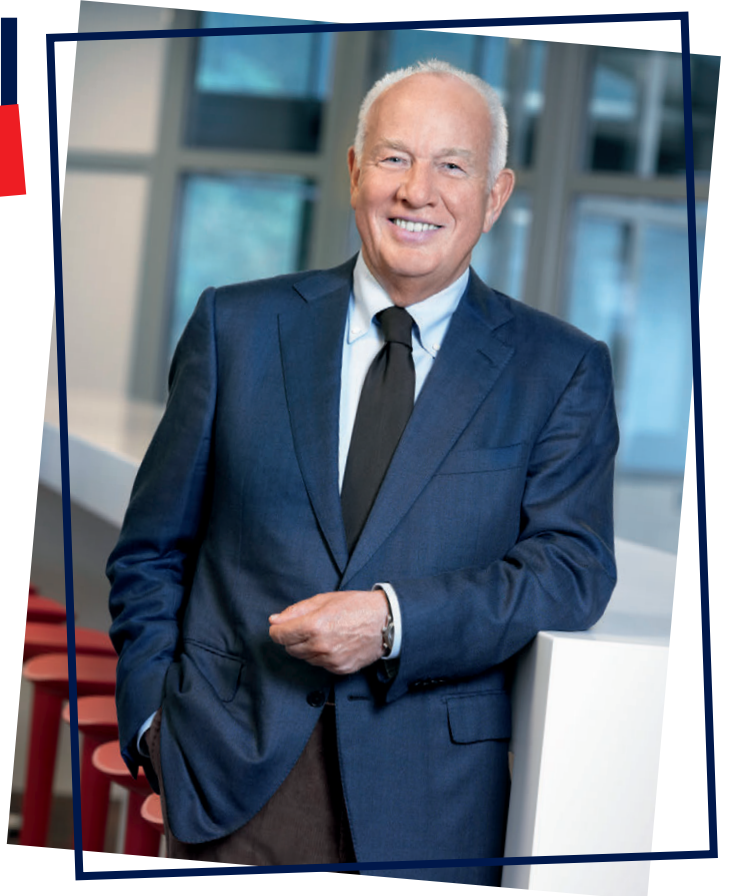
THE NETWORKER

Over 100 times a year, Walter Mennekes exhibits his products at trade fairs around the globe – including Hamburg. He firmly believes that nothing can replace personal encounters. In fact, some of these have permanently changed his life.

MENNEKES Elektrotechnik was founded in 1935 as a workshop in the Sauerland. Today, Walter Mennekes runs the business with his son Christopher. The company's 1,000 or so employees worldwide produce plugs and connectors for the international manufacturing industry.

IT ALL BEGAN WITH A MISUNDERSTANDING: as a child, said Walter Mennekes, he was sometimes bored at Sunday service. He therefore didn't understand why his father would voluntarily travel to the Hanover Trade Fair for several weeks each year. (In German, church service and trade fairs are both called "Messe".) That was until he himself breathed in the air at a trade fair for the first time, gazed in amazement at the exhibits in the enormous halls and enjoyed the international atmosphere.

Today, MENNEKES Elektrotechnik GmbH & Co. KG exhibits its connector systems which comply with international electrotechnical standards at around 100 trade fairs worldwide



each year. "Nothing can replace a personal discussion," says the 67-year-old senior partner with conviction. His company's product range comprises over 5,000 standard devices and 10,000 special devices as well as charging systems for electric vehicles. Mennekes is the inventor of the type 2 charging connector, which will be used as the international standard for Europe from 2017. The company is one of the globally operating, highly specialised market leaders in its segment.

And yet Walter Mennekes does not like the "hidden champion" moniker and involuntarily uses "we" when referring to small and medium-sized German companies. "If it's true that 90 percent of Germany's economic strength comes from

SMEs, then we can't be such a secret," proclaims the long-standing member of the Advisory Committee of Hamburg's GET Nord trade fair. "Not all world champions come from Berlin, Hamburg or Munich. And because no one comes out to us in the boondocks, we have to go out into the world with our products," says the cosmopolitan from Kirchhundem. The use of "we" here is deliberate because Walter Mennekes prefers to present his products in conjunction with others – in "Team Germany" under the brand Made in Germany. "This is synonymous with sustainability and quality," says the entrepreneur. Mennekes has a workforce of 1,000, more than two-thirds of whom are in Germany. Corporate headquarters are in Kirchhundem in the Sauerland. Mennekes has other production facilities in Neudorf in the Erzgebirge and in Nanjing, China, which produces exclusively for the Chinese market.

TEAMWORK, discipline, fairness, enthusiasm and internationality – Walter Mennekes himself has many Olympic virtues, which is why it makes sense for him to take responsibility in his native region. There is hardly a club in the 37 villages that make up the municipality of Kirchhundem with its 12,300 inhabitants that is not supported by him and the Mennekes Group, from the youth club to the rabbit breeders to the sports club.

Walter Mennekes claims this social commitment has nothing to do with sentimentality. "You generally get back much more than you put in," says the entrepreneur, who can name every single employee on his rounds of the factory. He knows

their little weaknesses, about births and marriages, has heard many of their life stories. In some families, four generations have already worked for Mennekes. "Every single employee is important – from the man who sweeps the yard to the development engineer," says Walter Mennekes, who invites around 100 children and teenagers from the region each year to attend a three-day football camp.

The entrepreneur is passionate about football and has attended at least one match from every World Cup in the stadium since 1974. It was a roundabout route that led the man from the Sauerland to the advisory board of FC Bayern Munich, though his version – "I must have done such a good job on the board of FC Kirchhundem that FC Bayern noticed me" – does not hold water.

More likely it was a case of Walter Mennekes being attentive once again. At the quarter finals of the 1986 World Cup between Germany and Mexico, he brought a young woman and her children something to drink in the stands during half time in the heat of Monterrey. What Mennekes didn't know was that on this day, 21 June, the captain of the German team was the children's father. He was Karl-Heinz Rummenigge, and the encounter was the start of a long friendship with the family and strong ties with FC Bayern that was to lead Walter Mennekes to many other football stands.



EU Commissioner Günther Oettinger (2nd left) on a visit to the MENNEKES head office in Kirchhundem, examining a charging station for electric cars.



MENNEKES – Plugs for the world. MENNEKES plugs and connectors are high-quality products that the company sells worldwide.



EVEN IN PURSUIT OF THIS PASSION, Walter Mennekes never loses sight of his goal of “plugging” his business wherever possible. And so, in the VIP stand watching VfL Wolfsburg versus Bayern, he took the opportunity to give VW CEO Martin Winterkorn the prototype of a charging plug for electric cars. “I’d never have gotten an appointment with Mr. Winterkorn,” says Mennekes, which is somewhat of an understatement because the company’s “foreign minister”, who now shares its management with his son Christopher, has an impressive network of contacts and includes politicians, CEOs and sports idols among his friends.

Yet, Mennekes’ primary concern is the family-run company, which he took over at the tender age of 27. He chose to study mechanical engineering right around the corner in Meschede

because of its proximity to the factory. And since it often takes a very long time before someone finds the way to Kirchhundem, there are still enough people at the company who can service, repair and – in an emergency – build the machinery themselves. At Walter Mennekes’ company, being down-home and international are not contradictory: he has turned a seemingly boring product into a global brand.

YET SUCCESSES have to be defended, he says, and immediately draws several parallels with sports. “As a manufacturer, to remain in the Champions League you need to remember that no sooner has one trade fair ended than another one starts,” he says, referring in particular to systematic follow-up. He also knows that “staying at the top of the podium is by no means self-evident. You have to win this place, time and time again.”

Right at the top of the podium: top quality, reliability, safety, innovative capacity, proximity to the market and sustainability are the characteristics that embody the MENNEKES brand today.



MILESTONES

- 1935 **FOUNDATION**
Aloys Mennekes starts an electrical workshop in Hofolpe
- 13 DECEMBER 1947 **BIRTH**
Walter Mennekes is born in what is now Kirchhundem
- 1975 **JOINS THE COMPANY**
On the death of his father Aloys, Walter Mennekes takes over the company at the age of 27, earlier than planned
- TO DATE **HONORARY POSTS**
Among other things, Walter Mennekes is a member of the advisory boards of FC Bayern Munich and the Deutsche Sporthilfe Foundation. Since June 2013, he has acted as Chairman of AUMA, the Association of the German Trade Fair Industry.

ACHIEVING GOALS

FOR THE OLYMPIC GAMES IN HAMBURG

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P. 32 THE NEW CCH



THE NEXT STAGE

ROAD TO 2025



The 2014 record year also marks the beginning of a new chapter as the successful ten-year strategy Horizons 2015 is succeeded by Road to 2025.

- ✓ Trade fairs organised by HMC itself
- ✓ The new CCH
- ✓ Additional guest events
- ✓ Pillars for future growth

THE NEW TRADE FAIR CONSTRUCTION PROJECT

at Hamburg Messe and the expansion of the CCH between 2004 and 2009 set the course for the successful development of business at HMC in recent years. Larger facilities, organisational restructuring and optimised internal processes created the springboard for HMC to become more competitive nationally and internationally, cement existing events, launch new trade fairs and conventions and hold annual general meetings in the Hanseatic city. Important objectives of the Horizons 2015 ten-year strategy such as increasing revenues to EUR 100 million, setting up new trade fairs and guest events, and focusing on mid-sized and large conventions at the CCH were reached and laid the foundations for the current Road to 2025 strategy.

OPTIMISING, STRENGTHENING AND EXPANDING

the trade fairs HMC itself organises remain the pillars of future growth. This is because HMC's successful events form the backbone of the company, leading to the spin-offs of the world's foremost maritime trade fair SMM in India and Turkey and the launch of new fairs such as the COTECA, which has its roots in the INTERNORGA. Further spin-offs are also being considered and implemented, such as collaborations with other trade fair organisers and the continued expansion of the guest events business.

ADDITIONAL GROWTH POTENTIAL

will be provided by a state-of-the-art CCH – Congress Center Hamburg, which following the revitalisation will regain its position as one of Europe's premier convention centres. HMC is actively involved in the planning and implementation of this project. Initial bookings have already been made for the period after construction work has ended.

CONSUMER FAIRS AND EXHIBITIONS

likewise rank high and are an important part of HMC's portfolio with around 20 own events and guest events. Trade fairs such as REISEN Hamburg, hanseboot or HansePferd Hamburg that have clearly defined topics and target groups appeal to a wide audience and are important for the public's perception of the trade fair and the city.

As a commercial organisation owned by the Free and Hanseatic City of Hamburg, Hamburg Messe und Congress GmbH faces particular challenges: not only is it required to achieve business objectives, but it has an impor-



**ROAD
TO 2025**



tant role as a partner, ambassador, driver of economic growth and image enhancer for the Free and Hanseatic City of Hamburg.

THE GOAL IS therefore to underpin HMC's municipal importance by drawing increasing numbers of exhibitors and visitors and acquiring high-quality, profitable events as well as new event formats. After all, making HMC more attractive increases the appeal of the City of Hamburg and bolsters its image, not just as a trade fair and convention venue.



As a reliable partner, HMC brings success to projects on the basis of its commitment, experience and expertise.



The 50th presentation of the GOLDEN CAMERA awards conferred by HÖRZU magazine was held in the exhibition halls in February 2015. Over 1,200 invited guests, including many Hollywood stars, top international acts and celebrities from the German film, music and television industry were treated to a glamorous evening.



GUEST

EVENTS

**FAIR PLAY, PROFESSIONALISM
AND A GOOD HOST**

Guest events are a key area of business and an important element of HMC's strategy for the future. Be it for trade fairs or consumer fairs and exhibitions, sporting highlights, receptions, glamorous mega-events or high-level company events, guest organisers are well looked after at HMC.



THE ATTRACTIVENESS of the City of Hamburg and the trade fair grounds are convincing a growing number of companies, organisations and institutions to hold their events at the HMC site. Other advantages of the location are the hos-

pitality and the quality of service provided by the dedicated, experienced HMC team, which prepares the events liaising closely with the guest organisers and supports the organisers on site.

IN 2014, 30 GUEST EVENTS significantly contributed to HMC's good result. Alongside short-term bookings, the long-standing, regular consumer fair HOLY.SHIT.SHOPPING, the Hanse Golf, the vocational training and higher education fair Einstieg



More than 500 exhibitors presented their products and services at the Aircraft Interiors Expo.

GOOD REASONS FOR EVENT ORGANISERS

- ✓ Right in the heart of the city
- ✓ Short distances
- ✓ Large, versatile site
- ✓ Expert team

Hamburg and the Hamburger Motorrad Tage enriched the event calendar at Hamburg Messe und Congress GmbH. Another constant in the bulging trade fair appointment calendar is the Affordable Art Fair, at which contemporary art was shown in 2014 for the third time.

AS MANY AS FOUR NEW TRADE FAIRS also had their debut at the Hamburg Fair site in 2014. The Nordstil in January was the first successful premiere. A total of 817 exhibitors and over 20,000 visitors came to this trade fair, which was jointly established by Messe Frankfurt and HMC as an opportunity to

experience innovation in the areas of living, well-being and gifts and to order goods for the retail trade. This trade fair will be held every six months at the Hamburg Fair site.

ALSO NEW TO HAMBURG was the in-cosmetics, a leading international trade show for innovative cosmetic ingredients and technologies. This brought together specialists from around the world in April 2014. The in-cosmetics is the third fair held on the Hamburg Fair site that is organised by REED Exhibitions Ltd. The Aircraft Interiors Expo, the world's leading exhibition for aircraft interiors, and the World Travel Catering

& Onboard Services EXPO, an international trade fair for travel catering, are already established. These two guest events opened their doors at the beginning of April 2014. Another newcomer to the Hamburg trade fair grounds was the Hanse Spirit, a consumer trade fair for alcoholic beverages. Last but not least, the international design fair blickfang was hosted for the first time in November 2014.

Yet HMC does not host only trade shows and consumer fairs and exhibitions at its site. Conventions and other large-scale events are also held here. HMC showed its athletic



Some 600 exhibitors and niche suppliers presented innovations in cosmetics, wellness and personal care at the in-cosmetics.

Visitors and exhibitors praised the Nordstil's clear concept and clear structure.



side at the Haspa Marathon Hamburg. The runners prepared for their run on the Hamburg trade fair grounds before they were let onto the circuit between the exhibition halls. Two hours and six minutes later, the first runner approached the finishing line here again, a spine-chilling moment for the Ethiopian Shumi Dechasa.

IN 2014, HÖRZU's 50th GOLDEN CAMERA awards were presented at HMC. After being hosted in Berlin for 40 years, the prestigious mega-event thus returned to Hamburg for its anniversary.

At the event in February 2015, HMC demonstrated that it is not only an excellent host, but also an outstanding partner to the City of Hamburg. Plus, it showed that it is possible to create a fantastic atmosphere for a glamorous gala at a trade fair site. The return of the awards ceremony to Hamburg turned into a much-acclaimed event. Under the golden glow of the television tower, the most important event in the German film and television industry was attended by more than 1,200 guests including international stars such as Susan Sarandon, Kevin Spacey and Arnold Schwarzenegger and Ger-

man movie and television stars such as Iris Berben, Jan Josef Liefers and Armin Rohde. In addition, the spotlights picked out many athletes, among them footballer Toni Kroos, who won the World Cup with the German team, and two-time Olympic medal winner Katarina Witt. Afterwards, the guests in attendance, the television audience, the organisers and the press all agreed that it had been a successful evening with Hollywood glamour.

A WORLDWIDE PRESENCE

INTERNATIONAL



Not only is HMC a host for people from all over the world, but its staff also work on all continents.

HMC's representations abroad online:



Looking for an innovative stand design, extravagant catering or a special trade fair presentation? Thanks to HMC's personal contacts, long-standing experience, intimate knowledge of local conditions and management know-how, foreign trade fairs and events have been in expert hands for many years.

HMC not only brings people together in Hamburg. All around the world it ensures that German exhibitors and visitors come together, be it at the trade fairs HMC itself organises, in German joint participations at international trade fairs on behalf of federal ministries or through an exhibition presence like the ones in Zaragoza (Spain) in 2008, Shanghai (China) in 2010 and Yeosu (South Korea) in 2012. In 2014, HMC flew the flag at 14 overseas trade fairs. On behalf of the Federal Ministry for Economic Affairs and Energy, it organised German trade show presentations, for example at the Arab Health in Dubai, the Seatrade Cruise Shipping in Miami, the Offshore Technology Conference (OTC) in Houston and the WorldFood in Kazakhstan. Working on behalf of the Federal Ministry of Food and Agriculture, HMC's experienced foreign trade fair team was responsible for five trade show presentations – at the Winter Fancy Food Show in San Francisco, the Food & Hotel Asia Singapore, the Seoul Food & Hotel, the Summer Fancy Food

Show in New York and the SIAL in Paris. SIAL, the world's largest food innovation marketplace, represented a particularly large challenge for HMC's foreign trade fair team headed by Inka Pittscheidt. The exhibitors assisted were spread around four different halls, which required considerable coordination and organisation. What all trade fairs have in common is that they indirectly strengthen existing events at the Hamburg site by serving the economic clusters that the City of Hamburg has defined.

INKA PITTSCHIEDT and her team also have full order books for 2015. This year they are planning 30 foreign trade fair events on all five continents – from Aberdeen and Ashgabat (Turkmenistan) to Mumbai (India) and Baku (Azerbaijan) to Melbourne, Perth (Australia), Johannesburg (South Africa) and Jakarta (Indonesia).



HMC organises German trade fair presentations on all continents: here in Ho Chi Minh City, Vietnam.



INKA PITTSCHIEDT
Head of HMC's Foreign Events and
Contract Business department

"Every trade fair is a fresh challenge. My goal is always to ensure that the exhibition stand is handed over cleanly and on time, that during the event everything then goes like clockwork and the exhibitors are completely satisfied at the end. If the fair attracts plenty of visitors, I'm perfectly happy."



Once again, the range of events at the CCH – Congress Center Hamburg in 2014 was colourful and varied. Outstanding events included the annual general meetings of the DAX companies Lufthansa and Beiersdorf, the 95th German X-Ray Congress with 7,500 participants, public lectures by the Dalai Lama – now on his sixth visit to Hamburg – with a total of 25,000 listeners, and the 31st Chaos Communication Congress with 20,000 participants.



**SHAREHOLDERS, HACKERS,
RADIOLOGISTS AND THE DALAI LAMA**

**WELCOME
TO THE CCH**



Around 390,000 people from around the world were guests at the Congress Center Hamburg (CCH) in 2014 – looking for information or inspiration or to exchange ideas or celebrate.

POPULAR, FREQUENTLY RESERVED, CENTRAL:

HMC's record year was also a record year for the CCH. In 2014, some 390,000 people attended a total of 247 events at the Congress Center Hamburg. That was 36,500 more than in the previous year.

With eight annual general meetings of publicly traded companies per year on average, the CCH has been among Germany's top three venues for shareholders' meetings for decades. In 2014, once again, large numbers of shareholders came to the CCH to pick up background information on the performance of their securities. The widespread acceptance of the CCH was also demonstrated in an evaluation by HV-Magazin für Hauptversammlungen, the magazine for general meetings, which named the CCH as one of Germany's most frequently reserved convention centres in 2014, even ranking first in the organisation of general meetings. As the experience of the CCH managers shows, one reason for this is that alongside the state-of-the-art technology and professional organisation, event organisers particularly appreciate the ability to hold extensive supporting exhibitions. A total of 23 rooms and exhibition and event areas spanning 10,000 square metres are currently available for this purpose. Added to this is the easy accessibility within the vibrant cultural and business city of Hamburg. In the year under review, Deutsche Lufthansa AG was the second DAX 30 company after Beiersdorf AG to hold its 2014 Annual General Meeting at the CCH. Other high-quality, well-attended events were the highly regarded 31st Chaos Communication Congress (20,000 participants) and the 95th German X-Ray Congress (7,500 participants).

The biggest crowd-drawer at the sold-out CCH in 2014 was the Dalai Lama, who had first appeared before his fans at the CCH in 1991. Around 25,000 listeners were enthralled by the lectures and appearances by the winner of the Nobel Peace Prize, who was in Hamburg from 23 to 26 August at the invitation of the Tibet Centre. The lecture programme of the political and spiritual leader of the Tibetan people lasted four days. In addition to spiritual and ethical topics, the Dalai Lama addressed political issues. In his opening lecture to over 5,000 people from the podium at the CCH, which was lit in red and orange, the charismatic Ambassador of Peace, also one of the most important religious leaders of our time, provided answers to many of the issues that concern people today. Peace doesn't fall from the sky. We have to do something about it. Ultimately peace is everyone's personal responsibility, the popular guest underlined.



Chaos Computer Club, Europe's largest association of hackers, comprehensively discussed technical and social trends and their interconnection at the CCH.



THE CCH again has a bulging appointment calendar for 2015. Key events such as the 20th Congress of the European Association of Hospital Pharmacists, the 67th Congress of the German Society for Urology and the 32nd Chaos Communication Congress have already been booked.



EDGAR HIRT
Senior Vice President Conventions and Events

EDGAR HIRT, SENIOR VICE PRESIDENT CONVENTIONS AND EVENTS at HMC, received the prestigious international IMEX Academy Award for the Europe region in 2014. When conferring the award, IMEX Group Chairman Ray Bloom and IMEX Managing Director Paul Flackett said, "Mr. Hirt is an industry expert who is being honoured for his tireless promotion of the highest standards." The IMEX Academy Awards are bestowed worldwide on personalities who have made a particularly significant contribution to the convention, events and incentive industry. Edgar Hirt has worked in convention centres for more than three decades. He has managed the CCH since 2007.

REVITALISATION OF THE CCH

RESPECTING TRADITION

Several hurdles have been cleared and the course for the remodelling and comprehensive modernisation of the CCH has been set. Construction work is scheduled to begin in 2017 and the “new CCH” is slated to open in 2019.

EVERYTHING WAS FINALLY READY IN 1973 and the Hanseatic City of Hamburg received a new landmark after just three years of construction. Between the Dammtor mainline railway station and Planten un Blomen park rose Europe’s currently most avant-garde convention centre, made clearly visible by of the adjacent 108 metre-high hotel complex. Ever since its inauguration by German President Gustav Heinemann, the CCH has repeatedly set new standards and records. To date, thousands of conventions, symposia, annual general meetings, party conventions, award ceremonies and many more events have been held at the CCH. In addition, there have been countless concerts and shows, some of which have also been broadcast on television. Generations of

citizens of Hamburg have danced their feet off at balls held at the CCH. Or people have met up for get-togethers, networking or to make new contacts at one of the many festive events – impeccably staged galas, traditional German meals or church congresses.

In spite of the stiff competition, the CCH has maintained its position as a leading international venue for conventions and events over four decades. Yet the future makes new demands and holds new challenges. So that the CCH is able to maintain and expand its position as a leading convention centre, the Hamburg Parliament made a landmark decision for the sustainability of HMC in December 2014 when it gave the go-ahead for the revitalisation of the CCH.

THE ENTIRE CONSTRUCTION PROJECT, which is to be implemented between 2017 and 2019 and will offer new dimensions for future event formats, will cost EUR 194 million. The plans for the new south-east facade of the CCH, which won an international façade competition in May 2014, were drawn up by agn leusmann GmbH in conjunction with Tim Hupe Architekten. The panel of expert jurors praised the work for the simple yet compelling manner in which it addresses and communicates with the architecture of the existing CCH. The horizontal stratification with cantilever slabs provides an immediate reference to the base of the hotel, opening the CCH and the spacious belvedere to Planten un Blomen park. The facade is also characterised by a simple construction.” From a historical preservation



The CCH – Congress Center Hamburg will continue its legacy as one of Europe’s largest convention centres after undergoing remodelling and comprehensive modernisation.

perspective, the buildings will be even more identifiable as an ensemble, permitting a discernible integrated design concept for the CCH, the hotel and the entrance area. One of the main construction projects will be to redesign the CCH forecourt. The plans for the construction also envisage a new, high entrance hall flooded with light. In addition, there will be barrier-free access from and to the Dammtor mainline train station.

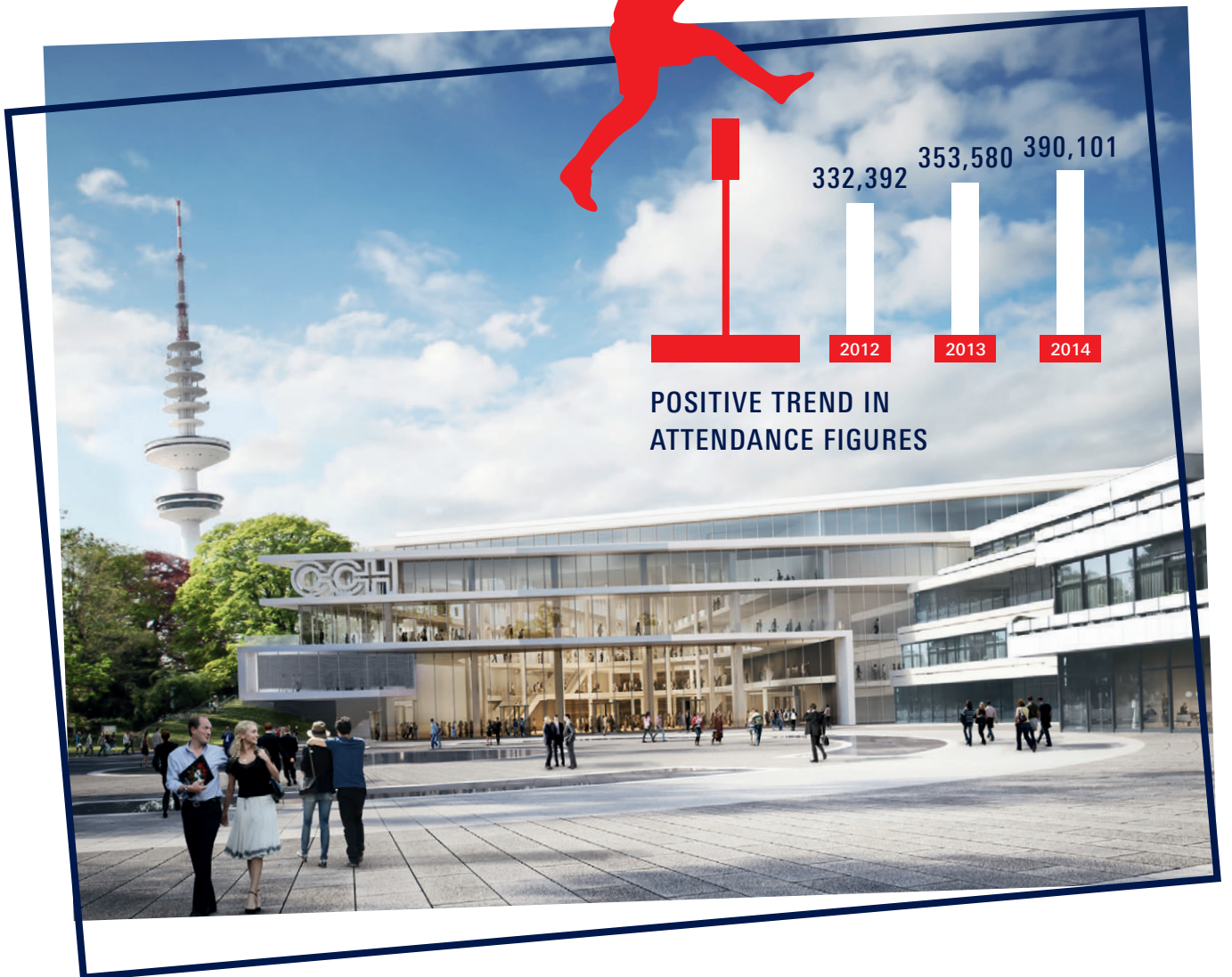
THE PLAN FOR THE "NEW CCH" envisages a total of 36,000 square metres of usable space – roughly the size of five football pitches – in the interior. As vertical and horizontal separation is possible, the new space and room divisions make the CCH suited to hosting several large-scale events at the same time. Seating for up to 12,000 will be provided in as many as 50 rooms. In 2019, the CCH will therefore regain its position as Germany's premier convention centre. The calendar for the period after construction work has ended is already filling up because convention venues are usually booked years in advance.



To get an idea of what the CCH will look like, visit our website and take a virtual tour of the building.



POSITIVE TREND IN ATTENDANCE FIGURES



BEING SUCCESSFUL

FOR THE OLYMPIC GAMES IN HAMBURG

P. 35 HAMBURG LOCATION

P. 38 HALF-TIME

P. 40 ANNIVERSARY



HAFENGEBURTSTAG HAMBURG



Each year, the HAMBURG HARBOUR BIRTHDAY FESTIVAL attracts over a million visitors to the Elbe.

This enjoyable and broad-based festival lasts for three days and acts as a reminder on water and land of the founding of the port in 1189.



You can find out more about the HAMBURG HARBOUR BIRTHDAY FESTIVAL online.



IN THE STARTING BLOCKS FOR THE OLYMPICS

HAMBURG – A TOP LOCATION



Hamburg wishes to bring the Olympic Games back to Germany in 2024 – 52 years after Munich. Both the Hanseatic city and HMC are ideally equipped for this task. Patience is required, however, until the final decision has been made.

ENTHUSIASM FOR THE OLYMPICS IN HAMBURG

THE ENTHUSIASM IS TREMENDOUS. The first hurdle has been passed. On 21 March 2015, Hamburg’s bid to be the national candidate for the 2024 Olympic and Paralympic games was accepted. The 410 members of the German Olympic Sports Confederation voted unanimously for Hamburg in St. Paul’s Church, Frankfurt. Berlin’s rival bid was unsuccessful. In the end, the Hanseatic city prevailed against Germany’s capital thanks to a superior concept, which focused on environmental issues and sustainability, and also because it had more support from its own citizens. In a representative survey, 64 percent of Hamburg residents said they were in favour of bringing the Olympic Games to Hamburg in 2024.

THE ELECTION OF HAMBURG by the International Olympic Committee (IOC) at the general meeting of members in Lima in July 2017 would not only be a great honour for the city and for HMC – it would also be a great opportunity. After all, the experience of recent years has shown that the Olympic Games are also a catalyst for urban development, for the economy and for the development of the infrastructure – provided a suitably sustainable concept is devised. There is also no other international event where so many athletes from around the world assemble in one place to live and train together harmoniously and peacefully and to compete against each other for medals.

AROUND 10,000 ATHLETES are accompanied by tens of thousands of coaches, advisors and media representatives – not to mention the millions of spectators who enthusiastically cheer the athletes on during the events. The athletes can expect to receive the full support of the people of Hamburg for the “games with short access routes”. Fairness and passion for the cause are intrinsic to the self-image of the city and people of Hamburg – as is internationality, particularly as exemplified by HMC, which has long been a meeting place for people from all over the world.

TODAY, HMC WELCOMES more than a million international visitors every year to its trade fair grounds and to the CCH. HMC represents the city of Hamburg and acts as a worldwide ambassador when it promotes its own trade fairs, including world-leading trade fairs such as the SMM or the WindEnergy Hamburg, as well as those staged on behalf of a variety of government ministries. These events reflect the type of economic clusters that the Hanseatic city considers worthy of support: sectors like IT and the media, renewable energy, aerospace, the life sciences, logistics, the maritime industry and the health sector. HMC collaborates with many institutions in many different ways – at major events such as the Annual Convention of the German Protestant Church, the Haspa Marathon, the Lions Club International Convention and the Harbour Birthday Festival. The entire metropolitan area benefits from these successful partnerships.



The appeal of the city of Hamburg has grown both in Germany and abroad. For the first time, Hamburg notched up more than 12 million overnight stays in 2014, making it one of Europe’s top 10 city destinations.



Hamburg will finally vote in autumn 2015 on the city’s bid to host the 2024 Summer Olympics. The evident enthusiasm of its residents proved decisive in the city’s successful campaign against the rival bid from Berlin.

AS A STAKEHOLDER IN THE ECONOMY OF THE CITY,

Hamburg Messe und Congress GmbH is well prepared for the Games. With our modern exhibition halls in the heart of the city, we already have one of the biggest venues for sporting events. According to the current plans, Olympic and Paralympic athletes will compete here for gold, silver and bronze in a dozen sports disciplines. If Hamburg gets the go-ahead, the Olympic events in volleyball, table tennis, taekwondo, judo, fencing, wrestling, boxing and badminton could be held in our exhibition halls. The victors in table tennis, judo, goalball, wheelchair fencing and boccia could also be decided here. After the games, the temporary Olympic venues would return to being exhibition halls.

CULTURE IS EXPECTED TO PLAY AN IMPORTANT ROLE

in the Olympic and Paralympic Games in Hamburg in 2024. The Olympic Games in London in 2012 showed that the long-term image of the host city is greatly affected not only by the sports events themselves but also by the cultural support programme it provides. HMC is also a highly competent partner when it comes to staging cultural events. The CCH – Congress Center Hamburg offers an ideal setting for concerts, readings, exhibitions, etc. The final decision on the Olympic bid will be made by the people from Hamburg themselves in the referendum being held in autumn 2015. Until then, the task is to generate even more enthusiasm for the event. HMC looks forward to having the Games in Hamburg!



The cultural support programme for any major event staged in Hamburg is always accompanied by a spectacular fireworks display.

760 MILLION EUROS



For every euro that HMC exhibitors and visitors spend on trade fairs, they spend another EUR 7.60 in the city on services, accommodation and shopping. This contributes as much as EUR 760 million to Hamburg's economy every year.

4,093 JOBS



HMC is not just a multiple award-winning employer; it is also a real employment generator. Its pulling power indirectly secures 4,093 additional jobs in Hamburg.

25 LANGUAGES



Working behind the scenes and on site, HMC's dedicated and knowledgeable staff ensure that all events run like clockwork. Between them, our staff speak a total of 25 languages.

The idea of displaying 50 portraits of 50-year-old men and women from Hamburg in the exhibition halls under the heading "Half-time" met with a very positive response from the general public. The facade of the exhibition halls was thus turned into an innovative gallery in a public space.



TRADE FAIR- TURNED- GALLERY

HALF-TIME



The exhibition halls are a landmark in Hamburg's cityscape. From time to time, their glass facades are turned into art galleries in public spaces.

LIFE LEAVES A MARK; it draws fine lines and deep creases, causes scratches and scars – or an even complexion. Faces are like a curriculum vitae – they tell stories, leave puzzles to be explained, arouse curiosity.

In 2014 – the year in which the people born in the year with the highest birthrate in the history of the Federal Republic turned 50 – the "Halbzeit" (half-time) exhibition along the exhibition halls at the Hamburg Fair site showed just how different men and women from Hamburg look at the age of 50.

From 4 July to 6 December, visitors could admire 50 impressive and expressive portraits of 50-year-olds whom the photographer, Michael Korte (*see photo*), had approached on the streets of Hamburg. The most unusual thing about the large-format black-and-white portraits is that they were not retouched. "Fifty is a turning point in one's life – a moment to pause, to look around, to look into one's own face," said the artist, commenting on his idea. What he was mainly interested in was showing the subjects' personality, maturity, individuality and diversity, but also in drawing attention to the topic of growing older in our society.

The structural design of the facade of the exhibition halls allowed the 50 portraits to be displayed in a row, enabling the viewer to make direct comparisons of the variety of personalities depicted. The photographs were deliberately not exhibited in a closed gallery, but rather in a public space. They therefore returned to the street – the street where the photographer had approached the people.



The compelling and much-admired exhibition turned the exhibition halls into an innovative gallery in a public space for the first time. This was facilitated by the structural design of the building, which allowed the 50 portraits to be prominently displayed in a row behind the glass facade along Karolinenstrasse. This made the exhibition accessible to a wide audience, day and night and free of charge.

FROM 16 JUNE TO 6 DECEMBER 2015, this space will show the “Global Avenue” exhibition featuring street scenes from four megacities.



You can find more information on the exhibition here (in German): www.halbzeit-hamburg.de



More details on the current photo exhibition, “Global Avenue”, are available online (in German).



In January 1365, Emperor Charles IV granted Hamburg the right to hold fairs. This event makes the Free and Hanseatic City of Hamburg one of the oldest trade fair cities in Germany. Frank Horch, Senator of Economic Affairs, Transport and Innovation, and fair boss Bernd Aufderheide display the letter from Emperor Charles IV bearing the golden royal seal that allowed Hamburg to hold a trade fair at Whitsun.

HAMBURG HAS BEEN A TRADE FAIR CITY – FOR 650 YEARS

ANNIVERSARY

The emergence of the medieval fair as an indispensable economic factor and job engine of the Free and Hanseatic City of Hamburg is an exciting chapter in economic history.

EMPEROR CHARLES IV gave permission for the exhibition industry to begin in Hamburg. On 29 January 1365, he granted the city the right to hold fairs. This makes the city on the Elbe one of Germany's oldest trade fair cities. Hamburg played an important role in the ruler's plans. The city was to be one of the exterior points of a powerful economic cross, with Prague as its centre. The new trade fair was held from two weeks before until eight days after Whitsun – hence the name "Whitsun Fair". The caravans of traders with goods from the Orient and the Mediterranean that assembled in Prague were thus under special protection. Goods were also transported to Prague from the other direction – salt from Lüneburg, dried cod from Norway and beer from Hamburg – without the merchants having to offer them in other cities with special "staple rights". Upon the death of the monarch in 1378, the trade routes changed and Hamburg's right to hold trade fairs declined in importance. In 1383, the city council announced the end of the Whitsun Fair.

THE KEY PLAYERS in modern trade fairs were Ernst Freiherr von Merck, whose relief portrait still hangs on a wall in Hall B4, and Albert Lubisch. In around 1863, Freiherr von Merck managed to persuade 800 shareholders to build the Hamburg Zoological Garden on the grounds of today's Planten un Blomen park. However, the opening in 1907 of Hagenbeck Zoo in Stellingen put the zoo under financial pressure, with the result that an increasing number of exhibitions and trade fairs began to be staged in the

zoo's pavilion. In 1921, the young Berlin-based editor Albert Lubisch organised the first Northwest German Spring Fair for the hotel, restaurant, café and catering trades, which has evolved into today's INTERNORGA – HMC's oldest trade fair. Albert Lubisch was appointed director of the Zoo-Ausstellungs-Hallen AG in 1923, thereby becoming Hamburg's first trade fair manager.

TODAY'S HAMBURG MESSE UND CONGRESS GMBH was founded in November 1972. Since that time, the company, as the host and co-organiser of events both in Hamburg and abroad, has been an ambassador, a job creator and an important contributor to the city of Hamburg's economy. Even in the Internet age, major organised events, conventions and trade fairs have great pulling power. After all, there is no substitute for personal contact. The trade fairs and conventions held in Hamburg reflect all of the economic clusters that the Hanseatic city considers worthy of support. There is a close interaction between the region's economy and HMC, whose visitors and exhibitors spend up to EUR 760 million every year in Hamburg's shops, hotels, restaurants, sports facilities and cultural institutions.

To let the public know about the exciting history of trade fairs in the Hanseatic city, HMC organised a number of events during the anniversary year. These began with a series of public lectures at Universität Hamburg sponsored by HMC in collaboration with the university's Center for the History of Hamburg. The seven lectures, which kicked



The larger-than-life anniversary seal decorated the facade of the exhibition halls and was used as the emblem for the many publications, reports and events during the anniversary year.

off on 8 October 2014, were given by historians and exhibition experts from all over Germany, including the heads of exhibition firms in Frankfurt and Leipzig. They provided some surprising insights into the development and relevance of the exhibition industry. One of the speakers was Bernd Aufderheide. In his presentation, the HMC CEO explained the importance of the Hamburg fair as a success factor for the city, its businesses and its people.



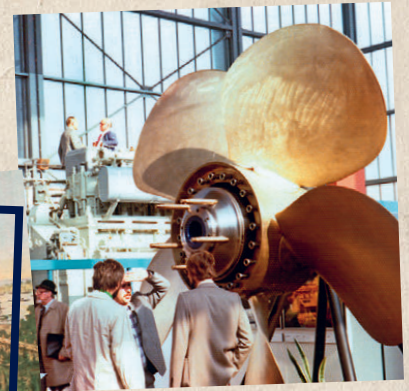
1365

Emperor Charles IV grants Hamburg the right to hold trade fairs



1869

The first international garden exhibition takes place in the Alter Elbpark



SMM

Success story of a world-leading trade fair made in Hamburg

ANOTHER HIGHLIGHT of the anniversary year was an episcopal ecumenical service held in St. Michael's Church on 29 January 2015, the anniversary of the date of the charter. Residents of Hamburg and visitors to the city were invited to attend the public service at which Hamburg's first mayor, Olaf Scholz, gave a talk. Emperor Charles was also present – in the form of Hamburg actor Michael Prella, who took the audience on a fascinating journey through time when he read from the historical text awarding Hamburg the right to hold fairs. The grand finale of the anniversary year was an exhibition held in the entrance of the town hall on the history of the Hamburg trade fairs and conventions.

650 YEARS OF TRADE FAIRS IN HAMBURG: MILESTONES

— THE BEGINNING

On 29 January 1365, Charles IV granted a charter to hold trade fairs to the City of Hamburg which helped it to grow into one of Europe's main trading hubs.

— FROM 1765: CURTAIN UP FOR NEW EXHIBITIONS

At the height of the Enlightenment, the Patriotic Society of 1765 was established as the Hamburg Society for Promotion of the Arts and Useful Crafts. In 1790, the society started staging exhibitions in the cellars of the town hall with the aim of improving the standard of living in the city. The first exhibitions were attended mainly by artists and there was a disproportionately high number of artistic exhibits. Hamburg at this time was a pioneer of the general and commercial exhibition industry in Germany.

— FROM 1800: KICK-OFF FOR BIG-TIME TRADE FAIRS

In the early 19th century, commercial trade fairs began to develop, at which mainly reproducible samples of products were exhibited. The new exhibition location was the city theatre concert hall, which is where the Hamburg State Opera is located today. Although the commercial exhibitions of Hamburg Craft and Industry Products held in 1832, 1834 and 1838 were a success, disputes about the future trade fair organisation and the Hamburg Fire of 1842 hampered further progress. It was not until 1863 that another exhibition was held, this time on the Heiligengeistfeld. It was called the International Agriculture Exhibition and was initiated by Ernst Freiherr von Merck. The ten-day event attracted 200,000 visitors and exhibitors from 14 countries, making it one of the first major exhibitions.



2008

The Neue Messe Hamburg enhances the cityscape



By 2019

The future – a revitalised CCH

– 1863: HAMBURG'S FIRST ZOOLOGICAL GARDEN OPENS

Freiherr von Merck made another important contribution to Hamburg's trade fair industry. It is thanks to his efforts that the first Hamburg Zoological Garden opened on what is today the site of the Planten un Blomen park. The zoo and the adjoining botanical garden, which were linked architecturally, offered the residents of Hamburg a wide programme of events.

– 1921: INTERNORGA PREMIERS

As a result of the opening of Carl Hagenbeck's zoo in 1907, the Hamburg Zoological Garden ran into financial difficulties. The zoo therefore decided to add trade fairs to its range of events. The very first one marked the beginning of a success story that continues to this day. In 1921, the Northwest German Spring Fair was held in the Ernst Merck Hall for the hotel, restaurant, café and catering sector – the first INTERNORGA.

– FROM 1933: THE NAZI PERIOD – PROPAGANDA REPLACES TRADE SHOWS

The 1930s brought drastic changes for the Hamburg trade fairs. Events were now organised centrally by the state; the fairs took on a political character and became part of the Nazi propaganda machine. Technically, they broke new ground with the use of film and radio. The Blessings of the Sea exhibition in 1939, which was designed to show that the German Reich was independent of imports from abroad, was also held in Hamburg as an official government event. A parade ground was created on Jungiusstrasse in 1938. Twenty-four barracks were built here from July 1941 to house forced labourers.

– FROM 1950: NEW TRADE FAIRS ON THE HOME STRAIGHT

Consumer and capital goods were in demand. In 1950, the first special exhibition aimed at women was held. Five years later, this became the DU UND DEINE WELT show. The trade fair industry experienced a boom in the early 1960s. 1961

saw the first German Trade Show for Sport and Utility Boats, which attracted 65 exhibitors. The show captured the spirit of the German economic miracle and became hanseboot in 1985. The Hamburg Society of Marine Engineers show was held for the first time in 1963, marking the beginning of the SMM, the world's leading maritime trade fair.

– FROM 1951: NEW RECORD FIGURES – THE ERNST MERCK HALL AND THE TRADE FAIR GROUNDS

The construction of new, modern exhibition halls began after the Second World War. The Ernst Merck Hall opened in 1951. With capacity for 6,000 spectators, it was Northern Germany's biggest and most modern event hall. As well as trade fairs and exhibitions, it was used for important sports events and legendary concerts. To satisfy the growing demand for space, new halls were built on Jungiusstrasse. By 1971, the exhibition space had grown to 52,500 square metres. In the 1980s, this was extended to 64,000 square metres in a total of 12 halls.

— FROM 2004: CROSSING THE
KAROLINENSTRASSE

In June 2004, the cornerstone was laid for the Neue Messe Hamburg. Eight of the twelve halls were pulled down and replaced by three larger, more modern halls. Four further halls were constructed beneath the TV tower. The covered exhibition space now extended to 87,000 square metres. At the same time, the CCH was given an additional conference area and a new exhibition hall. The new trade fair complex was fully ready for use at the end of 2008.

**ECONOMY SENATOR FRANK
HORCH** summarised the importance of HMC for Hamburg like this:

“The events in the anniversary year provide a good opportunity to once again remind everyone of the importance of the exhibition industry for the economic development of our city. Hamburg is one of Europe’s biggest and most dynamic metropolitan areas. Over four million people live and work here. The strength of Hamburg’s economy is based on its unique combination of modern industrial production, innovative services and international trade. Per-

sonal contact, networking and the exchange of information at trade shows, conventions and conferences are becoming increasingly important in the digital era. With its trade fair company, Hamburg is well placed to build on its unique strengths. One of our strategic objectives is to give Hamburg a stronger international presence in the growing market for trade fairs, conferences and conventions. In this context, the senate and city parliament have now agreed upon the comprehensive revitalisation of the CCH, which will open in 2019 with a brand new look.”

Here you will find
the richly illustrated e-book on
the anniversary
(in German):



To mark the anniversary of the charter, an official service was held on 29 January 2015 in St. Michael’s Church.

The First Mayor Olaf Scholz gave a speech which stressed the importance of the trade fair and conference business to Hamburg’s economic development policy.



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2014

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ANNUAL FINANCIAL STATEMENTS

OF HAMBURG MESSE UND CONGRESS GMBH 2014



BALANCE SHEET	2014	2013
Assets as of 31 December 2014 (in EUR thousand)		
1. Fixed assets	81,415	81,768
2. Current assets	35,117	31,691
Total assets	116,532	113,459
Equity and liabilities as of 31 December 2014 (in EUR thousand)		
1. Equity	11,679	11,679
2. Liabilities	104,853	101,780
Total equity and liabilities	116,532	113,459

INCOME STATEMENT	2014	2013
For the financial year from 1 January to 31 December 2014 (in EUR thousand)		
1. Total revenue	101,808	58,389
2. Personnel expenses	17,474	16,278
3. Other expenses	88,232	75,129
4. Profit/loss before loss absorption	-3,898	-33,018

RBS RoevertBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft issued an unqualified auditor's report for the unbridged annual financial statements and the management report on 20 March 2015.

A. BUSINESS AND ECONOMIC ENVIRONMENT

MANAGEMENT REPORT 2014 (SHORT VERSION)

1. THE GERMAN TRADE FAIR MARKET

According to initial estimates by the Kiel Institute for the World Economy (Institut für Weltwirtschaft, IfW), global GDP (calculated on the basis of purchasing power parity) is still growing at a modest pace and at 3.4 percent on average for the year has probably risen only marginally faster than in 2013. Preliminary figures released by the Association of the German Trade Fair Industry (AUMA) show that international and national trade fairs in Germany recorded steady growth. In 2014, around 176 trade fairs took place with 1 percent more exhibitors and visitors compared with the respective prior-year events. The amount of leased stand space generally remained constant. There was an above-average increase in foreign participation, which rose by 3 percent. AUMA is cautiously optimistic for 2015 and anticipates that trade fair figures will remain stable or increase slightly compared with previous events. According to a forecast by AUMA, around 168,000 exhibitors will be taking part in the 161 trade fairs of international or national significance, utilising exhibition space of 6.1 million square metres. AUMA is expecting visitors numbers to stabilise at approximately 9.6 million.

2. FOREIGN BUSINESS

Foreign business for German trade fair organisers is on track to expand further. German organisers are planning to hold 313 trade fairs abroad in 2015 (2014: 306, 2013: 277), mainly in China, Russia and India. Participation in foreign trade fairs rose to 245 in 2014 (2013: 262). While the budget remains unchanged, 253 participations are planned for 2015, primarily in China (52), Russia (41), United Arab Emirates (23), USA (21) and India (16).

3. THE NATIONAL AND INTERNATIONAL CONVENTION AND CONFERENCE BUSINESS

Although final figures for the development of the national and international convention and conference market in 2014 are not yet available, it is assumed that there will be slight growth in the German events market.

The German convention and conference business remains the European market leader and ranks second worldwide after the United States. The large number of top-class venues in Germany and the oversupply of convention and conferencing capacity has led to persistently high competitive pressure. This pressure is being increased still further by announcements about expansion and modernisation projects and also new construction undertakings. Hamburg ranks fourth among the most popular German cities (previous year: fifth). Its excellent infrastructure provides ideal conditions for the event organiser to stage successful conferences and conventions. In addition to the infrastructure of the conference and convention centre, the general conditions at the destination, such as accessibility, hotel accommodation, security and cost-effectiveness, are playing an increasingly important role in the decision on the venue. In the national and international association business, there is also an emerging trend of compliance aspects being used as one of the selection criteria.

B. COURSE OF BUSINESS OF HMC

In 2014, HMC generated its highest level of revenue in the company's history. Compared with the 2012 reference year, revenue increased by EUR 5.4 million to EUR 99.8 million. After adjusting for the extraordinary item in the amount of EUR 12.4 million arising as a result of the organisation and implementation of the German Pavilion at EXPO 2012 in Korea, revenue was lifted by EUR 17.8 million. The Trade Fair sales division accounted for the largest portion of revenue (approximately 50 percent). The second half of the year presented a particular challenge with eight trade fairs held in the space of eleven weeks, among them SMM and WIND-ENERGY HAMBURG.

1. HAMBURG MESSE DIVISION

HMC recorded high numbers of events and exhibitors in 2014. Highlights in 2014 included the events that Hamburg Messe itself organised, SMM and WINDENERGY HAMBURG. With scores of specialist visitors from all around the world and record participation of 2,102 exhibitors – including 150 newcomers – from 67 countries, SMM reasserted its position as the leading platform for the maritime industry. WIND-ENERGY HAMBURG was held in 2014 for the first time. Attracting 1,194 exhibitors from 32 countries, this is the most important trade fair for the international wind energy industry.

The INTERNORGA maintained its status as Germany's number one catering trade fair in 2014. A total of 1,203 exhibitors took up the entire trade fair grounds including a lightweight hall that was set up.

GET NORD has a unique position in Europe because it is Germany's only joint trade fair for all products related to building technology. At this show 497 exhibitors presented their products on a net floor area of 27,114 square metres.

With increases in the number of exhibitors (5 percent) and net floor area (11 percent), HANSEBOOT consolidated its position as Germany's second-most important boat fair. In addition, HMC hosted the HANSEBOOT ANCORA BOAT SHOW on the grounds of the ancora marina in Neustadt/Holstein for the fourth time.

The integration of Hamburger Autotage once again and the enhancement of theme worlds raised the number of exhibitors at REISEN HAMBURG by 14 percent. Visitor numbers fell slightly short of expectations. HANSEPFERD Hamburg, on the other hand, recorded growth in both exhibitors (+4 percent) and visitors (+5 percent) in 2014.

DU UND DEINE WELT (DDW) was held for the last time in 2014. In contrast to consumer fairs and exhibitions, which have clearly defined topics and target groups, acceptance of this multi-industry trade show had fallen sharply in recent years.

The Guest Events sales division performed better than expected in the reporting year with a 23 percent increase in revenue. A total of 30 guest events (2013: 37, 2012: 26) were staged on the HMC site. The largest events were AIRCRAFT INTERIORS EXPO and NORDSTIL.

In the 2014 financial year, 42 trade fairs and exhibitions were hosted (2012 in 37), of which 12 were own events (11 held in the grounds and one in Neustadt/Holstein). At a total of 831,388, the number of visitors was up 88,919 compared with 2012 (742,469). The gross area leased increased correspondingly by 132,564 square metres to 982,829 square metres.

2. FOREIGN BUSINESS DIVISION

Every year, HMC organizes numerous joint participations in trade fairs abroad, most of which are implemented on behalf of the Federal Ministry of Economics and Technology and the Federal Ministry of Food and Agriculture. The main focus was on the maritime industry, the oil and natural gas industry as well as the hotel and culinary industry. During the reporting year, HMC implemented seven joint participations on behalf of the Federal Ministry of Economics and Technology and five on behalf of the Federal Ministry of Food and Agriculture. The highlight of the foreign business activities was the successful implementation of the German participations at the Arab Health (around 300 exhibitors) and the SIAL Paris (more than 70 exhibitors).

3. CCH DIVISION

There was only a marginal change in the market and competitive conditions for CCH compared with the previous year. Concrete progress on the revitalisation of the CCH was made in 2014 and the Parliament of the Free and Hanseatic City of Hamburg resolved on the implementation of the construction project from 2017.

There were 141 (2013: 128, 2012: 156) national and international conferences, conventions, exhibitions and presentations hosted at the CCH in the 2014 financial year. Good acquisition of mid-sized and large conventions with convention-related exhibitions pushed up visitor numbers from 196,010 in 2013 to 213,588 in 2014.

As in previous years, medical events as well as annual general meetings, member and company meetings accounted for the lion's share of the convention and conference business. Events of note include the 31st Chaos Communication Congress (20,000 participants), the 95th German X-Ray Congress (7,500 participants), the 14th Congress of the German Interdisciplinary Association for Intensive and Emergency Medicine (DIVI) (5,000 participants) and the Annual General Meeting of the DAX 30 group Deutsche Lufthansa AG.

A total of 106 social and cultural events were held. Visitor numbers rose by around 19,000 to 176,513. Particularly noteworthy is the Dalai Lama's four-day teaching at the CCH in August 2014, which attracted 25,000 visitors.

C. ECONOMIC SITUATION

1. DEVELOPMENT OF REVENUE

HMC posted revenue of EUR 99.8 million in 2014. Total revenue in 2014 was distributed as follows among the sales divisions: Hamburg Messe: EUR 49.5 million; CCH: EUR 10.6 million; Guest Events: EUR 9.3 million; Foreign Business: EUR 7.4 million; and Services: EUR 19.5 million. Revenue from the Property division was EUR 3.6 million.

2. PROFIT / LOSS FOR THE YEAR

HMC posted a loss of around EUR 3.9 million for the 2014 financial year before loss absorption by HGV. This improvement compared with the 2012 reference year is primarily due to the higher gross profit resulting from an increase in revenue of around 5.7 percent with a simultaneous decrease in expenses for the implementation of trade fairs, exhibitions, conventions and events of approximately 9.5 percent. The decrease in expenses compared with the reference year is mainly attributable to EXPO 2012 in Korea.

3. EMPLOYEES

As of the close of 2014, HMC had 277 employees (2013: 266); of these, 255 had permanent contracts of employment while 22 had fixed-term contracts (2013: 241 unlimited and 25 limited). Expressed in FTE's, HMC had 250 employees as of the close of the year (2013: 244). HMC also made 21 training slots available for future event, office and IT specialists, event technology specialists and Bachelor of Arts (BA) students.

4. NET ASSETS

In the year under review, total assets increased by EUR 3.0 million to EUR 116.5 million, as a result of which the equity ratio decreased from 10.3 percent to 10.0 percent.

5. FINANCIAL POSITION

The company has a control and profit transfer agreement as well as a Group clearing agreement with HGV, its parent, which ensures its liquidity at all times.

D. OUTLOOK, RISKS AND OPPORTUNITIES OF FUTURE DEVELOPMENT

1. OUTLOOK

Fewer events are scheduled to take place in 2015 than in even years. HMC aims to continue its profitable growth and to break even over a two-year period by 2025. To this end, a strategy entitled ROAD TO 2025 was developed describing the challenges, goals and fields of action. Growth will be primarily achieved through the expansion of HMC's own trade fairs, the acquisition of profitable guest events and the upcoming revitalisation of the CCH.

The CCH will be modernised and expanded in 2017 and 2018, so that from 2019 onwards the "new" CCH will be able to meet future requirements.

2. EARNINGS

HMC expects revenue of EUR 58.3 million for the 2015 financial year, which means that revenue is anticipated to increase by around 3.1 percent compared with the reference year.

The company expects to post a net loss for the current year, given the significant financing costs for leasing the Neue Messe property as well as the costs arising from the financing and depreciation of CCH's expansion. Property costs will continue to have a negative impact on earnings in the coming years.

HGV will absorb the losses that are expected for the next years within the scope of the existing profit and loss transfer agreement.

3. RISK REPORT

RISK MANAGEMENT

HMC maintains a risk management system that enables timely and systematic analyses and assessments of the company's exposure to risk as well as the development of pertinent countermeasures. These analyses and assessments concern both strategic and operational risks.

In terms of its future development, at this time HMC is unaware of any risks that might jeopardise the company as a going concern.

No events of special importance that would have resulted in a material change in the presentation of the company's net assets, financial position and results of operations occurred after the close of the financial year.

Hamburg, 20 March 2015

BERND AUFDERHEIDE

President and Chief Executive Officer (CEO)

DR. ULLA KOPP

Chief Financial Officer (CFO)

REPORT OF THE SUPERVISORY BOARD

The Supervisory Board reviewed the situation and development of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH on a regular basis during the financial year. It carried out the tasks allocated to it both by law and by the Articles of Association during the reporting year. The Supervisory Board advised and monitored the managements of Hamburg Messe und Congress GmbH, BNM Baugesellschaft Neue Messe mbH and HMC International GmbH on an ongoing basis.

The Supervisory Board has complied with the specifications of the Hamburg Corporate Governance Code and has issued a statement of compliance in cooperation with the managements from the companies.

Management provided regular, timely and comprehensive reports — both in writing and verbally — to the Supervisory Board regarding relevant issues of corporate planning, strategic development and results achieved as they relate to the individual companies, including the risk situation.

In the financial year from 1 January to 31 December 2014, the Supervisory Board held five meetings. The Finance Committee and the Construction Committee each met three times. The Human Resources Committee convened five times and adopted two resolutions by written circular.

On 1 July 2014 and on 4 July 2014, respectively, the Annual General Meeting of Shareholders of Hamburg Messe und Congress GmbH and the Annual General Meetings of Shareholders of BNM Baugesellschaft Neue Messe mbH and HMC International GmbH elected RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft (RBS) as the auditor of the financial statements.

RBS audited the annual financial statements comprising the balance sheet, the income statement and the notes, together with the bookkeeping system and the management report for the financial year from 1 January 31 December 2014.

RBS issued unqualified auditor's reports. The audit has not led to any reservations. In the opinion of RBS, the companies' annual financial statements are in compliance with legal provisions and the supplementary provisions of the Articles of Association and give a true and fair view of the companies' net assets, financial positions and results of operations in accordance with the principles of proper accounting. The management reports are consistent with the annual financial statements, provide a suitable understanding of the companies' situations and suitably present the opportunities and risks of future development.

The Finance Committee examined the annual financial statements, management reports and audit reports from RBS in detail at its meeting on 2 June 2015, as did the Supervisory Board at its meeting on 16 June 2015. The Supervisory Board has no objections to these documents and therefore agrees with the results of the auditor's report. The Supervisory Board approves both the management reports of the Managing Directors and the annual financial statements as at December 31, 2014.

The term of office of the members of the new Supervisory Board of Hamburg Messe und Congress GmbH began on 29 August 2014. Christian Heine, Anja Holinsky, Dr. Claus Liesner and Katja Löwe stepped down from the Supervisory Board. The Supervisory Board wishes to warmly thank the departing members for their support and cooperation, their dedication to the Supervisory Board and their commitment to Hamburg Messe und Congress GmbH. The new members of the Supervisory Board of Hamburg Messe und Congress GmbH are Jutta Hartung, Claudia Jeske, Dr. Renate Krümmer and Frank Minak.

The Supervisory Board also wishes to thank the Managing Directors and the company's employees for making the past financial year a particularly successful one.

Hamburg, June 2015

JOHANN C. LINDENBERG

Chairman of the Supervisory Board

SUPERVISORY BOARD 2014

JOHANN C. LINDENBERG

Chairman, former National Chairman of Unilever Germany

HARTMUT HOFMANN

Deputy Chairman, Head of the Convention and Event Technology department, Hamburg Messe und Congress GmbH

BRIGITTE ENGLER

Managing Director, City Management Hamburg

JUTTA HARTUNG (since 29 August 2014)

Unit Head, Fundamental and Cross-section Tasks of Investment Management, Finance Authority, Free and Hanseatic City of Hamburg

CHRISTIAN HEINE (until 29 August 2014)

Managing Director, Stromnetz Hamburg GmbH

ANJA HOLINSKY (until 29 August 2014)

Project Manager, Hamburg Messe und Congress GmbH

KAI HOLLMANN

Managing Director, Gastwerk Hotel Hamburg Verwaltungsgesellschaft mbH

CLAUDIA JESKE (since 29 August 2014)

Project Specialist, Hamburg Messe und Congress GmbH

DR. RAINER KLEMMT-NISSEN

Managing Director, HGV Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH

MARTIN KÖPPEN

Director of the Office for Economic Development, Foreign Trade and Agriculture, Authority for Economics, Transport and Innovation, Free and Hanseatic City of Hamburg

DR. RENATE KRÜMMER (since 29 August 2014)

Owner of KRÜMMER fine art e. K.

DR. CLAUS LIESNER (until 29 August 2014)

Managing Director, AMC Asset-Management-Consulting GmbH

KATJA LÖWE (until 29 August 2014)

Sales Specialist, Hamburg Messe und Congress GmbH

LORETTA MARSH

Chairperson of the Works Council, Hamburg Messe und Congress GmbH

FRANK MINAK (since 29 August 2014)

Technical Specialist, Hamburg Messe und Congress GmbH

PROF. DR. HANS-JÖRG SCHMIDT-TRENZ

Chief Executive, Hamburg Chamber of Commerce

STATEMENT OF COMPLIANCE

The Executive Management and the Supervisory Board of Management of Hamburg Messe und Congress GmbH (HMC) hereby declare:

„Hamburg Messe und Congress GmbH (HMC) complied with all the regulations of the Hamburg Corporate Governance Code for which the Executive Management and the Supervisory Board were responsible during the 2014 financial year. The following items were not observed:

SECTION 5.1.5.:

The six-week period for distributing the minutes regarding resolutions made by the Supervisory Board could not be adhered to at all times as the draft minutes had to be approved prior to their publication and the approval processes were not completed in time.

SECTION 7.2.3.:

RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft, Domstrasse 15, 20095 Hamburg, was already appointed to audit the company's annual financial statements and to ensure due and proper conduct of business for the years 2008 to 2013 and is to retain this appointment until 2014. The purpose of this continuing appointment is to ensure auditing continuity and to reintegrate HMC into the next auditing cycle (beginning with the 2015 financial year).

The subsidiaries BNM Baugesellschaft Neue Messe mbH and HMC International GmbH do not have a supervisory board. With one exception, they complied with all the regulations of the Hamburg Corporate Governance Code for which the management boards were responsible during the 2014 financial year:

SECTION 7.2.3.:

RBS RoeverBroennerSusat GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft was already appointed to audit the company's annual financial statements and to ensure due and proper conduct of business for the years 2008 to 2013 and is to retain this appointment until 2014. The purpose of this continuing appointment is to ensure auditing continuity and to reintegrate the subsidiaries of HMC into the next auditing cycle (beginning with the 2015 financial year).“

In the 2014 financial year, Mr. Aufderheide received total gross compensation in the amount of EUR 256,801.02. Dr. Kopp received total gross compensation in the amount of EUR 240,145.68. The distribution of the total compensation can be viewed online at www.hamburgmesse.de.

Hamburg, June 2015

JOHANN C. LINDENBERG

Chairman of the Supervisory Board

BERND AUFDERHEIDE

President and Chief Executive Officer (CEO)

DR. ULLA KOPP

Chief Financial Officer (CFO)

PUBLISHING INFORMATION

PUBLISHER

Hamburg Messe und Congress GmbH
Messeplatz 1
20357 Hamburg
Germany

Phone +49 40 3569-0
Fax +49 40 3569-2203
info@hamburg-messe.de
hamburg-messe.de

RESPONSIBILITY FOR EDITORIAL CONTENT WITHIN THE MEANING OF THE GERMAN PRESS ACT

Karsten Broockmann

CONCEPTION, REALISATION AND EDITORIAL

Karsten Broockmann, Sabrina Neumann, Irene Tagmi
(Hamburg Messe und Congress GmbH)

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TEXTS

Karsten Broockmann
Chan Sidki-Lundius

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HMC: 09, 13, 16, 27, 29, 30, 31, 32, 38, 42

HMC/Romanus Fuhrmann: 14, 17, 37

HMC/Nico Maack: 15, 16

HMC/Katrin Neuhauser: 03

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HMC/Michael Zapf: 01, 02, 04, 06, 07, 11, 17, 31, 37

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agn Leusmann GmbH/

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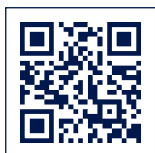
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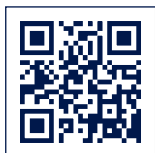
Witters GmbH Sportfotografie: 28

Michael Zapf: 35



HAMBURG MESSE

Messeplatz 1 | 20357 Hamburg | Germany
Phone +49 40 3569-0 | Fax +49 40 3569-2203
info@hamburg-messe.de | hamburg-messe.de



CCH – CONGRESS CENTER HAMBURG

Am Dammtor | Marseiller Straße | 20355 Hamburg | Germany
Phone +49 40 3569-2222 | Fax +49 40 3569-2183
info@cch.de | cch.de

