

September 16, 2019

New cooperation fair from EURONICS, expert and Messe Berlin to make its debut in February 2021

Following the initial announcement in April 2019, on 8 September the plans for a cooperation fair were finalised during a meeting with the press at IFA. As a result, EURONICS and expert, the two largest electrical retail groups, will be collaborating with Messe Berlin to stage a joint event for the first time at the beginning of 2021. The agreement between Messe Berlin and the company set up for this purpose, KOOP Veranstaltungen GmbH, was signed at IFA.

The new cooperation fair will be held for the first time from 20 to 23 February on the Berlin Exhibition Grounds. The two retail groups will continue to stage their start-of-the-year events and their own trade fair presentations independently. The aim is to ease the pressures on exhibitors and organisers and to take advantage of newly created synergies. A shared exhibition hall will be provided for partners from the industrial and service sectors who exhibit both with EURONICS and with expert. It is also planned to use hub27, the newly opened congress hall.

The new format of this trade fair enables all those involved to improve their efficiency. The modular stand construction system with its standardised design reduces the outlay by exhibitors, and visitors will benefit from the positive experience that this fair offers.

As Jens Heithecker, Director of Messe Berlin GmbH explains: "With our expertise in sales-oriented trade fairs we believe we are ideally placed as host and co-promoter of this event. Working with our partners we are developing a new market place for merchandising, communication and the exchange of ideas. The efficiency of such a platform increases along with that of its partners."

Dr. Stefan Müller, Chairman of the Board of expert SE adds: "We are already eagerly looking forward to participating in this cooperative event. We aim to continuously develop the concept of this fair in a dialogue with our partners, And as part of this process we are also keen to engage in more cooperative projects in the future."

Benedict Kober, Spokesman for the Board of EURONICS Deutschland eG, also expressed his evident satisfaction: "A trade fair can certainly be compared with trading at a fixed location. Here, and there too, the objective is to create a lively, emotion-driven market place, and the exchange of information in an inspiring atmosphere. With our ideas we are heading in the right direction."

About EURONICS

OLED-TVs, smart wearables, the smart home and domestic appliances with the maximum energy efficiency are all equal components of the ranges carried by specialist EURONICS dealers, along with conventional consumer electronics products. In Germany this cooperative group has 1,316 members at 1,466 locations, and some 11,000 employees. A comprehensive range of services, individual advice and highly qualified staff are the characteristics shared by the specialist stores and markets, most of them SMEs and owner-operated. In the business year 2017/2018 the centrally regulated turnover of EURONICS Deutschland eG amounted to 1.47 billion euros.

EURONICS Deutschland eG is a partner of the European purchasing and marketing group EURONICS International which is based in Amsterdam. Currently the group is active at over 8,800 locations in Europe and in 2017 it achieved a combined turnover of 19.1 billion euros. More than 50,000 staff are employed by some 5,500 member businesses in 35 countries. EURONICS is the largest retail group in this sector in

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About expert SE

Based in Langenhagen, expert SE is a trading group for consumer electronics, information technology, telecommunications, entertainment and home appliances. It currently comprises 211 expert partners at a total of 410 locations throughout Germany. In keeping with its slogan 'With the best recommendations', expert, more than any other electronics retail group, represents outstanding expertise in services and advice. In its 55 years of commercial history expert has established itself in a strong position on the market and is now the second largest specialist electronics retail group in Germany. For many years the commercial results achieved by the expert group have exceeded the industry average. In the business year 2018/2019 intercompany turnover in terms of industry sales prices (excluding value added tax) amounted to 2.14 billion euros. www.expert.de

The expert brand is represented at over 4,000 locations in 21 countries. The local companies in the various member countries form part of expert International, established in 1967 with its headquarters in Zürich. In 2018 the members of expert International achieved a combined turnover in excess of 15 billion euros. www.expert.org

About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies. Each year it develops markets and hosts hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes ITB, IFA, InnoTrans, FRUIT LOGISTICA and the International Green Week, all leading global trade fairs, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at the Brandenburg Gate. Messe Berlin has around 90 foreign representatives who market events in over 170 countries. Each year some 30,000 members of the media from all parts of the world obtain accreditation for events on the exhibition grounds in Berlin where the company has its headquarters. Thus, Messe Berlin acts as a driving force of the metropolis that is Berlin. Its aim is to be an outstanding host for visitors to every event at Messe Berlin, to give individuals an optimum boost for their business and to ensure fair conditions for everyone. This approach is reflected in the company slogan: 'Messe Berlin – Hosting the World'. www.messe-berlin.com