



PRESSE-INFORMATION · PRESS-RELEASE · COMMUNIQUÉ DE PRESSE ·
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Messe München International

TRADEFAIRS.com – a new partner of Messe München

- **TRADEFAIRS.com is Messe München's new hotel bookings partner as of 1 January 2008**
- **Internationally experienced contact for visitors and exhibitors**

As of 1 January 2008 Messe München has a new partner for hotel bookings: TRADEFAIRS.com. This company replaces the former partner smart & more, with which Messe München had been working since 2001.

The new partner TRADEFAIRS.com specialises in booking hotel accommodation online, via the Internet. As a professional operator, with extensive international experience, the company will provide a hotel bookings service to both visitors and exhibitors at Messe München's fairs.

TRADEFAIRS.com is part of the Deutsches Reisebüro Group, and is part of a network of DER Corporate Services Partners, also including DERCONGRESS, a full-service-partner for congresses, conferences and events.

“TRADEFAIRS.com has extensive expertise in the congress and trade-fairs businesses, for example, as a partner of the trade fair ‘Expopharm’, of the bauma exhibitor Wirtgen and of the drinktec exhibitor Kronos,” said Norbert Bargmann, Managing Director of Messe München GmbH. “Working with such an experienced and internationally recognised partner will strengthen Munich as a business location even further.”

Exhibitors in particular will benefit from the flexible booking system. They now have the option of independently reserving even a large number of rooms directly via TRADEFAIRS.com. The modern booking system, specially developed to handle online group bookings for trade fairs, also enables exhibitor customers to manage room allocation and participant information as well as check on capacity utilisation – all via the company’s online portal. All bookings are confirmed in real time, which guarantees maximum planning security and efficient communication. In a separate analysis section, corporate customers have access to all bookings-relevant data, for use in detailed reporting and follow-up.

TRADEFAIRS.com thus offers in particular international companies who want to consolidate their trade-fair planning an innovative new solution which can greatly simplify the job of planning their various trade-fair activities in Munich.

For further information and contact details, go to: <http://messe-muenchen.tradefairs.com>.

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Messe München International (MMI)

Messe München International (MMI, Munich Trade Fairs International Group) is one of the world’s leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad - in Europe and in Asia - and with 66 foreign representatives serving 89 countries, MMI has a truly global network.

TRADEFAIRS.com

TRADEFAIRS.com belongs to and is backed by a company with long-term experience in the tourism sector. The Deutsches Reisebüro (DER) Corporate Group, founded in 1917, encompasses the tour-operator brands Dertour, Meier's Weltreisen and ADAC Reisen as well as the travel agencies DER Reisebüros, Atlas Reisen and FCm DER Travel Solutions. Since 2000 the DER Group has been a 100% subsidiary of Rewe.

TRADEFAIRS.com is one of the DER Corporate Service Partners. Under this name, DER offers its services for corporate customers under one umbrella. Each of the six independent DER Corporate Services Partners is a specialist in a particular area. They include the business travel experts, FCm DER Travel solutions, the hotel portal www.derhotel.com and www.ratefinding.com – the platform for online hotel purchasing. The conference, congress and events sector is covered by the full-service company Dercongress and by the online portal www.tradefairs.com for booking hotels for trade fairs. Reisewelt supplements the portfolio with travel ideas for customer-relations purposes.

A brochure about DER Corporate Service Partners can be ordered from: info@der.de.

TRADEFAIRS.com
Corporate Communication
Tel.: +49-69-9588-1601
Fax: +49-69-9588-1616
E-mail: Presse@der.net