

Munich, 05-Jun-2013

**Press-release**

**MOC celebrates 20-year success story!**

- Event and Order Center's location in northern Munich is home to many
- MOC foyer boasts radiant new design just in time for anniversary

Whether it is being used as a trade-fair center, an event location or a trade platform: the MOC has been the perfect venue for the widest variety of customers for twenty years. Trade-fair organizers, trade associations and corporate customers have been just as successful at positioning themselves at the MOC as the international sportswear and shoe fashion industry. They all rely on the MOC's modular room concept, which consists of halls, atriums and showrooms, and the fact that Munich and the MOC are located in one of the regions with the strongest purchasing in Europe and serve an area that covers central and southern Germany, Austria and Switzerland.

Reinhard Pfeiffer, Managing Director of Messe München GmbH, is proud of the MOC story: "Designed by star architect Helmut Jahn, the building's concept and structure were absolutely novel and visionary when it opened in 1993. With Messe München as its operator and center manager, it has been setting standards ever since – both as an event center and as a gathering for the sportswear and shoe fashion industry."

Each year, as many as 370,000 participants attend events in the MOC – including successful trade shows and public exhibitions such as the fabric show MUNICH FABRIC START, the audio show HIGH END, the 50plus event "Die 66" and the motorcycle show IMOT, all of which grew up at the MOC. For Messe München International, the MOC has served as a valuable trade-fair incubator. Klaus Dittrich, Chairman/CEO of Messe München GmbH explains: "For example, EXPO REAL, a show that we organize, was established at the MOC and developed into a leading trade fair for the commercial real-estate industry before it relocated to the trade-fair center in Munich/Riem. The same thing applies to Beauty Forum and ICE Europe (International Converting Exhibition), our successful B2B formats."

Messe München has been marketing its three venues – i.e. Messe München, ICM – Internationales Congress Center München and the MOC Event Center from a single source as "Messe München Locations" since 2011. Reinhard Pfeiffer: "A single point of contact advises customers on the services and availability of all three venues."

**Order center with model character**

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Concentrated orders in a quiet atmosphere, and a year-round presentation of collections in modern showrooms: The MOC has been a model for the entire sportswear and shoe fashion industry from the very beginning. What sounds obvious today was a novelty in 1993. 20 years and a success story later, more than 500 leading brands in the sectors for shoes and leather goods, sporting goods and sportswear showcase their collections on 20,000 square meters of exhibition space. A total of 6,500 square meters of that space is occupied by the SOC alone – in 1993 the first and to this day the largest shoe-order center in Germany.

### **Foyer gets new design**

The MOC foyer boasts a radiant new design just in time for its anniversary: Since January, white walls accentuate the foyer's diagonal look and make the entryway appear even more spacious and inviting. Reinhard Pfeiffer is particularly pleased about the positive reaction among the MOC's customers: "Organizers and tenants are enthusiastic about the new atmosphere and want to incorporate the foyer into their plans more strongly in the future!"

### **Messe München**

Messe München is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With twelve affiliates abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 countries, Messe München has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.