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Messe Muenchen Shanghai and Shanghai Donnor Exhibition Reached a Strategic Cooperation

On 31st March, Messe Muenchen Shanghai Co., Ltd. and Shanghai Donnor Exhibition Co., Ltd. reached a strategic cooperation. With years of development in sports industry and multiple prestigious sporting trade fairs organized respectively, both companies agree to co-locate some of their premium events within the same industry at the same time.

To accelerate the fusion between the sports industry and economy, establish a positive role as trading platforms and accomplish a greater break-through, both companies will bring innovations, better-shaped show images and re-integrated resources from both sides in a hope of facilitating a steady recovery for the market.



Representatives from both companies at the agreement signing ceremony

Both companies are determined to push the trading opportunities that connect exhibitors to industry buyers to the edge and collectively forge a professional

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trading platform for domestic and overseas clients to demonstrate more holistic technologies and innovations. Such a platform will be established through resources sharing between both companies and aims to reach more global high quality buyers and suppliers. Both Messe Muenchen Shanghai and Donnor Shanghai expect the cooperation to exert a positive influence and elevate the confidence for the industry and even help to stabilize and develop the sports market.



Ms. HUA Chuan, CFO of Messe Muenchen Shanghai Co., Ltd. and Mr. PENG Chong, CEO of Shanghai Donnor Exhibition Services Co., Ltd are signing the strategic agreement.

About Messe München

Messe München is one of the largest trade fair companies worldwide with more than 50 of its own trade shows for capital goods, technology, construction & real estate, as well as consumer goods & lifestyle. Meanwhile, it is a facility operator of the Munich exhibition grounds, the ICM – Internationales Congress Center and the MOC Veranstaltungszentrum München. With a network of affiliated companies in Europe, Asia, Africa and South America and around 70 foreign representations, we also have a successful global presence. With a staff of around 1,100 employees, we organize and hold international flagship trade shows and conventions.

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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. 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.

For more information, visit www.messe-muenchen.de

About Shanghai Donnor Exhibition

Established in 1996, Shanghai Donnor Exhibition has become an enterprise integrating with many professional brand exhibitions, big-range business and a powerful team in the 20 years development. Donnor Exhibition Group is a national exhibition and conference institution who has dozens of professional trade show with nearly 400 thousand square meter exhibiting area. Its business covers fitness equipment and facilities, swimming pool facilities, swimming equipment, architecture, leather, footwear, synthetic leather, machine tools and plastic machinery, hardware, glasses, surface treatment and environmental technology, auto, decorative materials, furniture, advertising facilities, packaging, lightning, HVAC and fresh air and many fields. It has become a member of IAEE in 2016.

For more info: www.donnor.com