



Trade fair trio InterMopro, InterCool, InterMeat has been called off:

too much reticence on the part of major industry players

Internationale Fachmessen für
| Molkereiprodukte | Tiefkühlkost, Speiseeis,
Technik | Fleisch und Wurst

International Trade Fairs for
| Dairy Products | Frozen Food, Ice Cream,
Technology | Meat and Sausage

Düsseldorf, 21.–23. September 2014

| www.intermopro.de | www.intercool.de | www.intermeat.de

The freshness trio InterMopro, InterCool, InterMeat (21-23 September 2014) has been called off. Although exhibitors expressly welcomed the redesign of the last show in 2012, not enough companies have confirmed their participation for 2014, so that the industry would not be sufficiently represented.

Cancellations, reductions in space and above all the reticence of major industry players are not currently promising an adequate number of final registrations. The exhibitors' turnout would therefore not do justice to the quality standard of Messe Düsseldorf or the interests of visitors from the retail trade.

The stimulus for the creation of three separate special trade fairs for dairy products, cooked and uncooked meat and frozen products came from the German market in the 1990s. Since then InterMopro, InterCool and InterMeat have been held in Düsseldorf as a trio every other year.

In the past few years, however, the market has changed dramatically. A number of massive concentrations have occurred, both in supply and demand, resulting in companies becoming increasingly international, so that the original idea had ceased to be relevant. To match this significant change, the trade fair format was adapted.

Says Hans Werner Reinhard, Deputy CEO of Messe Düsseldorf: "Working closely with the industry, Messe Düsseldorf has made substantial changes over the last few years, yet those changes were only partially accepted by the market. One element that made the situation especially critical was the proliferation of in-house exhibitions at German trading companies where it is now indispensable for big manufacturers to be represented.



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
InfoTel +49 (0) 2 11/45 60-9 00
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Domscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
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The global
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Exhibition Industry



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
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“The decision to call off InterMopro, InterCool and InterMeat 2014 was by no means easy for us. However, in view of the current number of registrations and the lack of any prospects for a radical turnaround in bookings, we had to put on the brakes,” says Hans Werner Reinhard as he explains the reasons of Messe Düsseldorf. “Messe Düsseldorf has been and always will be a reliable and responsible partner of trade and industry. With this in mind, it was also important to provide some planning security for any exhibitors who had already registered and not to confront companies with short-term decisions.”

Mediterranean Food, which was to take place as a première alongside the 2014 food trio, has also been cancelled.



Press contacts:

Cornelia Jokisch, Ph.D.

Tanja Karl (assistant)

Tel. +49 (0)211 4560-998,-999,

Fax +49 (0)211 4560-8548

E-mail: JokischC@messe-duesseldorf.de

KarlT@messe-duesseldorf.de

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