

Essen, June 24 2020

European Bridal Week as starting signal

Messe Essen organises Germany's first fair after the compulsory Corona virus break

North Rhine-Westphalia has mapped out the route, Messe Essen is leading the way for the industry. After the publication of the state's infection protection requirements, Messe Essen is the first German fair company to resume event operations. European Bridal Week kicks off this summer's fair calendar, taking place from 4 to 6 July 2020. At the trade fair for bridal fashion, the new hygiene protection and safety concept of Messe Essen, which the guest organiser United Fairs BV has adapted for its event, is being used for the first time. The focal points of the concept, which has already been approved by the municipal health authority, are distance and hygiene rules as well as the registration of participants.

Since 30 May, trade fairs and congresses in NRW have once again been possible with a limited number of participants and in compliance with strict infection protection regulations. "Messe Essen was able to react immediately to these stipulations because we have been intensively dealing with the requirements of effective infection protection for a long time and have sought a close exchange with the authorities", explains Oliver P. Kuhrt, Managing Director of Messe Essen. "We were thus able to promptly present a comprehensive protection concept for our fairs which we have now adapted to the individual conditions of the trade fair of our experienced guest organiser United Fairs. I am very pleased that we will be able to resume our operations with European Bridal Week at the beginning of July and spread a spirit of optimism throughout the entire sector".

Andrew Lookman, Managing Director of the Dutch trade fair organiser United Fairs BV, can now also take the uncertainty of the last few weeks away from his customers: "We will definitely welcome our exhibitors and visitors to Essen in July and give them the platform which the international bridal fashion market so urgently needs. Compliance with all health and safety regulations is our top priority – in the planning phase and during the event itself. We'd like to thank Messe Essen and all those involved for the professional preparation and coordination of the hygiene and distance concept."

The resumption of trade fair operations is also of great importance for the city of Essen. "After the Corona-related break for the fair organisers and also for our Messe Essen, the first exhibitions are now starting. This is made possible by the very good and intensive cooperation between Messe Essen and our local health authorities as well as the industry representatives," says Lord Mayor Thomas Kufen. "I would like to thank the management and the employees of Messe Essen very much for their commitment and the creation of a sustainable hygiene concept which can be an example for many other trade fairs in the region. Messe Essen is an important part of our business location. I am very pleased that a positive signal is being sent out from here with the start of the trade fairs".

The Association of the German Trade Fair Industry (AUMA) explicitly welcomes these signals. In its advisory role towards the responsible authorities of the state government, the association has repeatedly emphasized the extensive expertise in the development and implementation of security concepts that the German trade fair industry possesses. "The security concepts of the German trade fair companies are well thought-out and sustainable. The exhibition centres in Germany are among the places worldwide which are best equipped for the implementation of hygiene and distance rules", says Jörn Holtmeier, Managing Director of AUMA, describing the high quality standards of German exhibition sites. "I am therefore very pleased that the new start of the trade fair business is now beginning – also with its important impulses for the respective industry and for the regional economy."

The European Bridal Week and the subsequent trade fairs will take place under the hygiene and infection protection regulations now adopted by the state of North Rhine-Westphalia, which the city of Essen also follows in its municipal regulations. The regulations for the staging of trade fairs and congresses which have been in force since 30 May 2020 cover all areas of event organisation. These include, for example, a clearly defined maximum permissible density of persons on the fairgrounds, the wearing of a mouth-and-nose protection, the registration of all fair participants, the exclusive sale of online tickets, generous aisles and a stringent routing as well as a maximum of hygiene measures.

Further information: <https://www.messe-essen.de/messeplatz-essen/coronavirus/>