

**RX Austria & Germany Factsheet**  
All figures, data and facts at a glance

RX Austria & Germany (Austria and Germany) is part of the London-based Reed Exhibitions Group (RELX Group), which operates globally in more than 40 countries and is the second largest trade fair organizer in the world. RX Austria & Germany includes Reed Exhibitions Messe Salzburg; Reed Exhibitions Messe Wien, exclusive operator of Messe Wien; STANDout, one of the top 20 companies in European exhibition stand construction; and Reed Exhibitions Deutschland. Reed Exhibitions ATD has around 400 employees at its locations in Salzburg, Vienna and Düsseldorf.

**Management RX Austria & Germany**



Benedikt Binder-Kriegelstein,  
CEO und Vorsitzender



Barbara Leithner, COO



Ronald Herzog, CFO



Michael Köhler, CSO

**Portfolio Austria – facts & figures**

**Living & Construction:**

Wohnen & Interieur  
Bauen + Wohnen Salzburg  
Bauen + Wohnen Wien  
Wiener Immobilienmesse  
Elektrofachhandelstage

**Industry & Automotive:**

AutoZum  
Smart Automation Austria  
Intertool  
Power Days  
Schweissen  
absolut allrad

**Lifestyle, Hospitality & Care**

Alles für den Gast  
Die Hohe Jagd & Fischerei  
Austropharm  
Ferien-Messe

	2019*
Events	14
Exhibitors at physical events	4.407
Visitors at physical events	434.339

\*Due to the corona pandemic, the figures from 2019 were used as a reference. Digital events took place in 2020, but were not specifically identified in the FAQs.

**Portfolio Germany – facts & figures**

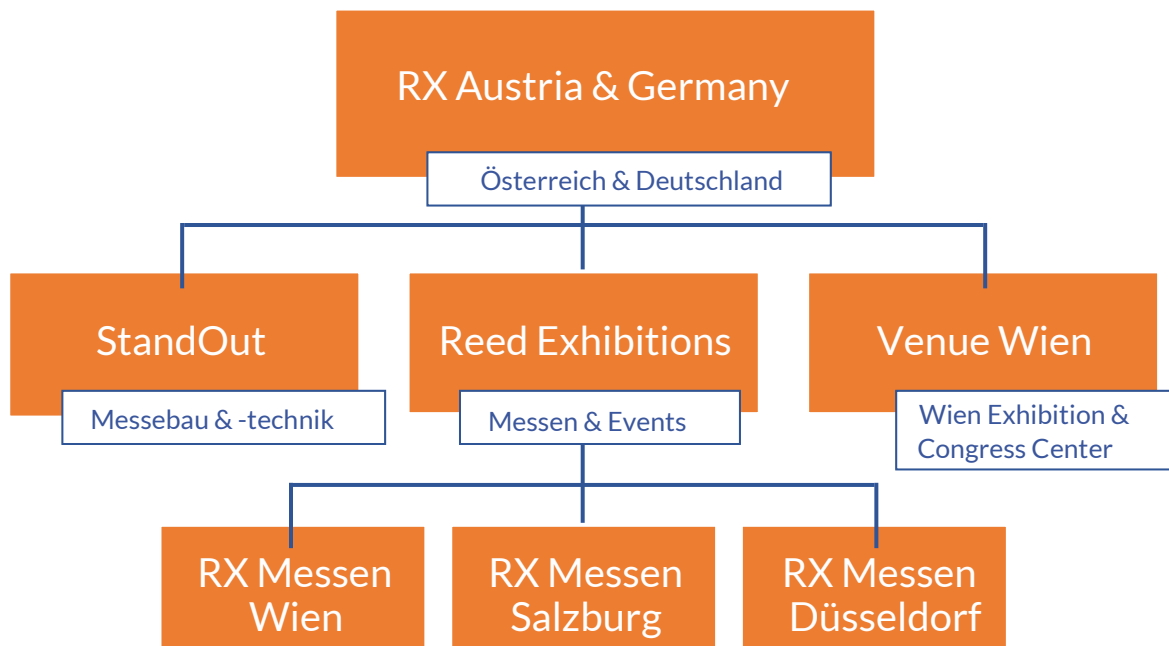
Aluminium  
Bar Convent Berlin  
Equitana  
FIBO  
PSI

	2019*
Events	7
Exhibitors at physical events	4.408
Visitors at physical events	394.025

## Our mission

Through trade fairs and business events, RX Austria & Germany gives its customers the opportunity to build and strengthen business relationships through personal contact. To this end, RX Austria & Germany seeks out and identifies the specific needs of markets for presentation, exchange and contact. Exhibitors and visitors use these business platforms to generate new business opportunities. RX Austria & Germany sees its activity as the management of high-quality business contacts - true to its mission: "We connect people with contacts, knowledge and emotions".

## Our divisions



## Type of events held

In Austria, for example, Ferienmesse, Bauen + Wohnen, Hohe Jagd & Fischerei and Alles für den Gast are well-known and popular trade fairs. Licensed are Vienna Comic Con, Interpädagogica, Tracht und Country, Modellbaummesse and others.

The Messe Wien Exhibition & Congress Center also hosts international congresses, conferences and major events, including ECMIDD - European Congress of Clinical Microbiology and Infectious Diseases, ESTRO - European Congress in Radiation and Oncology, EAGE, Conference & Exhibition of the European Association of Geoscientists & Engineers, the Ronald McDonalds Gala and many others.

In Germany, leading international industry trade fairs such as FIBO (leading trade fair for fitness, wellness and health), Equitana (world equestrian trade fair), PSI (Europe's largest trade fair for the promotional products industry) and the ALUMINIUM industrial trade fair play a key role in shaping the image of Reed Exhibitions. With Bar Convent Berlin (BCB), the company also organizes the largest trade fair for the bar and beverage industry in Germany.

## Trade fair portfolio RX Austria & Germany

- The portfolio includes 22 trade fairs, of which 16 will be held in 2021.
- 7 of the 22 trade fairs are held every two years.
- Digital events 2021: to date, 5 out of 22 have been held digitally.
- In addition, 10 trade fairs have been held by licensees in Austria since 2021.
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In the business of  
building businesses

### Memberships of RX Austria & Germany

<p>Union des Foires Internationales (UFI)</p> <p><a href="http://www.ufinet.org">www.ufinet.org</a></p>	
<p>Society for Voluntary Control of Fair and Exhibition Statistics (FKM)</p> <p><a href="http://www.fkm.de">www.fkm.de</a></p>	
<p>Working Group Trade Fairs Austria</p> <p><a href="http://www.messen-austria.at">www.messen-austria.at</a></p>	
<p>Society for Voluntary Control of Fair and Exhibition Statistics (FKM)</p> <p><a href="http://www.fkm.de">www.fkm.de</a></p>	
<p>Association of the German Trade Fair Industry (AUMA)</p> <p><a href="http://www.auma.de">www.auma.de</a></p>	
<p>FAMA Trade Association for Trade Fairs and Exhibitions</p> <p><a href="http://www.fama.de">www.fama.de</a></p>	

### Memberships Messe Wien Exhibition & Congress Center

<p>Austrian Convention Bureau (ACB)</p>	
<p>International Congress and Convention Association (ICCA)</p>	
<p>International Association of Convention Centres (AIPC)</p>	
<p>Sponsor of The Vienna Convention Bureau</p>	
<p>FAMA Trade Association for Trade Fairs and Exhibitions</p> <p><a href="http://www.fama.de">www.fama.de</a></p>	