

Reed Exhibitions

Both Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien are subsidiaries of Reed Exhibitions (RX) in London. Reed Exhibitions is the world's leading events organizer, with a growing portfolio of over 500 events in 30 countries, a staff of 3,700 exhibition specialists in 40 offices serving 43 industries worldwide. Over 7 million active event participants attended Reed Exhibitions events in 2015.

Reed Exhibitions in Austria

In total almost 902.420 event participants attended 99 events, which have been organized by Reed Exhibitions Messe Salzburg and Reed Exhibitions Messe Wien or CEM. 10.348 exhibitors presented their products, services and knowhow in Salzburg as well as in the Messe Wien.

Reed trade fairs are ideal industry platforms for presenting innovations, exchanging information, choosing services, ordering products or selling. They also generate high-level business contacts between decision makers. As organizer Reed Exhibitions creates the perfect setting and continuously further develops trade shows. This makes Reed Exhibitions the undisputed market leader in Austria.

Management Board

Benedikt Binder-Kriegelstein (Chairman & CEO)
Barbara Leithner (Chief Operating Officer COO)
Ronald Herzog (CFO)

Events


<u>Regional public fairs:</u>	b2c platforms in a target region of up to 100 km
<u>National b2b-trade shows:</u>	trade events for the Austrian market that are focused on a relevant industry
<u>Interregional trade shows:</u>	cross-border market presentations with a regional focus on Austria, southern Germany, northern Italy, Slovenia, Czech Republic and Slovakia.
<u>International trade shows:</u>	high-level Austrian industry events with a strong international participation
<u>CEM events (in the Messe Wien):</u>	congresses, congress fairs, meetings, shows of CEM.





Our Mission

Our trade fairs and business events enable our clients to establish and capitalize on their business contacts on a person-to-person level. To this purpose, Reed seeks and identifies the concrete needs of various markets in terms of presentation, information exchange and contacts. Exhibitors and visitors take advantage of these business platforms to generate new commercial opportunities. It is our business to manage these valuable business contacts.

Facts & Figures

Fast Facts Reed Exhibitions in Austria	
RX-shows 2019	31
CEM events in Vienna 2019	68
Exhibitors in 2019	10.348
Event participants 2019	902.420

Memberships of Reed Exhibitions in Austria	
Union des Foires Internationales (UFI) www.ufinet.org	
Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen (FKM) www.fkm.de	
Arbeitsgemeinschaft Messen Austria www.messen-austria.at	

Memberships of Messe Wien Exhibition & Congress Center	
Austrian Convention Bureau (ACB)	
International Congress und Convention Association (ICCA)	
International Association of Convention Centres (AIPC)	
Sponsor of The Vienna Convention Bureau	

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