Your key to global markets
For **financial year 2014**, IMAG – Internationaler Messe- und Ausstellungsdienst GmbH – had **21 trade fairs and trade fair participations in a total of seven countries** in its program. The trade fairs were held in China, India and Iran, as well as in other countries in Asia, Africa and South America.

Overall, the results in operational business were greater than planned and **the financial year could be concluded with a slightly positive result**. Since the sales and earnings development of IMAG depends heavily on the economic and political development in the event regions and because some of the trade fairs which are very profitable for IMAG take place only every two years, sales and earnings are – as expected – lower than the result in 2013.

Particularly positive were the construction machine fairs **CTT** in Moscow and **Batimatec** in Algiers (the result of which almost doubled compared to that of the previous event) as well as **Auto Expo** in New Delhi. The initial tools and production machines trade fair **CCMT** in Shanghai was also gratifying and has confirmed its potential for the future.

In 2014, IMAG organized **13 trade fair participations** (“German Pavilion”) on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) as well as a joint company exhibition on behalf of the Bavarian Ministry of Economic Affairs.

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Looking ahead: IMAG expands its commitment in Iran

In 2014, IMAG once again took on IranConMin, the trade fair for construction, construction machinery and mining. The exhibiting companies seized the opportunity to present themselves to Iranian partners and customers prior to a possible easing of economic sanctions. The demand was so great that the exhibition will take place annually in the future, instead of every two years (as it had since 1994).

In order to intensify the cooperation of German and international companies with the Iranian economy, IMAG committed itself to two additional events in Iran in 2014: the Tehran International Industry Exhibition (TIIE) and the Tehran International Auto Parts Exhibition (IAP).

IMAG under new management

On April 01, 2014, the new Managing Director, Peter Bergleiter, started his activities at IMAG. After holding various positions with the Hamburg Messe und Congress GmbH, he was most recently the Head of the Business Unit „Technology Fairs“ there, responsible for events in Germany and abroad. Peter Bergleiter is married, has three children and lives in Munich.

Since August 15, 2014, Gabriele Kraus has been the Executive Director at IMAG. Ms. Kraus is responsible for the thematic clusters „Building, Construction Machinery and Mining“ and „Instrumental Analysis and Environment“. She also heads the „MarCom and Sales Support“ and „Exhibition Services“ departments. The business economist had previously been the Head of Service Management at Messe München International for seven years.
Outlook on the financial year 2015

For 2015, IMAG is planning to participate in approximately 21 shows in eleven countries around the world. These include the world’s largest auto show Auto Shanghai in April 2015, according to the rotation. It will take place for the first time in the newly built China Expo Convention and Exhibition Complex on approximately 350,000 square meters of exhibition space.

In 2015, IMAG also once again organizes the German Community contribution to the China International Machine Tool Show (CIMT) in Beijing, Asia’s largest machine tool exhibition trade fair. German exhibitors traditionally compose one of the largest groups of foreign participants at CIMT.

In addition, the organization of the analytica Vietnam, the offshoot of the world’s leading trade fair in Munich, is also on IMAG’s program for 2015.

For 2015, IMAG is expecting a growth in revenue compared to the year before. However, the result is highly dependent on the development of political and economic conditions in the countries IMAG is active in. Particular attention in this regard is being paid to China, Iran and Russia.

For the year 2015, IMAG has 21 trade fairs, trade fair participations and other events in eleven countries in the diary.