

Introduction to sustainability

The MCH Group is a leading international live-marketing company with a comprehensive services network spanning the entire exhibition and event market. It creates effective platforms and provides customised solutions in all the different areas of live marketing – all over the world.

The MCH Group's business activity consists in running the exhibition sites in Basel and Zurich (Venues), staging around 35 of its own exhibitions (Exhibitions) and providing customised services in the fields of marketing consulting, full-service experience marketing and exhibition and event structures (Live Marketing Solutions). In 2018, the MCH Group organised or hosted 945 events and took charge of almost 3,000 projects in the field of live marketing solutions.



Art Basel in Hong Kong

From 2013 to 2016, a sustainability report was drawn up in accordance with the guidelines of the Global Reporting Initiative (GRI – most recently as per the GRI G4 Guidelines, “Core” option). Since 2017, the MCH Group has refrained from GRI certification of its sustainability reporting, the effort involved has become too great.

“ Sustainability means satisfying present-day economic, environmental and social needs without restricting the possibility for future generations to satisfy their needs. “

However, the structure and content of the 2018 Sustainability Report are based on those of previous years. In addition to the CEO statement and a description of the aims and the reporting, it is divided up into the sections of Economic, Environmental and Social, with key aspects described in each of these. The Sustainability Report has been drawn up in the context of the 2018 Business Report (Annual Report, Financial Report, Remuneration Report) to which reference is made at different points.

Consultancy, project management and coordination:
Dr. Brigitte Ruetsch, Ruetsch & Partner Consulting GmbH, Bern

Energy and emission figures:
In cooperation with Maria Stoll, Elevate, Zurich