

CEO Statement

Corporate success requires a sustainable economic, ecological and social performance. Sustainable thinking and action have shaped our group's more than 100-year history and will also determine the path it adopts in the future. We wish to assume a key role in respect of sustainability in the exhibition and event sector.

Our business activity has a high economic, ecological and social sustainability value. Our marketing platforms and solutions contribute to the success of a large number of companies. Since live events are concentrated on a specific time and place, they have key economic and ecological advantages for all those involved in that they obviate the need for a large number of journeys around the globe. In addition, live platforms offer an ideal opportunity for addressing sustainability topics and thus contributing to progress in this respect.

Our company provides a wide range of services in the value chain for the live-marketing market. We are organisers and operators of internationally and nationally leading platforms; we offer customised experience marketing solutions, from the strategy, via the concepts and creation, right through to implementation; we make available our own infrastructure in Basel and Zurich for our own exhibitions and also for third-party events of all types. These fields are mutually conducive. They are not dependent on each other, however, and can also function independently of each other.



Bernd Stadlwieser

We are convinced that live events will continue to gain in importance. For this to happen, however, the traditional exhibition and event business needs to undergo change. Formats have to be developed to meet future requirements in the areas of sales, marketing and communication. We have made a start on the transformation process required for this.

“ For the MCH Group, economic, ecological and social sustainability is a key success factor and thus of major importance for strategic decisions. The group promotes sustainable behaviour in all areas and at all levels.
(Excerpt from the MCH Group's Corporate Principles) “

Over the next few years, we will be further developing existing events and building up new formats with investments in innovation, digitalisation and internationalisation. We are intending to develop future-oriented physical and digital platforms and build communities in selected theme areas. Our aim is to offer these communities unique values and thus generate significant added value for our customers.

Despite its international orientation, the MCH Group is committed to its location of Switzerland and in particular to its venue locations of Basel and Zurich. The activities in our exhibition and event infrastructures in Basel and Zurich generate major economic impacts, which benefit a large number of sectors and also the public through the associated tax income. The participation of local public-sector entities in the holding company and their representation on the Board of Directors ensures that the economic interests of the group's locations are represented.

Sustainability is of key importance as we move into the future. We endeavour to promote sustainable behaviour in all fields and at all levels and to constantly improve our economic, ecological and social sustainability indicators. Our prime sustainability goals:

We aim to further develop our product and services portfolio in a future-orientated and innovation-driven manner, placing special emphasis on sustainability for the benefit of our customers;

We are continually investing in the optimisation of the ecological indicators for running our buildings and systems and for the organisation and staging of events;

We are assuming our social responsibility by supporting our employees in acting responsibly and in a legally and ethically correct manner.

Outstanding sustainability is to become one of our company's hallmarks over the next few years. We will thus be stepping up our sustainability management in the current year and selectively promoting initiatives that will enable us to attain this goal.

Bernd Stadlwieser
Group CEO