

Facts & Figures

Due to the Covid-19 pandemic and the restrictions and bans imposed by the authorities, business activity was brought to an almost complete standstill in February 2020. As a result, it was necessary to cancel the majority of MCH exhibitions in the 2020 financial year, together with the other events that had been scheduled for the Basel and Zurich exhibition halls and the Congress Center Basel. The Live Marketing Solutions division also had to postpone or cancel nearly all its projects worldwide after exhibitions and events had been called off.

Platforms & Communities

In the 2020 financial year, it thus only proved possible to stage four of the planned 24 MCH exhibitions: Swissbau and SWISS-MOTO with SWISS-CUSTOM in January and February, and ILMAC Lausanne in October. All the other exhibitions in Switzerland – including Baselworld, Art Basel in Basel and Giardina Zürich – had to be cancelled, as did Art Basel in Hong Kong and Miami Beach and Masterpiece London. Taking the figures for the last time the exhibitions were staged, some 4000 exhibiting companies will have been affected by the cancellation of the 20 fairs.



Swissbau Focus

As part of Fine Art Asia 2020 in Hong Kong, "Hong Kong Spotlights by Art Basel" was held in November 2020, where 22 galleries in the Hong Kong art scene offered opportunities to experience art in person.

At the time of the cancelled Art Basel in Hong Kong, Art Basel was able to offer its Online Viewing Rooms (OVR) for the first time in March 2020. Galleries that had registered for the cancelled shows were able to participate in OVRs which were also staged at the time of the cancelled fairs in Basel (June 2020) and Miami Beach (December 2020). In autumn 2020, Art Basel additionally offered two theme-specific OVRs for works created in 2020 (OVR 2020) and 20th century works (OVR 20c).

In November 2020, Swissbau held its first online live event and launched a digital extension to the Swissbau Innovation Lab that had been set up in 2018. It has now created a new community platform that is active all year round.

Details

Swissbau

- Location: Messe Basel
- Date: 14.01. – 18.01.2020
- Exhibitors: 902
- Visitors: 92,296
- Gross area in sqm: 110,000



"Swissbau Innovation Lab" (Online-Event)

- Date: 26.11.2020
- Partners: 23
- Participants: 470



www.swissbau.ch

SWISS-MOTO and SWISS CUSTOM

- Location: Messe Zürich
- Date: 20.02. – 23.02.2020
- Exhibitors: 190
- Visitors: 65,225
- Gross area in sqm: 27,000



www.swiss-moto.ch

ILMAC Lausanne

- Location: Beaulieu Lausanne
- Date: 07.10. – 08.10.2020
- Exhibitors: 107
- Visitors: 721
- Gross area in sqm: 4,990



www.ilmac.ch

Hong Kong Spotlights by Art Basel

- Location: HKCEC, Hong Kong
- Date: 27.11. – 30.11.2020
- Exhibitors: 22
- Visitors: 8,000



www.artbasel.com

Art Basel "Online Viewing Rooms" (OVR)



www.artbasel.com

OVR Hong Kong

- Date: 18.03. – 20.03.2020
- Galleries: 235
- Visitors: 250,000

OVR Basel

- Date: 19.06. – 26.06.2020
- Galleries: 282
- Visitors: 230,000

OVR Miami Beach

- Date: 04.12. – 06.12.2020
- Galleries: 255
- Visitors: 120,000

OVR 2020

- Date: 23.09. – 26.09.2020
- Galleries: 100
- Visitors: 167,000

OVR 20c

- Date: 28.10. – 31.10.2020
- Galleries: 100
- Visitors: 120,000

Venues

At the MCH Group's own locations in Basel and Zurich, it only proved possible to stage eight of the 39 exhibitions planned for the 2020 financial year – three of the MCH exhibitions and five of the 24 third-party exhibitions.

At Messe Basel, Swissbau was the only one of seven scheduled MCH exhibitions that could be held. Details of the MCH exhibitions are included above. Of the nine third-party exhibitions that had been planned, only blickfang, which had been postponed to October, was able to take place. All other third-party exhibitions had to be cancelled, including AUTO/MOBIL Basel, FANTASY Basel and the Basel career and training fair. In the case of hall rentals too, most events had to be cancelled. Areas of Hall 2 were made available to the Basel theatre for rehearsals for just under three months. The go-cart track in Hall 1 – the biggest indoor go-cart track in Switzerland – had to cease operating after a few weeks on account of the Covid-19 protection measures introduced.



Messe Zürich | SWISS-MOTO

At the Congress Center Basel too, the number of events – and particularly big congresses with accompanying exhibitions – lagged clearly behind the figure for the previous year, even though a large number of conferences were held in hybrid or virtual form. The Congress Center Basel additionally hosted sessions of the Basel-Stadt and Basel-Landschaft cantonal parliaments, which will also be the case until further notice in 2021. In December 2020, the city of Basel set up its vaccination centre in Hall 4U.

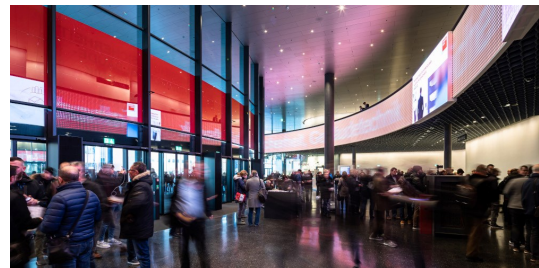
Of the eight MCH exhibitions that had been planned at Messe Zurich, only SWISS-MOTO and SWISS-CUSTOM could be staged. Details of the MCH exhibitions are included above. Of the 15 third-party exhibitions that had been scheduled, it was only possible to hold four. All the others had to be cancelled, including the Auto Car Show Zürich, Bauen&Modernisieren and the Zurich Game Show. Messe Zurich hosted parliamentary sessions for the parliaments of the Canton and City of Zurich, which it will also do in 2021. It also hosts one of the eleven Covid-19 vaccination centers in the canton of Zurich.

Details

Messe Basel

Exhibitions

- Number: 2
- Exhibitors: 1,012
- Visitors: 100,196
- Gross area in sqm: 115,000
- Number of days: 28
(incl. assembly/dismantling)



Other events

- Number: 2
- Participants: 500
- Gross area in sqm: 15,000
- Number of days: 100
(incl. assembly/dismantling)



www.messe.ch

Congress Center Basel

Conferences

- Number: 6
- Participants: 513
- Number of days: 100

Other events

- Number: 144
- Participants: 35,127
- Number of days: 191

Virtual events (selection)

- SAP NOW
- GM Clariant
- Annual Congress SGOT
- Annual Biocontrol Industry Meeting
- Annual Meeting DGHO



www.congress.ch

Messe Zürich

Exhibitions

- Number: 7
- Exhibitors: 1,349
- Visitors: 143,172
- Gross area in sqm: 86,090
- Number of days: 39
(incl. assembly/dismantling)

Other events

- Number: 12
- Participants: 21,136
- Number of days: 171
(incl. assembly/dismantling)

Theater 11 Zürich

- Events: 57
- Visitors: 45,800



www.messe.ch

Live Marketing Solutions

In the Live Marketing Solutions (LMS) division, a total of 1,124 projects were supervised in the reporting year, 130 of which were in Switzerland and 826 in the USA. In terms of numbers, this is about 30 % of the projects handled the previous year.



MC² | "The Lucid Air"

In the LMS segment, the first quarter was strongly impacted by the cancellation or postponement of numerous events in Europe and Asia. China was able to stage a number of major exhibitions in the autumn again, but with a drastically reduced number of participants. In the second quarter, the United States was also hit by the pandemic, causing the majority of events there to be cancelled or postponed too.

Major cancellations for the LMS division included the large-scale MCH Art Basel and Baselworld shows and numerous motor shows. A prominent example of the major events that had to be postponed is the Expo Dubai 2020, where the LMS division has been commissioned to build several pavilions.

Due to the time lag in the spread of the Covid-19 pandemic, it was still possible to finish a number of projects for Swissbau in Basel, Bauma in Shanghai and CES in Las Vegas at the start of 2020 and for the Beijing Motor Show in autumn 2020.

In addition a number of virtual events were handled – for example: For Porsche ME & Africa, MCH Global was selected to deliver a three-day virtual conference involving more than 20 countries. MCH Global created the art direction, programmed the online platform, edited brand content and also set up a full studio at Porsche Training Center. With more than 25 hours of live streaming up to 300 online viewers were engaged, incorporating international guests, live polling, breakout rooms, Q&A sessions and on demand viewing.

The LMS division was similarly able to complete various projects fitting out interiors, for example LMS Switzerland (Expomobilia) the "Lindt Home of Chocolate". Expomobilia also promptly switched to producing "corona protection products" and set up an online shop, where the more than 30 articles – from counter protection installations to people counting systems and disinfection steles – can be ordered.

Details

LMS Switzerland

MCH Global

- Projects in Switzerland: 32
- Projects abroad: 6
(Europe, Middle East, North America)

Expomobilia

- Projects in Switzerland: 98
- Projects abroad: 25
(Europe, Africa, Asia, Middle East, North America)



7AIR | Swissbau 2020

Some references

- BMW Schweiz AG | White Turf St. Moritz | Event construction and activation
- ABB Experience Center | Ladenburg | Interior fittings
- 4B, Energie 360, Debrunner Acifer, Belimo, Swisskrono | Swissbau Basel | Stand construction
- Theater Pavillon | Hamburg | "Harry Potter and the Enchanted Child" | Pavilion construction
- Glas Trösch | Amsterdam | World Architecture Festival | Event construction
- Zurich Film Festival | Event Management
- United Nations Geneva: Temporary Infrastructure for conferences

www.mch-global.com

www.expomobilia.com

LMS Germany

MC² Europe

- Projects in Germany: 93



MC² Europe | Studio for video calls

Some references

- YAMAHA Motor Germany | Messen Friedrichshafen, Leipzig, Berlin | Stand construction
- Schleupen, GreenCom | E-World Essen | Stand construction
- Uxev | OPTI Munich | Stand construction
- dtH Tiermann | Osterfeld | Interior fittings
- Winning Moves Deutschland | Nuremberg Toy Fair | Stand construction
- Messe Düsseldorf | EuroShop Düsseldorf
- Uniper SE | Düsseldorf | Press conference
- MC² Europe (inhouse) | Hilden/Düsseldorf | Studio for video calls

www.mc-2europe.com

LMS China

Expomobilia

- Projects in China: 26
- Projects outside China: 4
(Singapore, USA, Switzerland, South Africa)



Nissan | Beijing Motor Show

Some references

- Nissan | Beijing Motor Show | Stand construction
- Caterpillar | bauma Shanghai | Stand construction
- Sirio Pharma | Healthplex & Nutraceutical China, Shanghai | Stand construction
- Dowway | Auto Chengdu and Auto Guangzhou | Stand construction
- Woods Bagot | DOMOTEX asia / CHINAFLOOR Shanghai | Stand construction
- Borouge | Wire China, Shanghai | Stand construction
- Eagle | IGACME Shanghai | Stand construction

www.mch-global.com

LMS UAE

MCH Global

- Projects in the United Arab Emirates: 14



Porsche | Virtual Summit

Some references

- Infiniti QX80 | Road Show
- Volkswagen Dub Drive | Brand Festival
- Porsche | Virtual Summit
- Abu Dhabi Ports | Neeshan Virtual Award Show and stand construction
- Cisco | Various events

www.mch-global.com

LMS USA

MC²

- Projects in the USA: 826



Volvo | CONEXPO

Some references

- Cheil/Samsung Electronics, Canon USA, Delta, Pioneer; OtterBox | CES Las Vegas | Stand construction
- Volvo Construction Equipment | CONEXPO Las Vegas | Stand construction
- Lucid Motors | Dream Ahead: The Lucid Air Global Launch | Hybrid (Northern California) and virtual (livestream broadcast)
- Department of Energy | Energy Exchange 2020 Conference | Virtual
- Air Force Information Technology & Cyber Power Conference | Virtual
- Ericsson Innovation Day | Virtual
- RAI NACS Virtual Experience | Virtual

www.mc-2.com