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## PRODUITS OU MACHINES

MDC is the one of the exhibition organizers that has the most direct and complete marketing, sales and service network in China. Organization of international trade fairs, joint organization of trade fairs with local establishments, recruitment of exhibitors for MDC and its subsidiaries, event promotion and exhibition consulting service.

## HISTOIRE DE L'ENTREPRISE

Messe Düsseldorf China Ltd. China is one of the most dynamic economic centers in Asia while Shanghai, as window of China's reform and opening up to the outside world, displays great potential for development of economy and trade fair industry. Believing that complete infrastructure is the prerequisite for the success of trade fairs, Messe Düsseldorf GmbH (MD) took part in investment of Shanghai New International Expo Center (SNIIEC) and laid foundation for success of China's trade fair industry. One can say that SNIIEC has created one of the most impressive, efficient and functional exhibition venues in Asia-Pacific today. Currently SNIIEC has five pillar-free halls with a gross exhibition space of 80,500sqm and an outdoor exhibition area of 20,000sqm. Messe Düsseldorf China Ltd. (MDC) was founded in 1999 as a joint venture between MD and World-Fair Consultant Limited as a result of continuous success of MD at China market. MDC now has 5 representative offices respectively in Beijing, Shanghai, Guangzhou, Chongqing and Shenyang. Our business scope in China includes: organization of international trade fairs, joint organization of trade fairs with local

establishments, recruitment of exhibitors for MDC and its subsidiaries, event promotion and exhibition consulting service. MDC is the one of the exhibition organizers that has the most direct and complete marketing, sales and service network in China. Based on acting as agent of MD exhibitions in China, MDC has gained a firm foothold in China and managed to bring World No. 1 exhibitions to China with adaptation to the industrial development status and marketing situation in China. Through localization of quality service of Messe Düsseldorf, it provides excellent exhibition services for its clients home and abroad, and assists them in tapping international business opportunities. Meanwhile, to keep in line with growing pace of China economy and local demands for professional international trade fairs, MDC is committed to expanding its exhibition-organizing activities across China. Through our complete service network, value-enhancing services (online virtual exhibition), seamless medium coverage and multi-channel information source, MDC aims to provide a substantial and effective trade negotiation platform for companies both home and abroad. In addition, meticulously organized concurrent technical conferences and seminars and industrial development trend display corner at our exhibitions site create an open and direct communication platform for latest information-acquisition favored by professionals.

#### Company Profile of **Messe Düsseldorf China Ltd.**

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