



## Presse Information • Press Release • Communiqué de Presse • Comunicato Stampa

No. 14 e

September 29<sup>th</sup>, 2009

### Final Report

## **GOLF EUROPE 2009 – Return to M,O,C, Very Well Received**

- GOLF EUROPE 2009 draws close to 4,000\* trade show visitors from 48\* countries
- High quality of exhibitors and visitors
- Visitors give consistent positive feedback on GOLF EUROPE

After three business days at the Munich Order Center M,O,C,, GOLF EUROPE 2009 closed its doors after celebrating the 17<sup>th</sup> issue of the leading European golf trade fair from September 27<sup>th</sup> to 29<sup>th</sup>, 2009. Close to 4000\* industry professionals from 48\* countries (2008: 4,617 visitors from 52 countries) came to Munich to preview the latest trends for the 2010 season. The international character of GOLF EUROPE remained at a high level, as close to 54 percent of visitors came from abroad, and the list of exhibitors included 58 percent from foreign countries (2008: 54% /59 %). In addition to Germany, the countries with the largest contingent included Austria, Switzerland, Italy, Great Britain, Northern Ireland and the Netherlands. GOLF EUROPE experienced considerable increase in visitors from Spain (49%), Slovenia (31%), Great Britain and Northern Ireland (10%), as well as the United States (10%).

Trade show participants, visitors as well as exhibitors, gave GOLF EUROPE 2009 a very positive rating and expressed their general satisfaction. The return to the M,O,C, in particular generated plenty of positive responses; in a poll 85% of visitors rated the return as excellent to good. The dimensions of the M,O,C, satisfy the space requirements of the golf community and provides a special, exclusive atmosphere to a focused event. The participation of industry greats as well as the wide range and high quality selection presented by 220 exhibitors from 26 countries, generated a very positive atmosphere. This also affected the final feedback from the polled visitors: 81% rated the leading European trade fair with excellent, very good, or good (2008: 76%). 93% replied they would

Messe München GmbH  
Marketing & Kommunikation  
Konsumgüter  
Messegelände  
81823 München  
Deutschland

Tel (+ 49 89) 9 49 - 2 06 10  
Fax (+ 49 89) 9 49 – 97 2 06 10  
Maud.Hoff@messe-muenchen.de  
[www.golf-europe.com](http://www.golf-europe.com)



recommend the event to others (2008: 92%), and 94% would return to the next show (2008: 93%), further emphasizing the level of positive response.

Exhibitors praised the high quality of the visiting industry professionals. According to information provided by the visitors, a total of 85% hold a leading position, 89% have at least a decision-making position.

Manfred Wutzlhofer, Chairman of the Management of Messe München GmbH: "We are currently experiencing difficult economic times which also affect the golf industry. Everyone involved in the show was aware of this, and therefore our expectations were scaled back. Participants were positively surprised by the successful event: on one hand the quality and innovation level of the products was surprisingly high, as was the degree of competence of the visitors. We are pleased that once again GOLF EUROPE was able to confirm its position as an international leading trade fair for golf equipment.

The next GOLF EUROPE will be held at the M,O,C, in Munich-Freimann from September 26<sup>th</sup> to 28<sup>th</sup>, 2010.

#### Statements:

Eduard Eckrodt, Golf Division Manager Mizuno:

The trade show was incredibly successful for us. We had an extremely high number of contacts. This working atmosphere is ideal for us.

Arne Verbarq, Sales Manager Central Europe TaylorMade:

This event is the starting shot for our hardware pre-order cycle. I am really happy that the show came back to the M,O,C,; now we can really consider it a true pre-order event again, rather than just a presentation event as it was at the exposition center. Also positive is the fact that we really only met genuine customers at appointments and didn't see any consumers.

Timo Regier, Regional Sales Director Central Europe Callaway:

The atmosphere among retailers is definitely a lot better than it was even during the season. Nobody feels like complaining any longer, people want to focus on a more positive outlook for the future. In that respect we had many positive meetings. What I didn't really care for was that everything was so split up. For the future I would like to see all industry exhibits together on one level.

David Blakeman, Head Professional Jura Golf:

The presentation of the industry is more compact and easier to navigate at M,O,C,. For me personally getting here was faster and easier. It would be nice to have a range and an event stage at future shows.

Jürgen Hohmann, Owner Hohmann Golfsport, Berlin:

My opinion: mixed feelings. Up the stairs, down the stairs. Maybe we should consider having all exhibitors on the downstairs exhibit space to stop all that dashing back and forth. The atmosphere here is wonderful, and the service is excellent.

\* The stated numbers are preliminary. Exhibitor and visitor statistics at GOLF EUROPE are evaluated by an independent auditor on behalf of the Association for Voluntary Monitoring of Exposition and Exhibit Statistics – (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen FKM) following the event.

14/MK/vH