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Pressemitteilung

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f.re.e and Munich Auto Days canceled

- **Organizers made the decision in consultation with the industry**
- **The next f.re.e will be held in Munich from February 22 to 26, 2023**

Messe München, promoter and organizer of f.re.e, and organizers of Munich Auto Days, in consultation with the industry, have decided to cancel the events scheduled for February 16 to 20, 2022. Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, explains, “We are grateful that we were able to celebrate an initial success in 2022 with the TrendSet trade fair in January. However, we regret that we must once again cancel the popular f.re.e public trade fair.”

Messe München is thereby meeting the request of most exhibitors, who require extensive advance planning for their participation at the fair. At a public trade fair such as f.re.e, the number of visitors also plays a critical role, even more so than at a specialist trade fair. Because of the prescribed maximum number of participants, this cannot be guaranteed. “These are all signs that significantly complicate the preparations and ultimate implementation of a public trade fair such as f.re.e in all aspects,” explained Pfeiffer. He added, “This is also why there has been considerable uncertainty on the part of our customers, which has now led numerous exhibitors to withdraw their participation in f.re.e 2022 in recent days.”

Daniel Schöningh, Managing Director of the Münchner Merkur/tz media group and organizer of Munich Auto Days, added, “We were all confident that we would meet at the Munich exhibition center in February. But unfortunately, the current conditions do not allow us to hold Munich Auto Days at the usual co-location with f.re.e.” For Jessica Stuber, project manager of f.re.e, it is clear, “We are in

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constant communication with our customers and the industry is naturally eager to finally meet again in person. However, the current trend of the omicron wave and the prevailing conditions unfortunately do not permit this event. That gives us all the more reason to look forward to f.re.e 2023."

The next edition of f.re.e and Munich Auto Days will take place at the exhibition center in Munich from February 22 to 26, 2023.

Additional information is available at www.free-muenchen.de

f.re.e – Fair for Leisure and Travel

f.re.e is Bavaria's largest fair for leisure and travel, with the topics of Travel, Cruises & Boat Trips, Health & Wellness, Caravanning & Camping, Water Sports, as well as Outdoors & Sports and Bicycles. Visitors will receive a comprehensive market overview in these areas, be able to book journeys directly and test and experience products right on site. The varied supporting program promises additional information and entertainment.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.