



Information

REIFEN Essen 2012 on June 5 - 8: Registration Status and Area Booking Are Considerably Above the Level of the Previous Event

New Information Campaign is Canvassing Visitors from All Over the World

REIFEN Essen will take place on June 5 - 8, 2012 in the accustomed biennial rhythm. Four days' long, the trade fair for tyre retreading, new tyres, the tyre trade, tyre and chassis technology, vulcanisation and garages will be the meeting place for the international sector.

REIFEN 2012 is on course for a record. Even now, it has already exceeded the total area of the previous event as far as the rented-out square metres are concerned: The exhibitors have ordered 15 percent more area than at the time of the final closing date for bookings in 2010.

However, not only the area but also the number of exhibitors are recording substantial growth: At present, ten percent more exhibitors have registered than at the comparable point in time before the last tyre fair in 2010. The 30 largest tyre manufacturers in the world will be involved.

The extremely positive booking trend is confirming the concept of the organisers who are expecting around 600 exhibitors from 40 nations in 2012. The development is being supported by strategic marketing measures. The instruments include the targeted addressing of the international trade public as well as campaigns in leading publications which are producing good publicity. For 2012, the organisers are counting on 18,000 visitors from more than 130 nations.



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