



Messukeskus Helsinki

Expo and Convention Centre

MESSUKESKUS

EXPERTISE FROM THOUSANDS OF EVENTS

The leading event organiser in Finland,
as well as the provider of exhibition,
meeting and congress facilities.

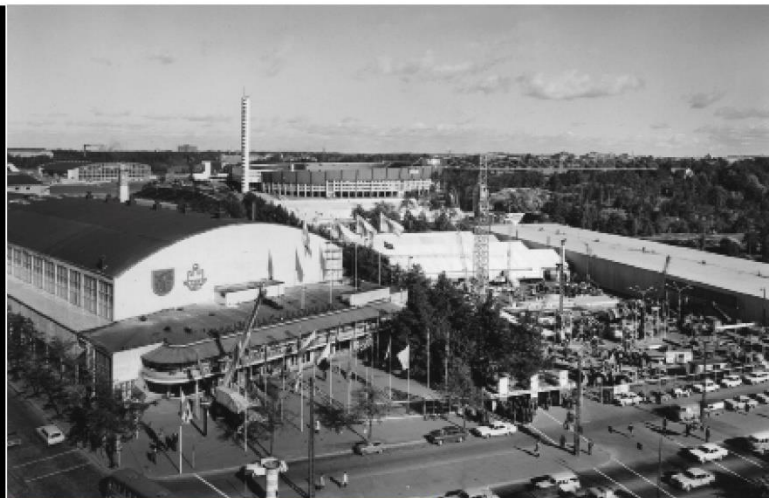


Our story began in 1919



The Finnish Fair Corporation was founded on 19 October 1919. The first fair was held at St. John's Church in Helsinki in 1920. The opening orchestra was led by Jean Sibelius. There were 120,000 visitors – more than Helsinki's population at that time.

The exhibition hall built at Mannerheimintie in 1935 was the largest exhibition facility in the Nordic countries. Nowadays, it is known as the Töölö Sports Hall, a paradise for football players and athletes.



The Guard Manege was a temporary exhibition facility. They held general fairs and special exhibitions there. There were also imported goods in addition to domestic products.



The present-day Messukeskus was built in Pasila in 1975. Messukeskus was expanded over the years, and it was completely modernised in 2013.



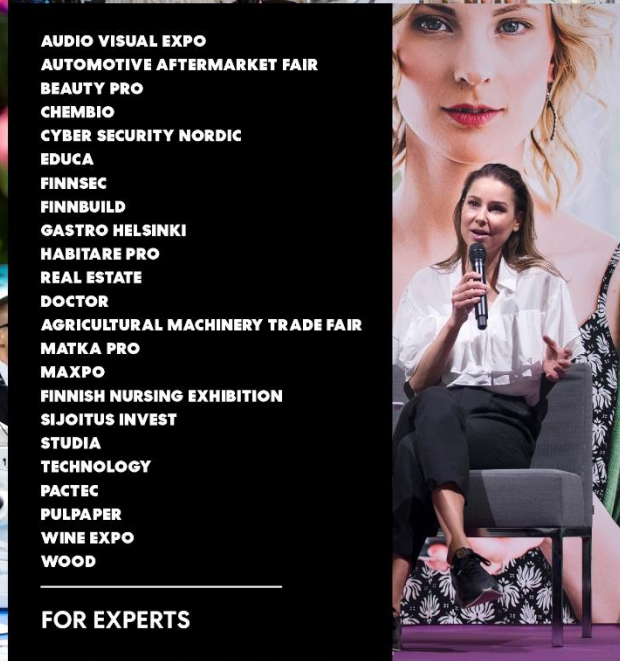
**AUTO
APCON
CARAVAN
ELMA
PET FRIENDS
GAMEXPO
GOEXPO
GOEXPO WINTER
GOLF
HABITARE
HABITARE ANTIIKKI
HELSINKI BOOK FAIR
HIFI
HELSINKI HORSE FAIR
HUPICON
I LOVE ME
SPRING FAIR
PHOTO, VIDEO & CAMERA
CHILD FAIR
LOCAL & ORGANIC FOOD FAIR
MATKA NORDIC TRAVEL FAIR
MP MOTORCYCLE EXHIBITION
OUTLETXPO
WINE AND FOOD**

FOR CONSUMERS



**AUDIO VISUAL EXPO
AUTOMOTIVE AFTERMARKET FAIR
BEAUTY PRO
CHEMBIO
CYBER SECURITY NORDIC
EDUCA
FINNSEC
FINNBUILD
GASTRO HELSINKI
HABITARE PRO
REAL ESTATE
DOCTOR
AGRICULTURAL MACHINERY TRADE FAIR
MATKA PRO
MAXPO
FINNISH NURSING EXHIBITION
SIJOUTUS INVEST
STUDIA
TECHNOLOGY
PACTEC
PULPAPER
WINE EXPO
WOOD**

FOR EXPERTS



THE MOST DYNAMIC EVENT ARENA IN THE NORDICS

A HUNDRED EVENTS A YEAR | A HUNDRED YEARS AT THE CENTRE OF EVENTS

VISION

**We are the most
efficient, memorable
and social touchpoint
media**

MISSION

We promote Finnish
business life by making
fruitful encounters
possible



LICENCE TO SMILE



**WE DEVELOP OUR
OPERATIONS BOLDLY**
LEARNING NEW THINGS



**SUSTAINABILITY
IS THE ANSWER**

VALUES



AWARD FOR EXCELLENCE IN EXPOS
AND THE UNCONVENTIONAL IN
CONVENTIONS

1

We help our customers succeed **by updating fair media**



2

We grow by organising **brilliant events and creating success stories** together with our customers



3

We create **new business with digital services** and use them to enrich genuine encounters



4

We are going to make Messukeskus **the best venue** in the Nordic countries by carefully **modernising and expanding** our current facilities in the updated Pasila.



5

We offer **thrilling services** to our customers with the help of a well-functioning corporate culture and skilled partner network.

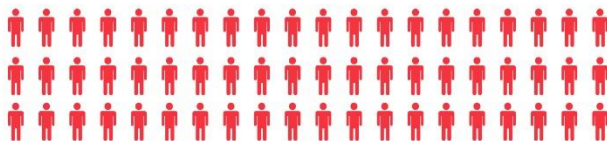


Messukeskus in figures

1.2



9,000
exhibitors



65

TRADE
FAIRS

1,500

meetings and congresses



10,000
media visits

The best venue for events

7 halls

40

DIFFERENT MEETING FACILITIES

58,000 m²
TO ORGANIZE EVENTS

21 

RESTAURANTS AND CAFÉS



Completely renovated
Holiday Inn
Helsinki -
Expo



4,600 parking spaces

Significant economic impact

TURNOVER 2018

56.4 million €

OPERATING PROFIT

1.2 million €

ECONOMIC IMPACT



The cooperative founded in

1919

* Source: The income and employment effects of Messukeskus Helsinki. Report by Haaga-Helia 2018

Digital & events

a unique combination



285,000
members in Messuklubi

70
digital
screens

e
Mobile
eMessukeskus
service

A globally unique
AR solution



Chatbot
Improving
customer
experience

11



%

MESSUKESKUS CO₂ NEUTRAL IN **2029**

Sustainable experiences

99% of waste is recycled



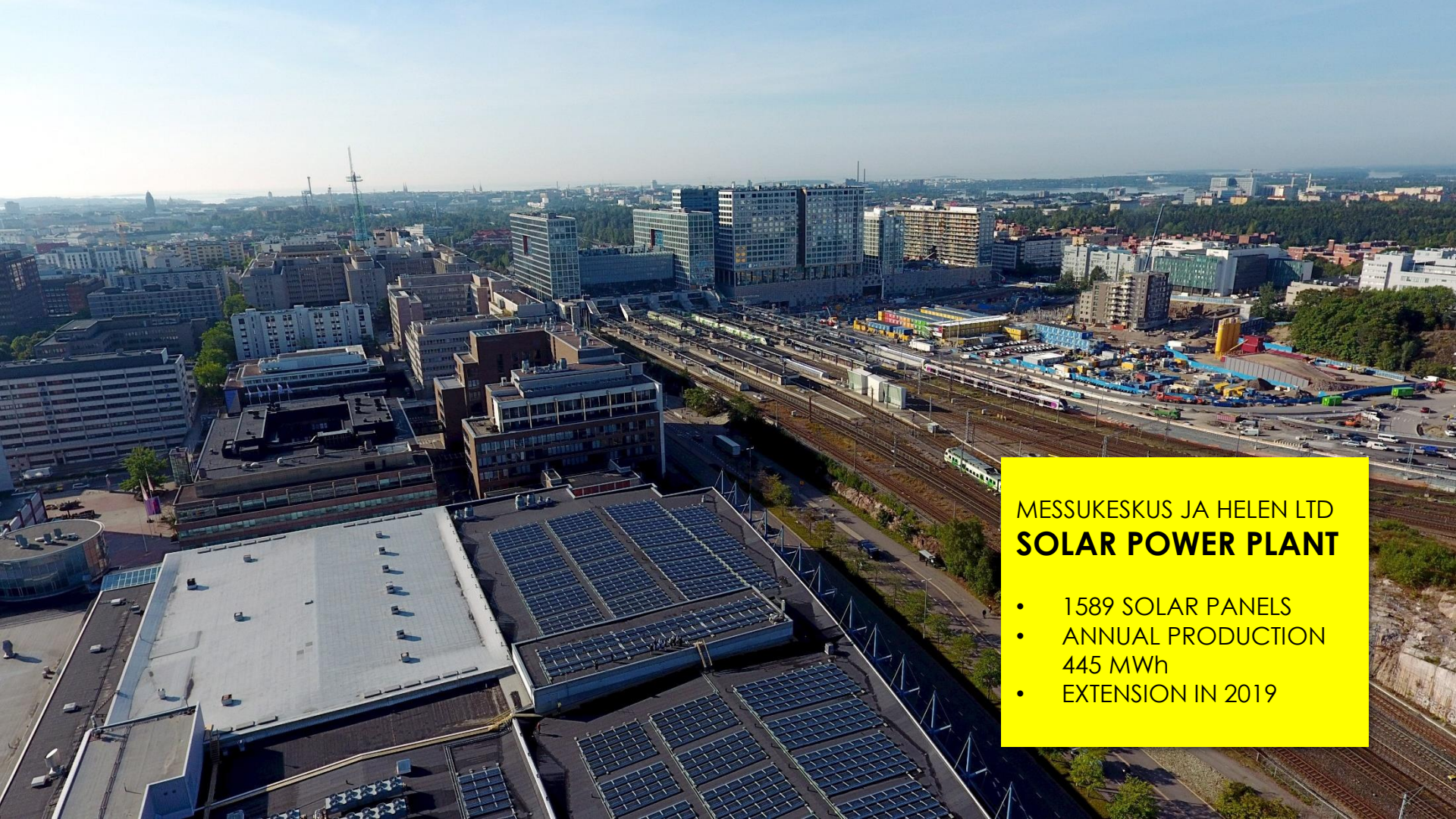
Climate partner
of the City of Helsinki



Energy saving programme
extending to 2025



The Energy Authority and
Motiva have awarded Messukeskus as
an energy-smart event venue

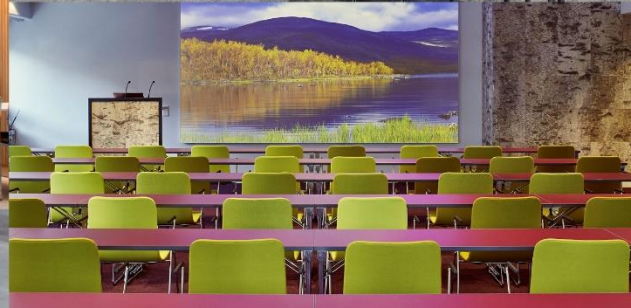


MESSUKESKUS JA HELEN LTD
SOLAR POWER PLANT

- 1589 SOLAR PANELS
- ANNUAL PRODUCTION
445 MWh
- EXTENSION IN 2019

MESSUKESKUS | SIIPI

MODIFIABLE MEETING ROOMS FOR 12-1,100 PEOPLE
INSPIRING ENVIRONMENT - WITH HIGH TECH





THE LARGEST RESTAURANT
COMPLEX IN FINLAND
4,582 SEATS

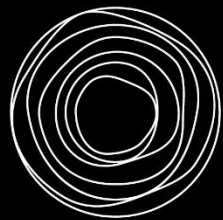
TREATS TO SUIT ALL TASTES.
ENJOY, TRY NEW TREATS OR
TAKE AWAY

BUFFETS FOR UP TO **10,000**
GUESTS, DINNER SERVED AT
THE TABLE FOR **6,000 PEOPLE**



21
RESTAURANTS
AND CAFÉS





PLATTA

EXCELLENT
FOOD IN PASILA!





HOLIDAY INN HELSINKI – EXPO

A NEW EVENT HOTEL – 245 ROOMS, SAUNAS AND AN OPEN LOBBY INVITE YOU TO ENJOY AND RELAX



**IN 2040 – 12,000 NEW DWELLERS (NOW 8,600)
40,000 NEW JOBS (NOW 25,000)**

**PASILA – THE MOST
DEVELOPING CENTRE
IN HELSINKI**

- NEW CENTRE IN HELSINKI
- DIGITAL MEDIA HUB
- THE LARGEST EXPO AND CONVENTION CENTRE IN FINLAND
- THE LARGEST SPORTS AND EVENT ARENA IN FINLAND

**THE BEST PUBLIC TRANSPORT CONNECTIONS IN FINLAND
5 MINUTES TO THE CENTRE
DIRECTLY TO THE AIRPORT BY TRAIN**

Helsinki

- **World's 3rd most-interesting travel destination** (*Lonely Planet 2017*)
- **Europe's top 5th destination** (*Global Destination Sustainability Index 2018*)
- **The 14th most popular congress city in the world** (*UIA 2018*)
- **Europe's 2nd eco-friendly city** (*Travel Supermarket 2017*)

Finland

- **Safest and most stable country in the world** (*World Economic Forum ja The Fund for Peace 2017*)
- **Happiest nation on earth** (*UN, The World Happiness Report 2010, 2018*)



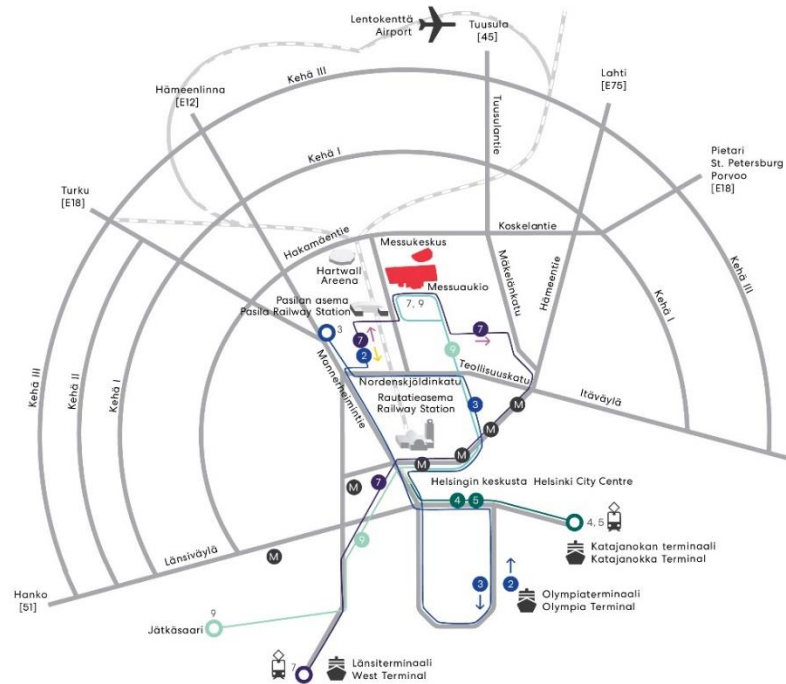
Fast and easy to reach, no matter how you choose to travel

To Helsinki Centre

- By train 5 min
- By tram 20 min
- By taxi 15 min

To the airport

- By train 30 min
- By bus 30 min
- By taxi 15 min



Gateway to Europe and Asia

Train connection to St. Petersburg

- Helsinki-St. Petersburg 4 h 30 min



Directly to Europe and Asia

- Helsinki-St. Petersburg 1 h
- Helsinki-Moscow 1 h 40 min
- Helsinki-Berlin 2 h
- Helsinki-London 3 h 10 min

- Helsinki-New York 8 h 45 min
- Helsinki-Beijing 7 h 50 min
- Helsinki-Tokyo 9 h 45 min



Ferries

- Helsinki-Tallinn 2 h
- Helsinki-Stockholm 17 h (over night)





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/MESSUKESKUS