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GOLF EUROPE 2009– Earlier schedule and a move to Munich Order Center M,O,C,

In 2009, GOLF EUROPE, which over the years has become one of Europe's leading trade shows in the golf industry, will be held from September 27 to 29 (Sunday to Tuesday), and thus move to its new time slot, beginning on the last Sunday in September. The new dates are accompanied by a move of the event to a different location; beginning in 2009 the Munich Order Center M,O,C, will become the venue for GOLF EUROPE, as it was when Golf Europe began in 1992.

Messe München GmbH, the organizer of GOLF EUROPE, is making this move with particular regard to the trend towards increasingly earlier product introductions, even by the hardware suppliers. The earlier dates benefit clothing and apparel suppliers in particular, and will help to generate potential new exhibitors for GOLF EUROPE from the textile sector. The schedule change will also improve general conditions for exhibitors and visitors: the event will no longer overlap with EXPO REAL, thus releasing more -and less expensive- hotel rooms for the duration of the show.

Additionally, GOLF EUROPE will benefit from the great popularity of the M,O,C as a venue among members of the sporting goods industry. Leading sporting goods brands present their products all year round in the show rooms of the M,O,C, thus encouraging exhibitors to use the event as an order as well as an information platform.

The capacity of the M,O,C fits the space requirements of the Golf Community perfectly and provides a special, exclusive atmosphere.

Manfred Wutzlhofer, Chairman of the General Management of Messe München GmbH:
“Thanks to its versatile exhibition space the M,O,C, offers many advantages. While the exhibiting brands have plenty of space throughout the halls to present themselves and their brands, the show rooms allow an appropriately deeper concentration on ordering. In the

future, GOLF EUROPE will be known as an innovation and information, as well as an order event. A combination which is critical to the industry and hardly feasible in any other way.”

Armin Wittmann, Project Manager GOLF EUROPE: “Thanks to the versatile presentation options at the M,O,C, we believe that GOLF EUROPE will further expand its brand range and thus position itself more strongly as the leading trade show in the European golf industry.”

Manfred Erlacher, Chervo: "From the start, we are pleased with the move to the M,O,C,. The scheduling change of one week earlier is a step in the right direction for us, a producer of high-quality golf apparel. Any earlier date is a sensible development, in particular regarding the long procurement cycles throughout the textile industry.”

More information on GOLF EUROPE 2008 is available at: www.golf-europe.com

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