Vienna, 15th December 2021

**High hopes for 2022 at Messe Wien**

*Messe Wien Exhibition and Congress Center is optimistic about the prospects for the coming year!* *32 guest events have already been scheduled for next year and the venue expects to welcome around 415,000 participants from home and abroad.*

“The investments made in the venue by our parent company RX have paid off”, explains Martina Candillo, Director Congresses & Events – someone very familiar with the benefits of Wiener Messe. Although the focus will move back to live events in 2022, organisers are seeking the safety net offered by hybrid events. “Now having the WIFI 6 network standard enables us to guarantee optimum conditions for such events”, she adds. These 2022 bookings are evidence the investments are already paying dividends.

**Vienna attracts major international events**

Depending on how the pandemic develops, 32 third-party events have already been scheduled for next year and the venue looks forward to welcoming around 415,000 participants from home and abroad. Mrs. Candillo and her team always remained positive. Several major associations have chosen to host their congresses here, such as the ‘United European Gastroenterology Week’ (UEG) and the ‘Congress of the European Hematology Association’ (EHA), numerous companies are to stage their shows on the premises, like ‘Frauenthal EXPO’, and the ‘Eurofinance – International Treasury Management’ will also be back at the venue yet again. The team is similarly delighted to be welcoming new events, such as the ‘International Joint Conferences in Artificial Intelligence’ (IJCAI), a premium international gathering in the field of Artificial Intelligence.

**Comeback for Vienna’s city tourism**

“It’s still tough to predict how participant numbers will develop, but there is a strong desire to meet people face to face”, Mrs. Candillo explains. There is no doubt about how important these events are for the recovery Vienna’s tourist industry. Every single show is an investment in the city’s economy. Indeed, over the past few years the expo service provider RX has generated around €270 million per annum in business for the city of Vienna. Candillo points out, “As an internationally active corporation, RX has made a key contribution to the strategy to transform Vienna into a major international exhibition and congress city.” With 32 events already scheduled and another 32 lined up, 2022 can be justifiably seen as a year for high hopes.

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