

## TRADE FAIR LOGISTICS

# Tough challenge in the city centre

The automotive exhibition IAA has been held in Munich every other year since 2021 under the name IAA Mobility. The concept requires a great deal of logistical expertise.

There are two different parts to the event: IAA Summit, with stands for trade visitors at the trade fair centre, and IAA Open Space. The latter has beautiful and, in some cases, spectacular stands for members of the public distributed throughout the centre of Munich. “We have many years of IAA experience from when it used to be held in Frankfurt and have been involved in Munich right from the outset,”

says Matthias Beyer, the managing director of Panexpo, a transport and trade fair logistics company based in Worpswede near Bremen. “In 2025 we were active both at the trade fair centre and in the open spaces.”

The logistics for the IAA at the trade fair centre were no different in terms of structure and handling from the logistics for other large trade fairs. “On the other hand, the open spaces clearly presented a particu-

lar logistical challenge,” reports Beyer. “The transportation of materials for the elaborate and, in some cases, double-decker exhibition stands in the city centre had to comply with Messe München’s traffic guide.” All trucks had to report initially to the registration car park at the trade fair centre. Only then could they be driven into the city centre.

Panexpo was involved several times over at this stage: for Audi on Wittelsbacher Platz and Ford at Odeonsplatz as well as for Togg and Avatr at Königsplatz and Lucid in the Brunnenhof courtyard in the Residenz palace. “We made a total of around 70 deliveries and rented out around 50 lifting devices at the stands,” recalls Matthias Beyer. “In addition, we put numerous mobile cranes to use.” All the logistics work was done in extremely confined spaces. The construction areas for the stands were secured by means of fences and security personnel. “Despite that, the city centre remained open to traffic and pedestrians during the construction phase,” continues Beyer. In most cases, only a single parking space was available for unloading and then loading. “A detailed logistics plan and precise timing is the only solution in these circumstances.”

Lucid’s stand in the Brunnenhof courtyard was reached from the Apothekenhof courtyard. However, Mercedes Benz erected a large stand there. “We had to load the steel beams required to build the Lucid stand onto small roll trailers,” explains Beyer. “They were then pulled into the Brunnenhof by forklift truck.” All other deliveries of materials for the Lucid stand could only be made using trucks of no more than 12 tonnes. “What’s more, we had to lift a car onto the pitched roof of the exhibition stand using a mobile crane,” recalls Beyer. “Merely manoeuvring the crane into the right position was a masterly achievement for the crane operator.”

Things were similarly tricky at the other locations in the city centre. “Good collaboration in a spirit of partnership was required between all the logistics and exhibition stand construction companies involved and Messe München,” relates Beyer. “That’s how we managed to make IAA Open Space a reality” ([www.panexpo.de](http://www.panexpo.de)). PB ■



Photo: Panexpo

Panexpo verfügt über langjährige IAA-Erfahrung und war auch in München von Anfang an dabei.

Panexpo has many years of experience with IAA and has been working in Munich from the very beginning.