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PREVIEWDAY: 30.11.
ESSEN-MOTORSHOW.DE
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Essen, March 26, 2018

Europe's Leading Fair for Performance Vehicles

Esse Motor Show Wins the Golden City Gate at ITB

International Jury Honours Anniversary Video During the 50th Period of the Fair

The Oscar goes to the Ruhr region: Messe Essen is receiving the Golden City Gate in the eponymous multimedia competition for the anniversary video during the 50th Essen Motor Show. The prize was recently presented at the International Tourism Exchange (ITB) in Berlin. The fair team made the jury consisting of high-ranking members enthusiastic with an emotional film contribution and won in the MICE & Incentives category. The touristic award is regarded as the worldwide number one in the film, print and multimedia competition. In total, the jurors assessed 157 films from 37 countries in various categories.

"That is a fantastic success for the Essen Motor Show and its entire crew. Our thanks go to the exhibitors and the personalities playing the leading roles in our film," Ralf Sawatzki, Project Manager of the Essen Motor Show, expressed his happiness. With its video, the Essen Motor Show also scored points in the social media where it is occupying the pole position amongst the European car fairs on Facebook: Over 700,000 people saw the film in which numerous exhibitors and celebrities demonstrate their attachment to the performance festival. The protagonists include, amongst others, the footballer Pierre-Emerick Aubameyang, the racing driver Mattias Ekström, the Haribo Bear, the TV stars Sidney Hoffmann and JP Kraemer as well as the presenter Motsi Mabuse.

The Next Performance Festival is Open from December 1 to 9, 2018

Messe Essen produced the prize-winning film with the Essen-based K+S Studios during the period of the past fair in December. There is not much time left for celebration: The preparations for the coming Essen Motor Show are already in full swing. The next performance festival will be open at Messe Essen from December 1 to 9, 2018 (November 30: Preview Day). The waiting time is being sweetened by the anniversary video on YouTube:
<https://www.youtube.com/watch?v=Gaj9n1TdG5I>.

Further information: www.essen-motorshow.de



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