

PRESS RELEASE

Company History

From Taunusstein to the International Top

Since forty years, the Expotechnik Group stands out with innovative and creative three-dimensional brand architectures

Taunusstein/Frankfurt on the Main, June 2011. The idea of developing and renting exhibition stands has become a business with perspective since the establishment of the Expotechnik Group by Heinz H. Soschinski. Following more than forty years of successful design concepts, the Expotechnik Group is doing business as a family company all over the world now with subsidiaries on four continents. Clients include international companies as well as small and medium-sized enterprises such as BMW, Deutsche Telekom, Mitsumi, Lufthansa, Phonak, Sony and Volvo. By now, the next family generation is personally committed to responsibly lead the company into the future.

Revolutionary Idea for Exhibition Stand Construction

The foundation stone of the Expotechnik Group was laid by the designer Heinz H. Soschinski on January 15, 1968, with the establishment of "Messedesign Soschinski" in Kemnat near Stuttgart. A few years later already, renowned brands and companies trusted the performance, flexibility and creativity of the exhibition stands provided on a rental basis. The standard of reaching higher efficiency through systems soon produced the first solution: Already in the year of its establishment, the Expotechnik Group developed the System 1000. One of the first clients to recognize and use the potential of the system solutions was the Diehl Company. As time passed, different exhibition stands were designed and realized with the System 1000. Back then, one of the possibly most outstanding presentations was an exhibition stand developed by Heinz H. Soschinski for the CeBit 1970 in Hanover, in fact his first design for the CeBit: The exhibition stand for the Diehl company stood out with an exceptional futuristic design with UFOs as central elements and was a sensation in the branch. One of the unidentified flying objects welcomes visitors of the Expotechnik Group's headquarters in Taunusstein still today. To offer enough space for the growth of the company, Expotechnik moved from Baden-Württemberg to Taunusstein in Hesse in 1971. Taunusstein still is a perfect location that offers enough space for further expansion. For the first time, attention was turned to the public image of the Expotechnik brand as well. The distinctive red and orange logo of the Expotechnik Group was created by the designer of the legendary Porsche emblem. Already in the early 1970's, the Expotechnik Heinz H. Soschinski GmbH, unlike its competitors, covered the whole value-added chain with it comprehensive offer of concept and design to logistics and installation management. This concept and the introduction of aluminium-supported exhibition systems with higher flexibility have been both revolutionary and successful at that time.

PRESS RELEASE

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In 1982, Heinz H. Soschinski founded the Expotechnik Contracts Ltd. in Great Britain, thus started to position his company on the international market. The GmbH located in Taunusstein becomes headquarters of the Expotechnik Group which disposes of subsidiaries all over the world. In 1988, Heinz H. Soschinski gets his brother Peter W. Soschinski on board. They decide to fully cease the chances by working together and extending their business. Peter W. Soschinski achieves impressive results within only a few years and the strategic decision of expanding to international locations turns out to be right: Taking the big leap across the pond is successful – Atlanta, headquarters of the client GE Medica, becomes the control center for Expotechnik's business in the USA. German companies including Schott and manroland commission the company with international trade show projects as well. At the same time, more and more new products and solutions are developed such as the 80A and 80B stand systems, the modular Alpha counter series as well as the Concept 6 and Concept 8 display and wall systems. By the end of the 1990's, Expotechnik opens locations in Melbourne and Singapore. After the turn of the millennium, the expansion process continues at rapid pace with the opening of three subsidiaries on the Asian continent: in Tokyo and in Sydney, followed by the Expotechnik Co. Ltd. launched in Shanghai in 2003. The last move in the company's global expansion process so far is the opening of another location in Las Vegas in 2006 and the establishment of the Expotechnik México S.A de C.V in Mexico City. Clients appreciate the expansion process, since the Expotechnik Group is available in the important new markets now thanks to its subsidiaries which offer the exact quality its clients are used to. Unlike its German competitors, the provider also realizes projects for exhibitions in foreign countries without any difficulty, even on short notice.

New Generation Continues Successful Course

Family companies are the most common type of business in Germany. On top of that, they stand for high levels of sustainability, stability and reliability. Heinz H. and Peter W. Soschinski also pursue these values. It is not a matter of course that the business was successfully passed from one family generation to the next. In the case of the Expotechnik Group it is a success story. It starts in 2001 with Julia C. Soschinski joining the company as designer. Today, she still supports Expotechnik as key-account manager. Alexander D. Soschinski also starts his career at the Expotechnik Group as key-account manager in 2002. In 2004, Philip A. Soschinski takes over business development in Atlanta; Alexander D. Soschinski is assigned General Manager in Shanghai. One year later, Patrick O. Soschinski takes over responsibility for the business development of the Expotechnik Group in Taunusstein. After the turn of the millennium, the development of new products further progresses and the company launches in-house developments such as the 'Ultra Small

PRESS RELEASE

Concept' and 'Piazza Stele' exhibition systems, the 'Gamma' counter and presentation series as well as the 'Krypton' modular display wall system which receive numerous awards. Within the past 40 years, the Expotechnik Group has reached a leading position amongst top international service providers for three-dimensional brand presentation. The company creates outstanding experiences in interior design all over the world and services 1,500 projects every year with a total exhibition area of 150,000 square meters. Not only the satisfaction of its clients but also numerous international design awards such as the "iF product design award" and the "red dot award" point out the company's creative potential year after year. Heinz H. Soschinski retired from the operational business in 2008, but still acts as advisor to the family business today. The new top management further promotes the company's global expansion and develops new visions.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit www.expotechnik.com.

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