



Press release, March 18, 2021

New venue complex puts Zurich on the map for large-scale conventions

The Hallenstadion, Messe Zürich, and Zürich Tourism are founding ACE Zurich. Thanks to this strategic partnership, the three organizations can pool their expertise. Their collaborative efforts will make it possible to host larger events with international appeal.

Have you ever heard the story of fictional German hero Baron Münchhausen, who pulled himself up by his bootstraps and overcame adversity against the odds? Well, the Hallenstadion, Messe Zürich, and Zürich Tourism are aiming to achieve a similar feat with the foundation of ACE Zurich. During the pandemic, the events industry practically came to a standstill, resulting in immense financial challenges. This partnership should make it possible to host more and larger events in future. In ACE, the A stands for Arena, the C for Convention, and the E for Expo. And that’s a rather good summary of what this new complex has to offer: the infrastructure and capacity for conventions, corporate events and exhibitions on an international scale. For Martin Sturzenegger, CEO of Zürich Tourism, a long-awaited dream is being realized: “Organizers will finally be able to host conventions with more than 1,500 guests. With our previous capacity, more than half of all international conventions could not be held in Zurich.”

No longer shying away from European competition

This is a big opportunity for Zurich as a destination. “In addition to the Hallenstadion, which is the biggest covered event hall in Switzerland (14,000 m2), the seven halls at Messe Zürich (30,000 m2) are also available to use,” says Philipp Musshafen, Director of AG Hallenstadion. “Even in terms of European competition, we no longer need to hide.” Despite the size and variety of the new complex, customers will get everything from one source. “Thanks to the ACE Zurich platform,” says Jonas Scharf, Managing Director of Venues at the MCH Group, “customers will no longer have the effort of communicating and planning with several different parties, but will instead be able to get all the information they need via one contact. We’ll take care of the complex processes and coordination in the background.” ACE Zurich is now taking bookings via the website www.ace-zurich.com. So it’s just a case of waiting for the pandemic to end and then getting started: it’s time to pull ourselves up by our bootstraps.

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