

## Press Release

### Hamburg Messe und Congress removes PHOTOPIA from its portfolio

Hamburg, 02 April 2024 – Hamburg Messe und Congress discontinues its imaging festival PHOTOPIA Hamburg. Amid the current challenging market environment, there is no economically feasible way to implement the event. “It is our ambition to offer attractive, high-quality events. In the case of PHOTOPIA, we do not see a promising economic perspective even in the medium term,” said Heiko M. Stutzinger, CEO of Hamburg Messe und Congress.

PHOTOPIA had celebrated its debut in 2021, aiming to become an inspiring festival for the imaging community. This was accomplished successfully; however, the costs cannot be refinanced to a reasonable extent. “After contemplating all options very carefully, we arrived at the decision to take the event out of our portfolio,” said Stutzinger.

Nevertheless, there is another opportunity for representatives of the imaging sector to present themselves in Hamburg: The Content Creator World at the Polaris Convention, held at the Hamburg exhibition halls from 11 to 13 October 2024, provides a suitable environment.

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