



**GAHRENS+
BATTERMANN**
MENSCHEN BEGEISTERN

OUR IDENTITY

AUGUST
2026



Our identity

Inspire people.

#togehter.

Preamble

GAHRENS + BATTERMANN GmbH & Co. KG is one of Germany's leading event technology service providers. For decades, we have been planning and executing events with a focus on corporate events such as trade shows, conventions, annual shareholder meetings, conferences, and special productions of all sizes. As an owner-managed company, we combine technical expertise, innovative strength, and financial stability with a strong customer focus, quick decision-making, and a proven track record of delivering solutions.

Inspire people.

This mission statement describes what sets GAHRENS + BATTERMANN apart and how we shape our future. Events aren't created by technology alone. They are created by people who take responsibility, share knowledge, solve challenges, and work together to achieve extraordinary results.

Events foster connections. They bring people together, impart knowledge, facilitate dialogue, and create shared experiences. Through our work, we contribute every day to making these moments possible. Our mission is to inspire people. We develop customized solutions, overcome complex challenges, and see ourselves as a reliable partner for our clients. State-of-the-art event technology, qualified staff, innovative thinking, and collaborative partnerships form the foundation of our success.

Our industry is undergoing a transformation. Geopolitical developments, economic uncertainties, rising costs, technological changes, and growing demands from customers, business partners, and public sector clients are reshaping the environment in which companies must succeed today. At the same time, digitalization, artificial intelligence, and new forms of collaboration are creating additional opportunities for innovation and further development.

For us, future-readiness does not mean reinventing what has already been proven. It means further developing our strengths, remaining open to new solutions, and actively shaping change.

This requires courage - the courage to break new ground, the courage to take on responsibility, and the courage to make decisions and actively drive progress.

That is why we invest in our employees, in efficient structures, and in modern systems that make knowledge accessible, promote collaboration, and provide guidance.

The further development of our organization requires common standards, clear processes, and a reliable database. With the introduction of our new enterprise software (ERP) "Odoo," we are laying the foundation for a cross-location and cross-departmental way of working. This strengthens knowledge transfer, increases the efficiency of processes, and creates the conditions for well-informed decisions.

We do not view digitalization and artificial intelligence as ends in themselves, but rather as tools that support our employees, simplify routines, and free up time for what really matters.

Amid all this change, our commitment remains the same: to deliver reliably, take responsibility, and work together to create the best possible solutions. Our success is driven by people. That's why #together represents the way we shape the future – across locations and teams, between experience and new perspectives, and among employees, customers, and partners.

We are convinced that economic success, high-quality performance, responsible conduct, and a strong corporate culture are closely intertwined.

We view sustainability as the ability to thrive in the future. For us, this means balancing economic performance, environmental responsibility, and social considerations, and making decisions with an eye toward their long-term impact. For us, sustainable action is not an end in itself, but a prerequisite for remaining successful, attractive, and competitive tomorrow.

The following principles form the framework for our actions and serve as a guide for employees, managers, and business partners.

Customer Focus and Quality

Customer satisfaction is at the heart of everything we do. Our goal is to develop high-quality, safe, and cost-effective solutions and to consistently exceed our customers' expectations.

We view quality not as a one-time achievement, but as an ongoing commitment. We continuously review and improve our performance, processes, and services to ensure long-term reliability, efficiency, and customer value. Our commitment and goal are to build long-term, trusting relationships with our customers.

We view quality not as a one-time achievement, but as an ongoing commitment. We continuously review and improve our performance, processes, and services to ensure reliability, efficiency, and customer value over the long term. Our commitment and goal are to build long-term, trusting relationships with our customers.

Innovation and Technology

Technological progress has always been an integral part of our company's development. We closely monitor new developments and continually evaluate how innovative technologies can improve our services, processes, and collaboration with customers.

A willingness to innovate, technical expertise, and openness to new solutions are integral parts of our corporate culture. In doing so, we combine proven experience with new ideas and continuously refine our services.

Our goal is to actively help shape the transformation of our industry and to use modern event technology in a responsible, efficient, and forward-looking manner.

Employees and Corporate Culture

Our employees are the foundation of our success. We foster personal responsibility, team spirit, trust, and a corporate culture characterized by respect, fairness, and mutual appreciation.

We create an environment that supports the professional and personal development of our employees and encourages long-term retention of qualified professionals. We view openness, collaboration, and mutual support as essential components of a successful corporate culture. The diversity of experiences, life paths, age groups, cultural backgrounds, and perspectives enriches our collaboration and strengthens our innovative capacity. We view diversity as an opportunity and as a vital component of a sustainable corporate culture.

Training and Youth Development

We view the continuous development of knowledge, skills, and competencies as an essential prerequisite for the long-term success of our company. That is why we support the professional and personal development of our employees at every stage of their lives and careers.

We view the training and development of young people as an important contribution to the future of our company and our industry. At the same time, we value the experience, expertise, and skills of our long-serving employees as a valuable foundation for our success.

We are convinced that the combination of experience and new perspectives creates unique added value. Through interaction between young and experienced employees, we foster knowledge transfer, mutual learning, and the passing on of skills across generations.

Through training and continuing education, professional development programs, and the opportunity to take on responsibility, we support the personal development of our employees and help ensure a supply of qualified professionals in the events industry.

Through our market-leading G+B Academy, we have been certifying individuals as certified master craftsmen or event industry managers for two decades, and starting in 2026, we will also offer students—through dual-track or part-time programs—the opportunity to earn a bachelor's degree in event management and event technology.

Occupational Safety and Health

The safety and health of our employees are a top priority for us. We are committed to complying with all relevant legal requirements and promote safe and healthy working conditions at all our locations and at all our events.

Through prevention, awareness-raising, and continuous improvement, we help minimize risks and protect the health of our employees in the long term.

Responsibility, Integrity, and Data Protection

We conduct our business in compliance with the law, transparently, and responsibly. Integrity, reliability, and fairness guide our conduct toward customers, employees, suppliers, business partners, and the public.

Corruption, discrimination, and any form of unethical conduct will not be tolerated. We foster a corporate culture based on trust, openness, and a sense of responsibility.

We place a high priority on the protection of confidential information and personal data. Confidentiality, information security, and the responsible handling of data are essential prerequisites for trust and long-term business relationships.

Environment and Resource Efficiency

As a company in the events industry, we are aware that our business activities have an impact on the environment and climate. In particular, mobility, logistics, energy use, material consumption, and the use of technical systems shape our industry's environmental footprint.

We view environmental responsibility as an integral part of sustainable corporate development. That is why we take environmental considerations into account in our investments, procurement decisions, technical developments, and operational processes, and strive to use energy, materials, and other resources responsibly.

We view modern event technology not only as the foundation for high-quality productions, but also as an opportunity to use resources more efficiently, reduce emissions, and further enhance our company's performance. To this end, we rely on durable technology, continuous modernization, and the responsible use of existing resources.

Our goal is to gradually reduce our environmental impact, make improvements measurable, and increasingly integrate environmental considerations into our business decisions.

Suppliers and Business Partners

We strive to build long-term, trust-based relationships with suppliers and business partners. In doing so, we expect compliance with applicable legal requirements as well as responsible conduct and integrity.

Quality, reliability, fairness, and mutual respect form the foundation of our collaboration. We promote the consideration of social, environmental, and ethical aspects throughout our supply and value chains and continuously develop joint standards with our partners.

Our goal is to build partnerships that equally support economic success, responsibility, and sustainability.

Continuous Improvement

The continuous improvement of our services, processes, and management systems is an essential part of our corporate governance.

To support this commitment, we develop appropriate metrics, goals, and measures, regularly review their effectiveness, and use the results to drive improvements. On this basis, we lay the groundwork for successful and sustainable corporate development.

Management Systems and Continuous Improvement

To continuously improve our services and processes, we are gradually expanding our management systems. Our goal is to manage, document, and further develop the areas of quality, the environment, occupational safety, data protection, compliance, and responsible corporate governance even more systematically in the future.

To this end, we adhere to recognized standards and continuously refine our organization. This includes, in particular, the implementation of a quality management system in accordance with ISO 9001. Additional management systems are evaluated based on the company's development, customer requirements, and strategic goals, and are implemented step by step.

Obligations of Management

The management is committed to the principles outlined in this mission statement and provides the necessary resources for their implementation and further development.

Together, we lay the foundation for the perfect synergy between people and modern event technology. We train our employees to create sustainable events that inspire people. In this way, we strengthen the trust of our business partners and ensure the long-term success of our company.

This mission statement forms the basis of our corporate policy as well as the continuous development of our organization, our processes, and our management systems.

Bergisch Gladbach, August 2026

GAHRENS + BATTERMANN GmbH & Co. KG



Norbert Gahrens



Carsten Zwerg



Wolfgang Heiß