

Media release

The BERNEXPO GROUPE in collaboration with the Gurtenfestival

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The BERNEXPO GROUPE enters into partnership with the Gurtenfestival. The two organisations plan to hold series of concerts together at the BERNEXPO site over winter and spring.

The BERNEXPO GROUPE has left the pandemic far behind it, and has had a lot of business success over the last year. Likewise, the Gurtenfestival made an impressive comeback in 2022 after being forced to take a break due to the pandemic, and achieved positive results with 75,000 visitors to last year's event. The two Bern-based giants are now doubling their prominence and entering into a multi-year partnership. They plan to put on joint series of concerts, which are expected to take place in winter/spring at the BERNEXPO site prior to the opening of the Neue Festhalle.

Connected by a passion for music and culture

"We're connected not only by our passion for music and culture, but also by tram line 9. We're located at opposite ends of the city and we both want to grow, expand our community and thrill our customers," explains **Rolf "Bobby" Bähler, manager of the Gurtenfestival**. "We are both excited about the live sector, and have a huge shared interest in music and culture. Both the BERNEXPO GROUPE and the Gurtenfestival are striving for constant transformation, so having a shared venture is only logical," says **Tom Winter, CEO of the BERNEXPO GROUPE**.

Looking to the future with the Neue Festhalle and musical delights

The BERNEXPO GROUPE is already working with powerful partners and is planning a musical summer at the BERNEXPO site. With the imminent construction of the Neue Festhalle – due to commence after the BEA 2023 – the BERNEXPO GROUPE is also about to embark on a new era: with the generation project, the congress and event city of Bern will be getting a new platform of national and international importance.

Please address any questions to:

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About BERNEXPO GROUPE

BERNEXPO GROUPE, a live marketing company, stages more than 30 proprietary and guest exhibitions, over 300 congresses and specialist events, as well as event engagements of all sizes every year – either in person or in hybrid or virtual form. BERNEXPO GROUPE's live communication approach produces eventful moments, creates space for encounters and offers innovative platforms. The BERNEXPO site is one of the largest exhibition premises in Switzerland: six exhibition halls in two building complexes have a total of around 40,000 m² of event space and 100,000 m² of outdoor areas. The opening of the Neue Festhalle in the year 2025 will expand the range of events in the Swiss capital. BERNEXPO GROUPE has a staff of around 100 employees. It achieves gross added value of around CHF 260 million, making the company an important economic driver for the city and region of Bern, as well as a familiar name throughout Switzerland.

About the Gurtenfestival – live music at the top of Bern's local mountain since 1977

For four days of the year, a high-quality musical programme is presented across four live stages and three dance tents high above the Swiss capital. The festival is a mainstream/pop festival with a focus on musical excellence and quality. Past headliners include big names such as Rosalia, Lil Nas X, Die Toten Hosen, Megan Thee Stallion, Muse, Ms. Lauryn Hill, Lenny Kravitz, Black Eyed Peas and many more. The three dance tents each have a different musical orientation: the Supermercado tent focuses on the ultimate hits, Cosmodrome is the place for electronic music, sounds and beats, and Soundgarden is where you'll find hip-hop, bass and club sounds. Here too, there is a huge emphasis on a high-quality, diverse line-up and on young and innovative acts.