



FOTO LARS MØLLER

LET'S MEET IN HERNING

Conventions, trade fairs and large events ensure that Herning is the place to meet in Scandinavia.

MCH is a flexible exhibition centre and entertainment complex, and one of the largest in Scandinavia. The first tentative steps towards MCH were taken in 1954.

The MCH company consists of MCH Messecenter Herning (exhibition centre), MCH Herning Kongrescenter (congress centre), MCH Arena (stadium), and Jyske Bank Boxen (arena). Every year around one million guests come to MCH for trade fairs and exhibitions, cultural events, meetings, conferences, parties, and sports events.

The motto of Herning is "Where the sky is the limit", and this is largely thanks to MCH. MCH Messecenter Herning has 15 exhibition halls ranging from 2,000 to 14,000 square meters.

MCH Messecenter Herning is, amongst other things, known for Formland, the biggest interior, design, and home accessories fair in Scandinavia, and

large fairs covering travel, food, production, and tech as well as the world's biggest horse show.

Jyske Bank Boxen has an audience capacity of 15,000 and was inaugurated on October 20, 2010, with a spectacular concert by Lady Gaga.

Jyske Bank Boxen has since then welcomed artists such as Prince, Robbie Williams, Paul McCartney, Adele, Eric Clapton, Ed Sheeran, Rihanna, George Michael, Britney Spears, and Metallica. It has also been hosting the IHF Women's and Men's Handball World Championships, the LEN European Short Course Swimming Championship, the IIHF Ice Hockey World Championship, and many other international sports events.

MCH has also staged large outdoor concerts with world-renowned artists such as Genesis and Bruce Springsteen. MCH is the epitome of experience and hosts more than 250 events per year.

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