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**A SUCCESS STORY:
✨ EVERY CRISIS IS AN
OPPORTUNITY ✨**

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During the **COVID-19 crisis**, many trade fair builders suddenly lost their work and income. Events stopped, and the situation was uncertain.

However, one German company - Schuberts Messe + Mehr - faced this challenge by acting fast and thinking creatively.

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✦ CRISIS AS AN OPPORTUNITY

Instead of giving up, they developed a new product: **protective screens** to help keep people safe at events. This innovation helped the company survive the crisis.

At the same time, they **expanded their services** to include interior construction and shopfitting, creating new opportunities despite difficult conditions.

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LESSONS LEARNED

This example shows that entrepreneurship often means **reacting quickly, staying flexible, and seizing opportunities** — even in hard times.



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✦ KEY TAKE-AWAYS

**In a crisis, speed, creativity, and adaptability
can make the difference between failure and
survival.**

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