

After more than 30 years,  
how does Messe Frankfurt  
support Chinese companies?

深耕中华30多年，  
法兰克福展览集团  
如何协助中国企业  
拓展业务？



# We are a community. 我们是经验丰富的团队

Messe Frankfurt has a 30-plus year presence in China, stretching back to the company's first ever overseas fair in 1987, which was held in Hong Kong

从1987年在香港举办集团首个海外展开始，法兰克福展览集团在中国拥有30多年的办展经验。

Today, the company organises over 30 trade fairs and exhibitions in China in 11 industry sectors. We have six subsidiaries with nine offices in the country, and employ over 500 people – ensuring exceptional support for our exhibitors and trade visitors.

集团至今在国内共举办逾30个展览会，覆盖11个行业领域，设有6个子公司和9个办事处，聘用逾500名员工。凭借专业人才及丰富的行业资源，真诚地服务每一位参展商和专业观众。

Launch of the first trade fair outside of Germany	<b>1987</b> 首次在德国地区以外举办展览会
Messe Frankfurt (HK) Ltd	<b>1994</b> 法兰克福展览（香港）有限公司
Messe Frankfurt (HK) Ltd – Taiwan Branch	<b>1995</b> 法兰克福展览有限公司 – 台湾分公司
Messe Frankfurt (Shanghai) Co Ltd	<b>2002</b> 法兰克福展览（上海）有限公司
Messe Frankfurt (Shanghai) Co Ltd – Beijing Office	<b>2003</b> 法兰克福展览（上海）有限公司 – 北京办事处
Guangzhou Guangya Messe Frankfurt Co Ltd	<b>2005</b> 广州光亚法兰克福展览有限公司
Messe Frankfurt New Era Business Media Ltd – Taiwan Branch	<b>2009</b> 法兰克福新时代传媒有限公司 – 台湾分公司
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd	<b>2013</b> 法兰克福新时代广告（深圳）有限公司
Guangzhou Li Tong Messe Frankfurt Co Ltd	<b>2014</b> 广州力通法兰克福展览有限公司
Messe Frankfurt Traders-Link (Beijing) Co Ltd	<b>2017</b> 法兰通联展览（北京）有限公司

We contribute to strong  
economic growth.  
我们大力推动经济增长

In 2018...

在2018年...

At the same time, through our global network of more than 140 trade fairs, we helped more than 40,000 Chinese companies to showcase their products and services to an international audience in 2018.

同时，法兰克福展览集团于2018年在全球各地举办140多场展览会，协助超过四万家中国企业面向海外市场，缔造更多机遇。

Over our 30-plus years of doing business in China, we have fostered a strong connection with Chinese authorities and industry associations. Our involvement in CIIE is just one way we achieve this, as we recognise the shared objectives between the fair and our own business: strengthening local economies, boosting international trade and promoting economic globalisation.

经过 30多年的用心经营，法兰克福展览集团与中国多个政府机构及行业协会成为了紧密合作伙伴。参与中国国际进口博览会是集团进一步拓宽人脉的积极举措之一，进博会的宗旨与集团的核心业务十分吻合，包括进一步开放中国市场及提倡经济全球化。



...our 33 trade fairs in China...

于中国举办33场展览会

...played host to 31,623 international and local exhibitors...

为31,623家海内外参展商提供展会服务

...and welcomed 1,375,396 visitors from around the world.

迎接了1,375,396名来自全球各地的专业观众

# We take the route of explorers. 我们积极探索业务新航线

The Belt & Road initiative and Messe Frankfurt's core business share one key objective: enhancing economic integration between global economies.

法兰克福展览集团与“一带一路”倡议拥有同一个理念，即提倡经济全球化及一体化。

We help our clients to trade along the Belt & Road route by organising exhibitions in countries along the route. These exhibitions are proving increasingly popular with Chinese companies in particular, who are utilising them to connect to the global marketplace.

我们在“一带一路”沿线地区举办多个展览会，促进参展企业与当地市场的经贸交流。越来越多中国企业对这些展会表示重视与支持，并希望通过参加展会连接全球市场。

In 2018, this included...  
在2018年我们有...



**38** exhibitions\*  
场展览会\*



**4,800+** exhibitors from China  
家中国参展商



# Belt & Road fair highlights\* 一带一路展览会亮点\*

Russia 俄罗斯#

**MIMS automechanika** MOSCOW  
powered by **autotrans**

**busworld.** MOSCOW RUSSIA  
supported by automechanika

**TIAF**  
supported by automechanika

**China Commodity Fair** MOSCOW

**prolight+sound NAMM RUSSIA**

**NAMM musikmesse RUSSIA**

**heimtextil** RUSSIA

**MODERN BAKERY MOSCOW**

**techtexsil** RUSSIA

**interlight MOSCOW**  
powered by light+building

**ros mould**

**MACHINERY** CHINA MACHINERY FAIR MOSCOW

Turkey 土耳其

**automechanika** ISTANBUL

Saudi Arabia 沙特亚拉伯

**automechanika** RIYADH

**intersec** SAUDI ARABIA  
licensed by Messe Frankfurt Exhibition GmbH

**beautyworld** SAUDI ARABIA

Ethiopia 埃塞俄比亚

**texprocess** ADDIS ABABA

**apparel sourcing** ADDIS ABABA

South Africa 南非



UAE 阿联酋

**automechanika** DUBAI

**light** MIDDLE EAST

**intersec**

**paperworld** MIDDLE EAST

**beautyworld** MIDDLE EAST

**playworld** MIDDLE EAST

**prolight+sound** MIDDLE EAST

**hardware+tools** MIDDLE EAST

**MIDDLE EAST CLEANING TECHNOLOGY WEEK**

India 印度

**IEE EXPO** INDIA

**ISH** INDIA  
powered by IPA

**light** INDIA

**LED expo** NEW DELHI

**secutech** INDIA

**LED expo** MUMBAI

**heimtextil** INDIA

Vietnam 越南

**automechanika** HO CHI MINH CITY

**secutech** VIETNAM

Thailand 泰国

**thailand lighting fair** THAILAND

**secutech** THAILAND

Kazakhstan 哈萨克斯坦

**automechanika** ASTANA

\* Includes 2018 exhibitions along the Belt & Road route which featured Chinese exhibitors. This is not intended as a full representation of the Belt & Road route.

\* 包括公司在“一带一路”沿线地区拥有中国参展企业的展览会，并不包括在该地区全数的展览会。

# China Commodity Fair Moscow and China Machinery Fair Moscow are not Messe Frankfurt's fairs.

# 中国消费品（俄罗斯）品牌展及中国机械工业（俄罗斯）品牌展不是由法兰克福展览集团主办。



Our China subsidiary has an in-house Belt & Road team that is dedicated to exploring business opportunities in the region. Along the Belt & Road route, we have six subsidiaries and 27 sales representatives to offer comprehensive support.

为更好地服务于“一带一路”项目，法兰克福展览集团在中国子公司成立了“一带一路”专业团队；与此同时，集团在“一带一路”沿线地区设有6个直属子公司和27个国际销售代表处。

# We are connected to potential. 我们不断发展壮大

## Expanding in the Greater Bay 扩大大湾区业务发展

Messe Frankfurt is dedicated to expanding its presence in the Greater Bay Area, and contributing to this initiative's goal of improving innovation in the region, developing modern services and promoting offshore business.

We are committed to expanding our own presence in the area, and we will actively encourage our clients around the world to discover new business opportunities in this high potential market.

法兰克福展览集团致力于扩大其在大湾区的发展业务，同时积极响应粤港澳大湾区发展规划并做出贡献，推动该地区的创新业务、发展现代化服务和促进离岸业务。我们将拓展在大湾区的发展项目，鼓励全球客户抢占此高潜力发展市场。



Combined with its existing advantages and key role in the Greater Bay Area initiative, as well as the opening of the new Shenzhen World Exhibition and Convention Center, the largest exhibition grounds in the world, Shenzhen is set to become one of the world's most important exhibition cities.

In 2020, we are offering five new or relocated fairs at this venue:

凭借其自身优越条件和在大湾区计划中担任的重要角色，加上新开幕的全球最大展馆 – 深圳国际会展中心，深圳特区势必成为全球最重要的展览会城市之一。

集团于2020年将有5个新展览和现有展览迁移到新展馆，当中包括：



**toy & edu**  
CHINA



**baby & stroller**  
CHINA



**licensing**  
CHINA

**formnext**  
SOUTH CHINA



**inter textile**  
SHENZHEN apparel fabrics

# We are at your service 我们期待为你服务

For more information about the fairs along the Belt & Road route, please visit:



有关“一带一路”沿线地区项目请浏览：



To find out more about the fairs we offer in the Greater Bay Area, please visit:



有关集团在大湾区的项目请浏览：

