

Messe Frankfurt China

Corporate Brochure 2019

Company
introduction

Event
brands

A promising
future





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Global network

German state-owned trade fair corporation

China's fast development

Messe Frankfurt GmbH

German state-owned and global leading trade fair corporation with its own exhibition grounds

Born out of a centuries-old tradition

Germany has a rich history in trade and exhibitions. With a trade fair tradition which began more than 800 years ago, the German city of Frankfurt is now the modern day hub for Messe Frankfurt GmbH, one of the world's largest trade fair corporations with its own exhibition grounds of 592,127 sqm gross area including 11 exhibition halls and two congress centres. According to figures unveiled in 'Exhibition Centres Worldwide 2018' by the Association of the German Trade Fair Industry (AUMA), the exhibition capacity of Messe Frankfurt's hall area is 366,637 sqm, and is one of the three biggest exhibition centres worldwide. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

With solid roots in Frankfurt, Messe Frankfurt has extended its influence and expertise to create a global presence for its customers in some 190 countries via a network of 30 subsidiaries and over 50 international Sales Partners.



150

trade fairs and exhibitions worldwide



30

subsidiaries

50

sales partners

188

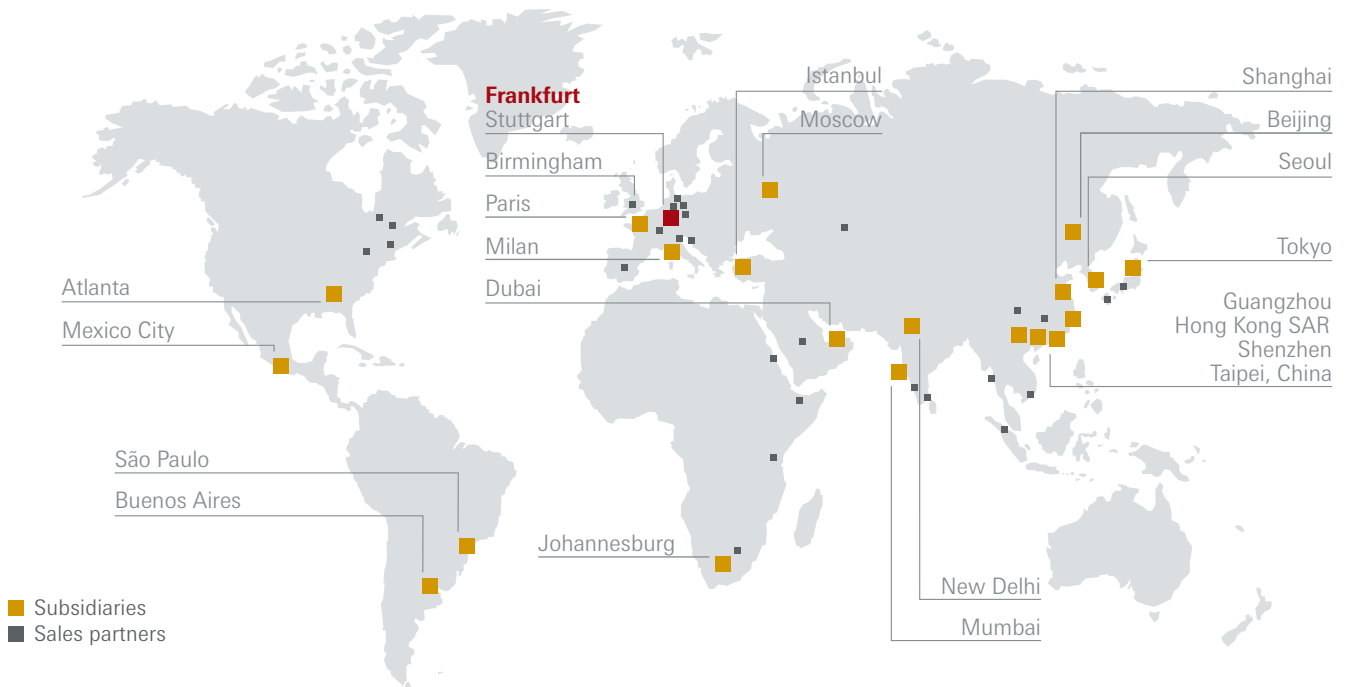
countries



Global business

We define the marketplace for entire industries

Messe Frankfurt's vision and strategy is to build trade fairs by concentrating on areas of expertise to create the best and most professional brand name trading platforms for its customers. In many cases, these brand name trade fairs are exported to local markets around the world.



Around EUR
718m



More than
2,500
active workforce



Events made by Messe Frankfurt around the world

With the help of more than 2,500 employees, Messe Frankfurt organises some 150 trade fairs worldwide, resulting in a group turnover of around EUR 718 million in 2018 (preliminary numbers).

Without a doubt, our international flagship fairs are industry leaders and set the trends. In the Consumer Goods sector we have Ambiente, Beautyworld, Christmasworld and Paperworld which are the world's most important meeting places for the consumer goods sector. Meanwhile, Musikmesse and Prolight + Sound are leading shows in the field of Entertainment, Media & Creative Industries. The highly reputable fairs for Textiles & Textile Technologies are Heimtextil and Techtextil. Representing the Technology and Mobility & Logistics sectors are Automechanika, Light + Building, IFFA, ISH and Texcare. Many of these successful fairs have editions that take place in Asia. Today, more than 70 trade fairs are organised throughout the region.

light+building

musikmesse

prolight+sound

heimtextil

automechanika

creativeworld

paperworld

ambiente

techtextil

tendence

texcare
international

christmasworld

texprocess

IFFA

TEXWORLD

ISH

intersec

beautyworld

Global competitive strengths and advantages

An international company with worldwide partners

With our headquarters in Frankfurt, Germany, we pursue a strategy of exporting our successful trade fair brands around the world to provide our exhibitors with access to relevant regional markets and promising new markets. We support our customers in internationalising their business activities by organising quality events around the world. We offer worldwide support and in areas where we are not permanently represented, we have the right local contacts.



Rooted in a tradition of global trade

Frankfurt has been an international trade centre since the Middle Ages and has successfully transitioned through the centuries to become a major and highly respected trade fair organiser with a network of international partners that spans the globe. Today, Messe Frankfurt is one of the world's largest trade fair corporations with its own exhibition grounds, which is one of the biggest in the world, together with global offices to partner with our stakeholders to create value.

Setting the agenda by understanding our customers and their industries

Messe Frankfurt understands customers' products, requirements and business potential and as a result in some market sectors our show brands help to set the industry agenda. We know the ins and outs of the market sectors and carefully track their development to create optimal concepts at all times. Importantly, Messe Frankfurt brings together the top decision makers and buyers to offer exhibitors international and regional demand for their products, and for visitors we offer a range of products, services and trends in their respective industries.

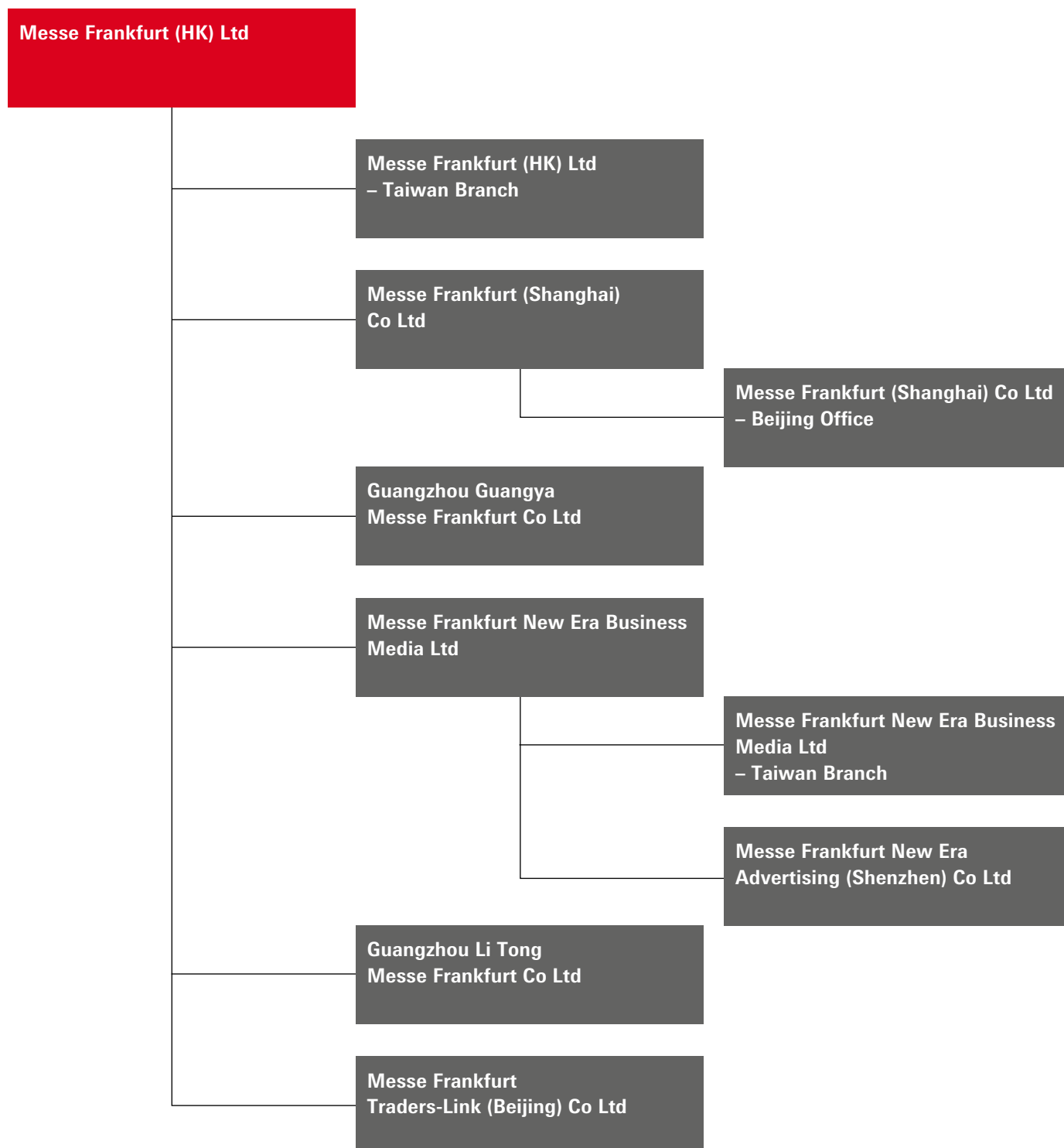


Messe Frankfurt (HK) Ltd

China's regional headquarters

Corporate structure

We are represented in China through offices in Hong Kong SAR, Shanghai, Beijing, Guangzhou, Shenzhen and Chinese Taipei employing around 500 employees.



Key developments in China



Messe Frankfurt has 32 years' exhibition organising experience in China, starting with its first show Interstoff Asia launched in Hong Kong in 1987. Today, the company organises over 50 events, and more are planned for the future.

1987 Launch of the first trade fair outside of Germany

1994 Messe Frankfurt (HK) Ltd

1995 Messe Frankfurt (HK) Ltd – Taiwan Branch

2002 Messe Frankfurt (Shanghai) Co Ltd

2003 Messe Frankfurt (Shanghai) Co Ltd – Beijing Office

2005 Guangzhou Guangya Messe Frankfurt Co Ltd

2009 Messe Frankfurt New Era Business Media Ltd – Taiwan Branch

2013 Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

2014 Guangzhou Li Tong Messe Frankfurt Co Ltd

2017 Messe Frankfurt Traders-Link (Beijing) Co Ltd





What we offer in China

The Messe Frankfurt brand in China represents consistent quality together with international and domestic expertise in the dynamic and fast changing exhibition industry. That is one of the reasons why our stakeholders confidently place their trust in Messe Frankfurt. With our brand we inspire, build and affirm our stakeholders' empathy, trust and satisfaction. As a service provider, our important values are partnership, commitment, honesty and sustainability.

Partnership

We believe in building long-term and trust-based relationships. This makes us a strong business partner. We offer the most relevant products, services, customer care, convenience and technology. In addition, we are familiar with our customers' requirements and are able to create and organise exhibitions that deliver maximum business potential and value for money.

Commitment

For our stakeholders only the best is good enough and this motivates us to proactively take initiatives in the interests of our customers so we can continuously improve.

Honesty

We are proud to say that we deliver on our promises – and only promise what we can deliver. This makes us a reliable and competent partner. In our operation business, we are also committed to the protection against brand and product piracy to protect the interest of our customers.

Sustainability

In response to the increasing importance of sustainability in China, Messe Frankfurt promotes the development of industries related to sustainability by organising various environmental-technology fairs in the region to keep customers abreast of the green trends in the aspects of water, environmental protection, solar building technologies and more.



Summary of our China strengths



- We have 32 years of exhibition organising expertise following the first Interstoff Asia show in Hong Kong in 1987.
- We have a strong connection with Chinese authorities and industry associations.
- We maintain good relationships through mutual understanding and consensus using our advanced exhibition management expertise.
- We are recognised by reputable convention and exhibition industry associations.
- We offer a diversified portfolio focusing on the core industry sectors of Automotive Technology, Building Technology & Lighting, Consumer Goods, Entertainment, Media & Creative Industries and Textiles and Textile Technologies.
- Our portfolio also includes environmental awareness, safety & security, toy, maternity & baby care products and meat processing events.
- We have a professional team of around 500 employees in China.

Industry awards

The below awards from various organisations recognise Messe Frankfurt's contribution to the trade fair industry in China:

The Asian Federation of Exhibition and Convention Associations (AFECA)

- Third place in Outstanding Trade Exhibition category of 2017 AFECA Asian Awards (Prolight + Sound Guangzhou)

Chinese Taiwan's Bureau of Foreign Trade

- MEET TAIWAN Award 2016 – Exhibition Innovation Bronze Award (Secutech)

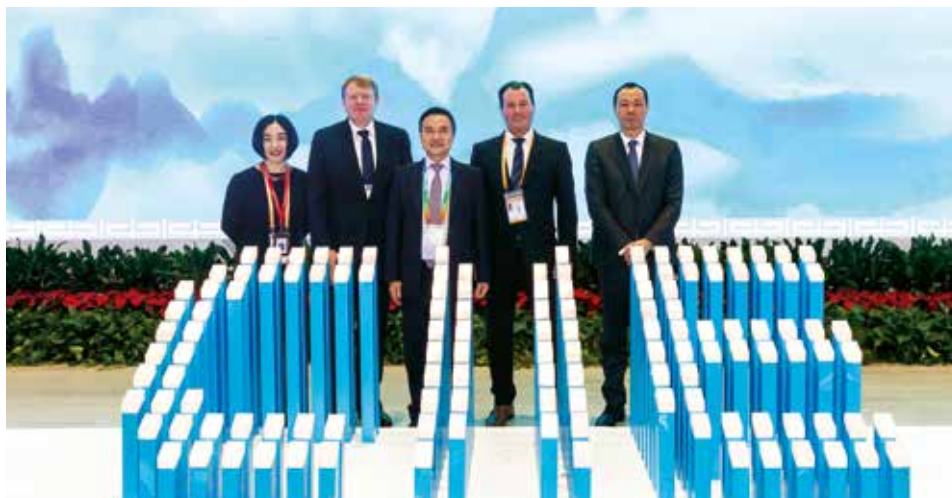
The Shanghai Convention & Exhibition Industries Association

- Honorary Credential – Shanghai Top International Brand Fair 2013 – 2015 (Automechanika Shanghai)
- Honorary Credential – Shanghai Top International Brand Fair 2013 – 2015 (Music China)
- Honorary Credential – Shanghai Top International Brand Fair 2013 – 2015 (Prolight + Sound Shanghai)

The 12th China Events Fortune Forum

- Most Innovative Exhibition 2013 (Music China)

Contribution to the exhibition industry in China



Taking place on the 40th anniversary of China's economic opening to the world, CIIE is intended to usher in a new round of Chinese economic liberalisation.

As the organiser of over 50 trade fairs and exhibitions in China across 11 diverse industry sectors, and with 32 years' experience in the region of doing so, Messe Frankfurt showcased how these trading platforms excel at connecting China to global markets, and the world to China.

New business

Texcare Asia and China Laundry Expo to merge – creating a one-stop exhibition for laundry equipment and technology in Asia

As disclosed in an agreement signed on 18 July 2018 at the Shanghai New International Expo Centre by the organisers of Texcare Asia and the China Laundry Expo, the two trade fairs merged into a single show in a win-win arrangement to integrate industry resources.

The new joint-venture fair will be the largest annual industry event covering the textile care and laundry chain in Asia. The first edition will take place from 25 – 27 September 2019 at the Shanghai New International Expo Centre and will be jointly organised by the China Laundry Association and the China Light Industry Machinery Association, as well as Messe Frankfurt (Shanghai) Co Ltd and Unifair Exhibition Service Co Ltd.



Our event brands in China & Asia

In Asia, Messe Frankfurt (HK) Ltd organises more than 50 trade shows and conferences with 39 of them held in the China cities of Beijing, Changsha, Chengdu, Guangzhou, Hong Kong SAR, Shanghai, Shenzhen and Chinese Taipei.

1. Building Technologies

guangzhou electrical
building technology



shanghai international
lighting fair

thailand
lighting fair

guangzhou international
lighting exhibition

parking
CHINA

shanghai smart
home technology



shanghai intelligent
building technology

thailand
building fair

2. Consumer Goods



baby & stroller
CHINA



Hong Kong International
Stationery
香港國際文具展 Fair

interiorlifestyle
CHINA

paperworld
CHINA



toy & edu
CHINA

3. Electronics & Automation Technologies

pcim
ASIA



SIAF GUANGZHOU
SPS-Industrial Automation Fair Guangzhou
广州国际工业自动化技术及装备展览会

smart
industry solutions
SHANGHAI

4. Entertainment, Media & Creative Industries

music
CHINA

prolight+sound
GUANGZHOU

prolight+sound
SHANGHAI

5. Environmental Technologies



ECO Expo Asia
國際環保博覽
International Trade Fair on Environmental Protection

6. Food Technologies

meat expo

CHINA

7. Manufacturing Technologies & Components

asiamold

3D printing

ASIA

wire & cable

GUANGZHOU

8. Mobility & Logistics

automechanika

SHANGHAI

automechanika

KUALA LUMPUR

automechanika

HO CHI MINH CITY



CAPAS

CHENGDU

9. Safety, Security & Fire

guangzhou public
security technology

secutech

secutech

INDIA

secutech

THAILAND

secutech

VIETNAM

10. Textile Care, Cleaning & Cleanroom Technologies



ASIA

11. Textiles & Textile Technologies

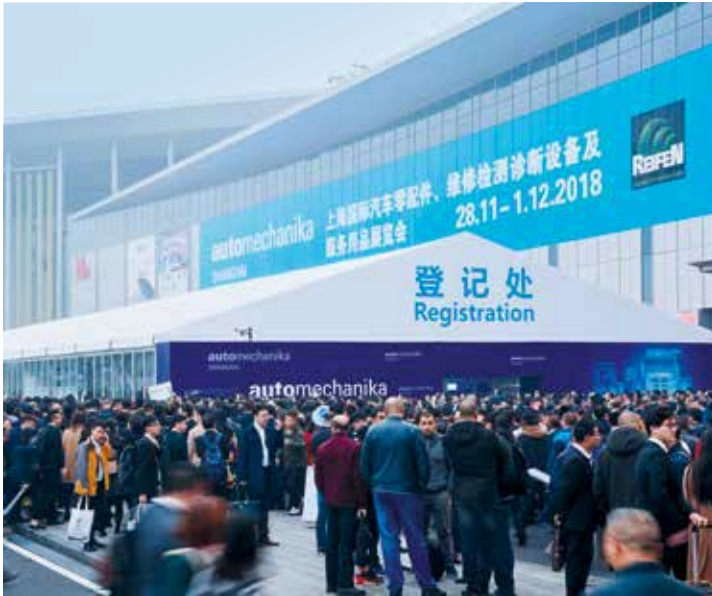
cinte
techtextil

CHINA

深圳国际纺织面料及辅料博览会
Shenzhen International Trade Fair for
Apparel Fabrics and Accessoriesinter**textile**
SHANGHAI apparel fabricsinter**textile**
SHANGHAI home textiles

yarnexpo

Flagship trade fairs in China



automechanika SHANGHAI

Shanghai international trade fair for automotive parts, equipment and service suppliers

Year: 2018
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao
 Exhibition space: 350,000 gross sqm
 Exhibitor number: 6,269
 Visitor number: 150,568

guangzhou international lighting exhibition

guangzhou electrical building technology

Asia's influential and comprehensive lighting, electrical engineering, intelligent building and smart home industries exhibitions

Year: 2019
 Venue: China Import and Export Fair Complex, Guangzhou
 Exhibition space: 195,000 gross sqm
 Exhibitor number: 2,626
 Visitor number: 172,856



inter**textile**

SHANGHAI apparel fabrics

One of the world's leading industry events for apparel fabrics and accessories

Year: Spring 2019
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao
 Exhibition space: 160,000 gross sqm
 Exhibitor number: 3,273
 Visitor number: 94,661



music

CHINA

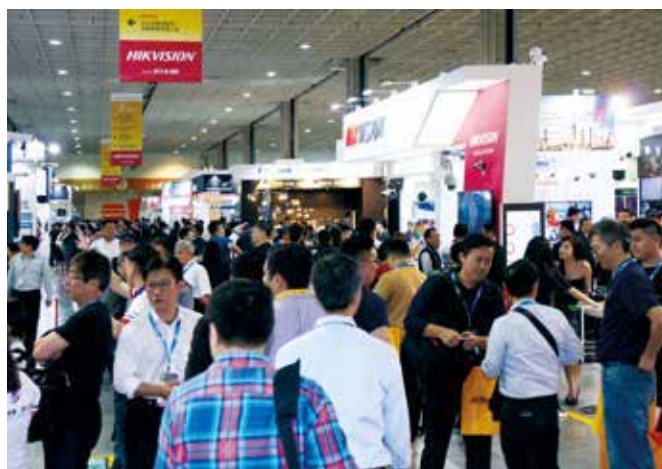
One of Asia's largest musical instrument trade fairs

Year: 2018
 Venue: Shanghai New International Expo Centre, Pudong
 Exhibition space: 138,000 gross sqm
 Exhibitor number: 2,252
 Visitor number: 110,381

secutech

One of Asia's largest international exhibitions and conferences for the security, mobility, building automation and fire safety solution sectors

Year: 2019
 Venue: Taipei Nangang Exhibition Centre, Taipei, China
 Exhibition space: 20,000 gross sqm
 Exhibitor number: 335
 Visitor number: 19,956



Trade fairs in 11 sectors

Building Technologies

guangzhou electrical
building technology

guangzhou international
lighting exhibition

parking
CHINA

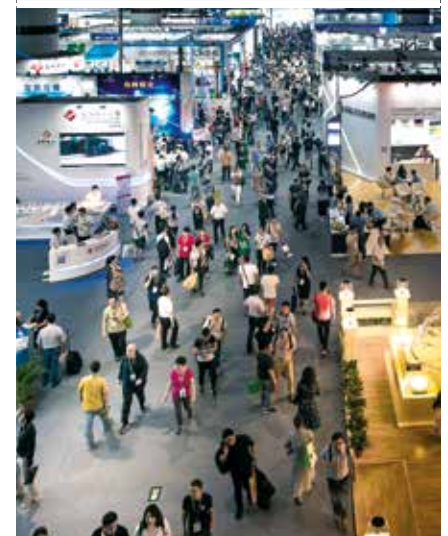
shanghai intelligent
building technology

shanghai international
lighting fair

shanghai smart
home technology

thailand
building fair

thailand
lighting fair



- The first Guangzhou International Lighting Exhibition (GILE) was launched in 1996, followed by the addition of Guangzhou Electrical Building Technology (GEBT) in 2004. Recognised as Asia's influential lighting and building events, and concurrently held with Guangzhou Public Security Technology (GPST), the fairs attracted 2,822 exhibitors covering 21 exhibition halls which utilised 210,000 sqm. 165,998 visitors from 129 countries and regions attended GILE and GEBT in 2018.
- The core concept for this building technology platform was expanded to include sister fairs in Shanghai – Shanghai Intelligent Building Technology (SIBT) in 2012 and Shanghai International Lighting Fair (SILF) in 2014 – to cater to the needs of the Eastern China market.
- By integrating four lighting and building technology events in Shanghai, the Building + IoT exhibition platform offers total solutions to construct a connected smart home ecosystem to meet market demands for energy-efficient technologies to sustain economic growth, competitiveness and environmental protection.
- Responding to the market's booming demand for smart home products and solutions in China, Shanghai Smart Home Technology (SSHT) was launched in 2015 and held concurrently with SIBT. In 2018, the two fairs attracted 272 exhibitors covering 23,000 sqm of exhibition space and welcomed 29,423 visitors from 53 countries and regions.
- Parking China made its debut in May 2016. The fair serves as a comprehensive platform covering the entire parking industry supply chain where leading brands in the industry can introduce their latest smart parking systems, mechanical parking facilities and car park management services. The 2019 edition takes place from 3 – 5 September in Shanghai.
- Thailand Lighting Fair is ASEAN's leading trade fair on lighting technology, design and application. The fair is segmented into three sections: lighting accessories and electronic components; commercial, city and architectural lighting; and lighting art and designer lighting fixtures. Concurrently held with Thailand Lighting Fair, Thailand Building Fair offers an unrivalled one-stop sourcing platform in the region with a wide range of building technology and solutions.

www.light.messefrankfurt.com.cn

www.building.messefrankfurt.com.cn

www.smartparkingchina.com

www.thailandlightingfair.com

www.thailandbuildingfair.com



- The first ISH China took place in 1996 in Beijing. In 2011, ISH China merged with one of the biggest local HVAC fairs, CIHE, and was renamed ISH China & CIHE, becoming Asia's leading HVAC exhibition. Innovative home comfort and advanced water treatment systems have been introduced in recent years and these industry sectors have become key highlights at the fair.
- ISH China & CIHE 2018 attracted 1,317 exhibitors and 70,202 visitors from 51 countries and regions. The fair operated on an unprecedented scale by adding two additional halls – halls E5 and E6 – to house exhibitors showcasing 'Clean Energy Heating Solutions'. The 2018 edition utilised 10 halls, occupying 116,000 sqm of exhibition space at the New China International Exhibition Center in Beijing.
- With further rising of the international impact of ISH China & CIHE, the 'Overseas Area' in hall E1 gathered renowned global companies to present a comprehensive array of exhibits; the German Pavilion and Italian Pavilion impressed visitors with cutting-edge European HVAC technologies at E2 and W2 respectively with an upgrading scale; and the 'Water Pump Zone' was also launched to accommodate the growing demand for top brands of water pumps from all over the world.
- The next edition of ISH China & CIHE is held on 6 – 8 May 2019.
www.ishchina-cihe.com



- To meet the heating market demand in Eastern and Central China, the first ISH Shanghai & CIHE took place in September 2012. The 2018 edition covered 11,500 sqm and attracted 217 exhibitors and 18,963 visitors from 35 countries and regions.
- Leading domestic and overseas brands showcased a complete range of the latest technologies including floor cooling and heating systems, surface heating and electric heating systems. The European Pavilion participated to capitalise on the rapid development of the HVAC market. Renowned HVAC brands from Germany, Italy and the UK brought top-of-the-range European heating products and technologies. The 'Premium Area' was also introduced to showcase outstanding technologies and products under the themes of technology, quality, design and technical skills.
- The next edition of ISH Shanghai & CIHE is held on 3 – 5 September 2019.
www.ishshanghai-cihe.com



Consumer Goods



- Jointly organised with the Hong Kong Trade Development Council, it is well-established in Asia as the first show in the region's stationery business sector in the calendar year.
 - It gains continuous support from industry associations including those from Korea, Malaysia, Chinese Taiwan and Thailand in the form of pavilion participation and delegation visits.
- www.hkstationeryfair.com

interiorlifestyle

CHINA

- An extension of Ambiente, the world's leading event for the consumer goods sector, Interior Lifestyle China was first held in Shanghai in 2007.
- The fair serves as an ideal platform for mid-range and high-end household and lifestyle related product brands from around the globe to connect with local distributors, agents and retail channels.
- A series of interactive fringe events gather global experts and professionals to share market trends and insights with industry players.
- More than just a trade fair, its vast network promotes the brand concept throughout the year.

www.il-china.com



paperworld

CHINA

- Since its debut in Shanghai in 2005, the fair has developed into a professional trading platform for prominent brands, innovative small and medium-sized companies, as well as quality industry OEMs.
- The debut of 'Best Stationery of China (BSOC) Awards' and 'Design Area' in 2018 acknowledge and encourage the originality and creativity of China's stationery industry.
- A showcase named 'Small yet Beautiful' was set up as a mock modern stationery & retail book shop in 2016. Its size increased 50% in compare with year 2017. It received tremendous positive feedback for providing stationery industry players with inspiration and direction in the aspects of product presentation, innovation and procurement formats.

www.paperworldchina.com



baby & stroller
CHINA



toy & edu
CHINA

- First held in 1989, they are now one of the biggest and most renowned toy & baby product trade fairs in South China.
 - Messe Frankfurt joined as a co-organiser and held the fairs together with the Guangdong Toy Association (GDTA) starting from 2015.
 - The 2018 edition attracted 1,105 exhibitors occupying 100,000 sqm of exhibition space and 56,549 professional trade buyers from 76 countries and regions.
 - Located in the heart of Pearl River Delta, the event is easily accessible to manufacturing bases and held during the prime sourcing season for both domestic and international markets.
 - Special features include the 'International Zone', the 'Animation and Character Licensing Zone' as well as the 'Pre-school amusement play-set zone'.
 - Industry experts also come together and share their insights at the fairs' fringe programme.
- www.chinababyfair.com
www.chinatoyfair.com





pcim
ASIA

- The fair made its debut in 2002. It is organised by Mesago PCIM GmbH and a local partner. Riding on the expertise of PCIM Europe, one of Europe's leading power electronics fairs organised by Mesago PCIM GmbH, Messe Frankfurt has been involved in the fair since 2014.
- PCIM Asia is the prime sourcing platform in China for the latest power electronics solutions, products and services. It features a concurrent international conference on power electronics and applications in motion, renewable energy and energy management. At the 2018 fair, 91 exhibitors and 5,388 visitors from the sectors of industrial and automotive electronics, as well as motor control were in attendance.
www.pcimasia-expo.com.cn



- The original fair began in 1997 and was called Guangzhou International Factory Automation and Instrument Exhibition (CHIFA).
- Since 2010, Messe Frankfurt became one of the organisers of the show. They utilised the expertise of SPS (formerly known as "SPS IPC Drives"), one of Europe's leading electric automation fairs under Mesago Messe Frankfurt GmbH, to organise SIAF Guangzhou.
- With the slogan of 'Capturing the pulse of intelligent manufacturing solutions in China', the fair serves as the prime sourcing platform in China for manufacturers to source the latest industrial automation solutions, products and services. It has been held concurrently with Asiamold since 2017 to benefit from the business opportunities brought forth by synergistic collaboration with this moulding and 3D printing fair.
- The 'Dialogue with Hidden Champions' and 'Smart Industry Solutions Seminar' are two key concurrent events highlighted in the 2019 exhibition. The former focuses on opportunities and challenges in the industrial internet era while the latter concentrates on practical applications and utilisations.
www.spsinchina.com





music

CHINA

- The show made its debut in 2002 in Shanghai and is now one of the largest musical instrument events in Asia.
- It has received several awards throughout the years. The fair was awarded the title of 'Highlighted Event for Shanghai International Art Festival' (2003 – 2010), 'Top Ten Branded Exhibitions for Micro Product Industry' (2006), 'Most Innovative Exhibition 2013' by the 12th China Events Fortune Forum, 'Shanghai Citizens Art Festival Award for Excellence' (2014 – 2015), 'Special Contribution Award for Trade Fair Development in Pudong New Area' (2006 – 2015) and 'Shanghai Top International Brand Fair' by the Shanghai Convention & Exhibition Industries Association (SCEIA) in 2008 – 2015.
- There is an on-going collaboration with musical institutions and associations to provide advanced training for music teachers and to foster music learning in China.
- Forums, seminars and live performances offer participants an integrated experience of business networking, knowledge expansion and music & culture appreciation.
- The fair actively supports various fundraising initiatives and charity programmes to deliver a love and care message to the local community via music.
- 'New Product Global Launch' offers music industry players the platform to demonstrate innovative products. 'The Music Lab' also encourages young talents to create new concepts for musical instruments.

www.musikmesse-china.com

prolight+sound

GUANGZHOU

- First held in 2003 under Guangdong International Science & Technology Exhibition Company (STE), a strategic cooperation with Messe Frankfurt to co-organise Prolight + Sound Guangzhou (PLSG) was established in 2013.
- Being one of Asia's largest pro audio and lighting trade fairs, the 2018 show set new records with 1,300 exhibitors, 13 thematic halls and 'Y-Channel demonstration area' covering 130,000 sqm and 75,993 visitors.
- To capture the growing opportunities in media technologies and system integrations with entertainment sectors, the 2018 show refreshed with the 'Communication and Conference Hall' and 'Media Systems and Solutions Hall' in the signature 'Audio Brand Name Halls'. By supplementing the 'KTV Hall', the 'Theatre K. Pub Zone' showcased karaoke systems, home theatre and customised entertainment equipment to cater to the rising demand in the commercial and residential cross-sector collaboration.
- The 'PLSG Annual Training Course' incorporated entertainment technology, professional knowledge and introduced Dante, AoIP networking applications, event planning and lighting design to demonstrate market trends and innovations to the industry and vertical sectors. The next PLSG takes place from 24 – 27 February 2019.

www.prolightsound-guangzhou.com





prolight+sound SHANGHAI

- Prolight + Sound Shanghai (PLSS) made its debut in 2003 and is held concurrently with Music China to create an annual international exhibition for the music, event, media technology and entertainment industries in Asia.
- The show showcases a full spectrum of products across the entire entertainment industry, including professional audio, professional lighting, stage equipment, AV and communication equipment.
- The show has elevated to a comprehensive platform to accommodate the rising needs and challenges in the Asian market. To achieve this, the 'Recording & Production Zone' and 'Stage Machinery and Theatre Technology Zone' are tailored-made for event technology practitioners, and each zone comes along with dedicated expert workshops and events.
- The 'Recording & Production Zone' covers from recording device to software and complements numerous knowledge-sharing sessions, such as the '9th National Music Mixing Contest Award', the 'Recording Software Quarters', 'Recording & Production Workshop', 'Recording Technology Forum' and 'Sound Studio @ PLSS'.
- The 'Stage Machinery and Theatre Technology Zone' showcases special effects, stage technology and truss systems. It gains support from global industry associations including China Association of Performing Arts, Event Safety Alliance and Shanghai Scenography Association to jointly organise a fringe programme focusing on event safety and stage art design.
- In addition to the 'Concert Sound Arena' held since 2009, the 'PLSS Academy' introduced in 2017 presents unrivalled opportunities for demonstrating, learning, networking and exchanging ideas. The next Prolight + Sound Shanghai is held from 10 – 13 October 2019.

www.prolightsound-shanghai.com

Environmental Technologies



- Launched in 2006, the fair is jointly organised with the Hong Kong Trade Development Council. It has received support from the Environment Bureau of the HKSAR Government as a co-organiser since 2009.
- The 13th edition in 2018 attracted 338 exhibitors which included 14 overseas pavilions. It also welcomed 14,824 visitors from 106 countries and regions, including over 430 government officials and representatives from Hong Kong SAR, Mainland China and other Asian countries, while 54% of visitors were from overseas. This proved that Hong Kong SAR is one of the best locations and markets for reaching worldwide industry experts and traders.
- The 'Guangdong-Hong Kong-Macao Greater Bay Area Zone' and 'Greater Bay Area Forum' were first launched in 2018. Government bodies and enterprises from the two Special Administrative Regions and nine municipalities in Guangdong Province were invited to showcase and share the green business development and challenges in their regions. The Province's National Development and Reform Commission agreement established an environmental development alliance which will further strengthen collaboration among the Area cities.
- The 'Eco Asia Conference' presents a wide range of topics about the latest government policies, industry trends and technologies, and was well-attended by some 670 industry experts and representatives in 2018. A total of over 90 conference and seminar speakers contributed their expertise and shared their experience in different concurrent events over four days.
- The fair is supported by nearly 40 local and international trade associations and government agencies. Future development involves capturing opportunities in Asia's fast-growing markets, especially China.

www.ecoexpoasia.com





meat expo

CHINA

- Meat Expo China 2015 took place in Shanghai and was the inaugural joint organisation by Messe Frankfurt (Shanghai) Co Ltd and the Circulation Industry Promotion Center (CIPC) of the Ministry of Commerce of the People's Republic of China.
- In 2017, the fair relocated to Changsha and was held in parallel with the China Food & Catering Expo (CFCE), a key international trade exhibition in the food and catering industry jointly supported by the Ministry of Commerce and the People's Government of Hunan Province. The relocation maximised the resources of the two fairs and better served the complete food industry supply chain in China by gathering professionals from both upstream and downstream of the industry chain.
- It showcased a full spectrum of products across several sectors of the meat market, including meat and bought-in food products, meat-related processing equipment and technology, packaging equipment, materials and technology, as well as refrigeration equipment and technology. The 2018 fair ran in conjunction with the China Food & Catering Expo and the 2018 First China Hunan Cuisine Ingredient E-commerce Festival. The three events gathered 1,500 companies and attracted 38,486 visits.
www.meatexpochina.com

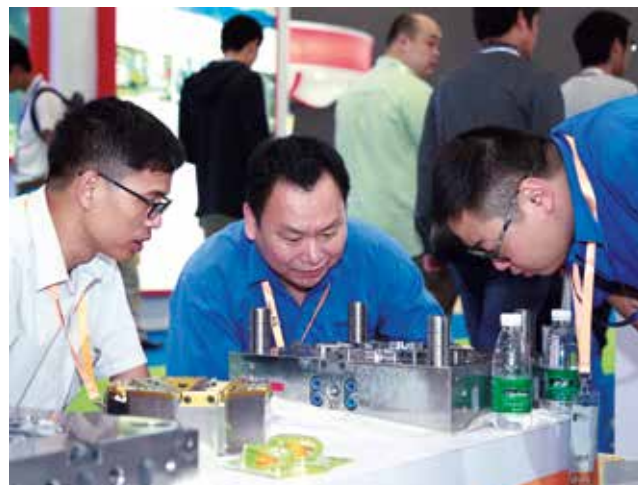
Manufacturing Technologies & Components

asiamold **3D printing** ASIA

- Since its launch in 2007, Asiamold has become one of the most important marketing and trading events for Chinese mould and die industry players. The fair enjoys extensive attention from professionals around the world and serves as an influential and professional exhibition for mould and die development in China.
- Starting from 2017, Asiamold is held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF) to help mould, 3D printing and other forming technology industry players discover greater business opportunities within the industrial automation sector.
- It showcases the most up-to-date solutions for China's increasingly sophisticated manufacturing markets. The '3D Printing Asia Zone' is a key highlight of the fair that offers numerous business opportunities for companies in China's revolutionary 3D printing market.
- At the 2018 event, 250 exhibitors showcased their most advanced solutions, from product design and rapid prototyping to mould-making, while 25,521 visitors attended the fair. New elements related to mould-making, such as 3D printing, additive manufacturing, foundry and die casting, laser welding, as well as metalworking were added to provide a comprehensive solution to serve the growing production needs of global manufacturers.

www.asiamold-china.com

www.3dprintingasiaexpo.com



wire & cable GUANGZHOU

- Wire and Cable Guangzhou was established in 2009. It is an influential industry trading platform that connects suppliers in South China and worldwide decision-makers from a wide range of industries. Starting from 2014, Messe Frankfurt became a cooperating partner in the management and organisation of the fair.
- It is one of the largest events in its sector in South China. 221 exhibitors and 22,670 visitors from 41 countries and regions attended in 2018.
- The fair features an array of product zones to address the ever increasing industry demand in the region. It also enables suppliers, distributors and exporters to reach their target customers, and establish new business relationships in a single location. Wire and Cable Guangzhou 2019 is held from 11 – 13 June.

www.wire-cable-china.com

automechanika
SHANGHAI

automechanika
KUALA LUMPUR

automechanika
HO CHI MINH CITY

Automechanika Shanghai

- As one of Asia's largest trade fairs for the automotive parts, accessories and service industries, it is recognised as an event which represents the entire supply chain for business exchange, marketing, networking and education. In 2018, the 14th edition took place at the National Exhibition and Convention Center (Shanghai) and was supported by 51 government agencies and industry associations.
- It welcomed 6,269 global and domestic exhibitors and 150,568 visitors from 145 countries and regions in an exhibition area of 350,000 sqm. Both the exhibitor and visitor numbers surpassed previous years in 2018, with 4% increase in exhibitors and 15% increase in visitors.
- The fair continues to enhance the representation of each sector according to market demands. In 2018, the fair introduced 'Tomorrow's Service & Mobility' sector to highlight the increased significance of the most recent breakthroughs in car connectivity, autonomous driving, new energy vehicles, digitalisation and more. A brand new 'Chain Stores Zone', highlighting the transforming landscape of distribution channels of the automotive service industry was also included. The area welcomed a strong collection of chain stores, e-commerce businesses and automotive suppliers for new business models.
- The next fair is held on 3 – 6 December 2019.

www.automechanika-shanghai.com

Automechanika Kuala Lumpur

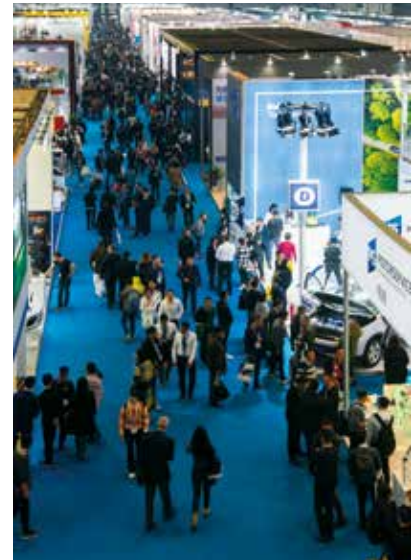
- The original fair began in 1998 and is now Malaysia's leading regional trade fair for the automotive industry targeting trade visitors from ASEAN.
- The 11th edition of Automechanika Kuala Lumpur (AMKL), comprising five exhibition halls, opens its doors from 21 – 23 March 2019 at the Kuala Lumpur Convention Centre (KLCC). Some 300 exhibitors will showcase their latest products in an exhibition space of 9,710 sqm.
- It is an ideal platform for local and overseas industry buyers to source products and services related to the passenger and commercial vehicles sectors. Multiple fringe events highlighting the potential of IoT technologies will be featured at the show, including 'Fleet Management Conference', 'Collision Repair Training Workshop' and 'EMMA Malaysia Final – Car Audio and Modification Competition'.

www.automechanika-kl.com

Automechanika Ho Chi Minh City

- The fair was first held in 2017 and is Vietnam's leading regional trade fair for the automotive service industry. The 2019 edition takes place from 28 February – 2 March and will attract 380 worldwide exhibitors to its 10,200 sqm of exhibition space.
- The fair has a comprehensive coverage including passenger vehicles, commercial vehicles and motorcycles. 'Truck Competence' is added to its growing list of exhibitor portfolios, allowing visitors to quickly identify exhibitors who specialise in commercial vehicles. The category will sit alongside the already established 'Tyre and Motorcycle Competences' at the show.
- Fringe programme includes 'Fleet Management Conference', 'Collision Repair & Maintenance Training Workshop', 'Business Matchmaking Programme', and 'Drift Show'.

www.automechanika-hcmc.com





AUTO MAINTENANCE & REPAIR

- AMR enjoys a high reputation in China and Asia Pacific with 36 years' history as a leading exhibition and trading platform aiming to provide comprehensive solutions for repair and maintenance, as well as car care and spare parts.
- In November 2017, Messe Frankfurt (HK) Ltd and Beijing Traders-Link Plus International Exhibition Co Ltd reached an agreement in forming a joint venture company named Messe Frankfurt Traders-Link (Beijing) Co Ltd to act as the fair's co-organisers together with the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA).
- AMR 2018 was held successfully from 1 – 4 April at the New China International Exhibition Centre housing 1,200 exhibitors across 110,000 sqm of exhibition area. There were 57,117 visits from 70 countries and regions. 90% of them were local distributors and superior end-users such as workshops, 4S shops, trading companies, chain stores, car care shops and tyre shops. 84% had full or partial influence on purchasing decisions.
- AMR 2019 takes place from 21 – 24 March in Beijing. To take advantage of the market development trends, it covers every aspect of the automotive maintenance and repair, spare parts and car care sectors. The newly expanded special zones of spare parts, lubricant oil and car care provide an extensive overview of and vast business opportunities for the industry.

www.amr-china.cn

CAPAS CHENGDU

- The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) made its debut in 2014. It is Messe Frankfurt's first trade fair in Southwest China and the second automotive trade fair in China. CAPAS has been proactively catering to industry developments and expanding its network since its inception to create a leading platform in the region for the automotive industry. The fair has become one of the top 10 exhibition brands in the Sichuan Province, serving as a one-stop sourcing platform for business, information exchange and investment.
- The sixth edition of CAPAS takes place from 23 – 25 May 2019 at the Chengdu Century City New International Exhibition & Convention Center. It is expected to feature some 600 international exhibitors in an exhibition space of 45,000 sqm. In 2018, the fair welcomed 18,016 trade visitors.
- In 2019, the fair will widen its scope and feature a total of seven theme zones including a new 'Tyre Zone' which will showcase the latest tyres, wheels and rims products. Other theme zones include 'Parts & Components', 'Accessories & Customising', 'Repair, Supply Chain & Chain Stores', 'Commercial Vehicles', 'E-mobility & Infrastructure', as well as 'Made in Sichuan'.

www.capas-chengdu.com





secutech

secutech
THAILAND

secutech
INDIA

secutech
VIETNAM

- The organiser of the Secutech fairs, a&s Group, was acquired in 2009 and Messe Frankfurt New Era Business Media Ltd was then formed.
- The fairs leverage the resources of Messe Frankfurt New Era Business Media Ltd with its publications, website and e-magazines, to enhance its competitive advantage.
- Secutech is a leading exhibition in the security industry. With 22 years' experience in connecting the security industry across Asia, the 2019 fair converges security, ICT and IoT, artificial intelligence, big data, edge computing, intelligent video analytics, deep learning and other advanced technologies to provide visitors with a series of solutions for smart retail, smart factory, smart transportation, smart parking, smart hotel, smart community and smart healthcare.
- 'Mobility' and 'SMABIoT' are the two spotlighted concurrent events in the 2019 edition. The former is Asia's leading platform for intelligent transport systems (ITS) that showcases an extensive number of innovative products and solutions ranging from smart road, smart railway and smart parking to fleet management, whereas the latter shifts gears from smart home to focus on IoT for smart building with four major applications: residential & community, hospitality, nursing facilities and commercial buildings.

www.secutech.com

www.secutechexpo.com

www.secutechthailand.com

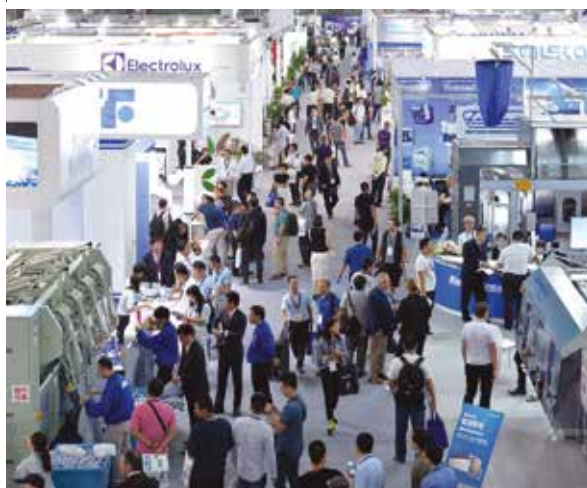
www.secutechvietnam.com

guangzhou public security technology

- Guangzhou Public Security Technology is a vital and leading industry event for security and safety products and solutions in South China. Starting from 2018, Messe Frankfurt joined forces as the co-organiser in the management and organisation of the fair.
 - Together with Guangzhou Electrical Building Technology, 220 exhibitors participated across 15,000 sqm of exhibition space, and 28,471 visitors from 27 countries and regions attended in 2018.
 - The fair covered a diverse spectrum of products and solutions with applications across the vertical markets of smart city, public safety, smart transportation, smart community and building management. Advanced technologies involving artificial intelligence, IoT and biometric recognition have been in high demand across these verticals and were on full display to fairgoers during the fair.
- www.guangzhousecurity.com.cn



Textile Care, Cleaning & Cleanroom Technologies



- In 2019, Texcare Asia and the China Laundry Expo merged to create a one-stop exhibition for laundry equipment and technology in Asia. The new joint-venture fair will be the largest annual industry event covering the textile care and laundry chain in Asia.
- The first edition takes place from 25 – 27 September 2019 at the Shanghai New International Expo Centre which is expected to attract 300 exhibitors across 30,000 sqm of exhibition space.
- It provides coverage across the entire supply chain, including machinery, systems and accessories, chemicals and consumables, energy saving and environmental protection, digital & intelligent solutions, leather care products, cleaning machinery, tools and chemicals, rental services and other related services.
- Various fringe events enhance attendee experience by offering opportunities to catch up with the latest industry developments, learn about the current market outlook worldwide and have valuable networking with industry peers.

intertextile

SHANGHAI apparel fabrics

The fair was first launched in 1995, with cooperation from the Sub-Council of Textile Industry, CCPIT; and China Textile Information Centre. In 2002, Intertextile Shanghai Fair was renamed to Intertextile Shanghai Apparel Fabrics, and it continues to take place twice a year with its Spring and Autumn Editions.

Positioned as one of the most comprehensive and leading events in the global apparel fabrics and accessories industry, not only is the show renowned for providing exhibitors with opportunities to take advantage of the latest apparel trends and growth areas in China and the global industry, but also for its specialised product classification to enhance visitors' sourcing experience. As such, featured product zones including 'Accessories Vision', 'All About Sustainability', 'Beyond Denim', 'Functional Lab', 'Premium Wool Zone' and 'Verve for Design' are organised and highly appreciated by all participants for accommodating market trends and global demands.

The business matching programme, buyer delegations, trend forums, display zones and fabric design competitions, together with a series of panel discussions and seminars, create vast business opportunities and offer an integrated learning platform for the industry.

Autumn Edition

- The 2018 edition attracted 4,480 exhibitors from 33 countries & regions, covering 240,000 sqm of exhibition space, and 78,131 visitors from 103 countries and regions.
- The fair's large scale and strong internationalism provide unrivalled opportunities for exhibitors. High-quality trade buyers are increasingly attracted to the fair by its outstanding industry reputation, and in particular the distinctive product zones which facilitate more business onsite.
- The 'Intertextile Consumer & Lifestyle Trends' presentation was introduced in the 2018 Autumn Edition. It helped the apparel industry to gain a wider perspective of the consumer market by delving into the main sociocultural and innovation developments taking place today and their repercussions on business, design, creative and marketing opportunities.

Spring Edition

- New records were set for both visitor and exhibitor numbers in 2018. The exhibitor number reached 3,386 from 22 countries and regions, while 82,314 quality trade buyers from 104 countries and regions attended the show alongside other concurrent fairs.
- The fair continues to develop by organising featured product zones to cater to the demand of up-and-coming markets, remaining the best gateway for industry players to tap into both global as well as the booming China & Asia markets.

www.intertextileapparel.com





深圳国际纺织面料及辅料博览会
Shenzhen International Trade Fair for
Apparel Fabrics and Accessories

- Under the Intertextile Fair series, the show was launched in 2006 to capture market opportunities in Southern China.
- In 2018, the fair scale increased by 25% to 37,500 sqm. A record high 971 exhibitors from 12 countries and regions and 17,664 visitors from 35 countries and regions participated in the fair.
- It is held concurrently with the China International Fashion Brand Fair – Shenzhen.
www.intertextileapparel.com

intertextile
SHANGHAI home textiles

Autumn Edition

- The first fair was held in 1995 in cooperation with the Sub-Council of Textile Industry, CCPIT; and China Home Textile Association (CHTA). In 2015, the fair moved to a new venue, the National Exhibition and Convention Center (Shanghai). It is located near a central transportation hub and is closer to the textile manufacturing bases in areas surrounding Shanghai, ensuring more convenient access for industry buyers.
- The Autumn Edition is now one of the biggest home textile fairs worldwide. In 2018, it attracted 1,091 exhibitors from 26 countries and regions to its 170,000 sqm of exhibition space, and 39,730 visitors from 104 countries and regions.
- An industry-related fringe programme including forums and seminars about design and marketing & technology, together with a number of product display areas, offer comprehensive information, inspiration and opportunities to the industry.

Spring Edition

- The Spring Edition was launched in 2011 to meet rising domestic market demands. The 2018 edition attracted 20,870 visitors to source from a total of 232 exhibitors when it was held alongside the Group's other textiles fairs: Intertextile Shanghai Apparel Fabrics and Yarn Expo Spring.

www.intertextilehome.com





cinte techtexsil

CHINA

- The fair was launched in Beijing in 1998 in cooperation with the Sub-Council of Textile Industry, CCPIT; and China Nonwoven & Industrial Textiles Association (CNITA). It moved to Shanghai in 2002.
- It is one of the leading technical textiles and nonwovens trade fairs in Asia, and covers 12 application areas. The 2018 edition attracted 485 exhibitors from 22 countries and regions and 13,203 visits from 53 countries and regions.
- It continues to take advantage of China's rapid development potential in the technical textiles sector.

www.techtexsilchina.com

yarnexpo

- The Spring Edition was launched in Beijing in 2004 with the cooperation of the Sub-Council of Textile Industry, CCPIT and this was followed a year later with the launch of an Autumn Edition in Shanghai.
- The fairs create synergy with complete coverage of China's textile supply chain when held concurrently with Intertextile Shanghai Apparel Fabrics.
- Both fairs continue to focus on specialised yarn products, and invite industry leaders to share up-to-date information about innovation and technology.

Autumn Edition

- The 2018 Autumn Edition had a record breaking 501 exhibitors covering 26,000 sqm of exhibition space and 19,003 visitors from 74 countries and regions.

Spring Edition

- The 2018 Spring Edition attracted 435 exhibitors, and 25,966 quality trade buyers from 88 countries and regions attended the show alongside other concurrent fairs.

www.yarn-expo-autumn.com

www.yarn-expo-spring.com



A promising future

Messe Frankfurt continues to grow

Messe Frankfurt's growth continued in the past financial year too. Speaking at the Corporate Press Conference earlier today, Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, announced: "We succeeded in setting a new record of around €718 million in sales".

Messe Frankfurt is retaining its position in third place in a very challenging and international competitive environment as well as being well ahead of all German competitors and all worldwide trade fair companies that have their own exhibition infrastructure.

According to the annual financial statements for financial year 2018, Messe Frankfurt sales increased by more than seven percent year-on-year. Consolidated annual net income for 2018 was more than €50 million, around 25 percent up on 2017, while EBITDA was at a record level of approximately €132 million. With a total of 507 events worldwide in financial year 2018, more events were held under the Messe Frankfurt umbrella than ever before. Almost five million people came together at these interaction formats.

As Wolfgang Marzin emphasised: "Internationalisation is and will remain our Group's strategic direction." In the light of acquisition activities by major private trade fair companies, Messe Frankfurt has the distinct advantage of having been active globally for more than three decades and of being firmly established in successful economic regions and strategically important markets with its brands and thematic areas of focus. Recent figures indicate that 41 percent of Group sales – over €294 million in total – was generated outside Germany. As Marzin emphasises: "The very high levels of customer satisfaction throughout our various industry sectors are central to the success of our events worldwide."

The company's events around the world in the first half of 2019 have also been very positive. With regard to the Group's international operational activities, Detlef Braun, Member of the Executive Board of Messe Frankfurt, explains: "With their very high international component, our flagship events have crucial added value for specialist retailers. They provide a wealth of inspiration and show clear prospects in an ambiguous world." To this end, Messe Frankfurt adds value by investing counter-cyclically in quality-enhancing and expansion measures. In connection with the Group's worldwide event growth, Braun explained: "Messe Frankfurt is currently placing no fewer than 17 new events in its key regions for 2019/2020." Prime examples of this are the Clean Show in the USA in 2019, and the Interior Lifestyle Middle East in Dubai and Formnext South China in Shenzhen in 2020.





More and more events are being held at the company's Frankfurt base. As Uwe Behm, Member of the Executive Board of Messe Frankfurt, explains: "In this way, Frankfurt and its exhibition grounds are raising their profile among international medical congresses as an international congress venue."

Over the past 20-plus years, Messe Frankfurt has invested almost one billion euros of its own resources in modernising its exhibition grounds. Hall 6 is currently being revitalised. When the building is added to the network in time for the Frankfurt Book Fair, its energy consumption will be 30 percent lower than legal requirements. As Behm emphasised: "At Messe Frankfurt, we see an active energy management system as being central to our sustainable business practices." From 2020 onwards, the Messe Frankfurt exhibition grounds will be operated using exclusively green power. Behm: "All new and renovated buildings will also have an efficient, energy-optimised design."

In the current financial year, Messe Frankfurt aims to continue its qualitative, quantitative and international growth. Wolfgang Marzin: "We are the leaders in many markets, not least because we are constantly evolving, because we grow sustainably and because we invest in our future. It is the function of trade fairs to cushion the possible effects of protectionist currents worldwide. In such situations, trade fairs are an unfailing source of optimism."

Further information and photographic material are available in our online newsroom at <http://m-es.se/q7EK>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.



Nine offices in China

For further information about Messe Frankfurt's services in China, please contact us at the location closest to you or visit www.messefrankfurt.com.hk.

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