

# Messe Frankfurt Group Greater China

## Corporate Brochure 2020

Company  
introduction

Event  
brands

A promising  
future





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Global network

German state-owned trade fair corporation

Greater China's fast development

# Messe Frankfurt Group

## The world's largest trade fair, congress and event organiser 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 some 800 years ago, the German city of Frankfurt is now the modern day hub for Messe Frankfurt Group, the world's largest trade fair, congress and event organiser with its own exhibition grounds of 591,049 sqm gross area including 11 exhibition halls and two congress centres. According to figures unveiled in 'Exhibition Centres Worldwide 2019' by the Association of the German Trade Fair Industry (AUMA), the exhibition capacity of Messe Frankfurt's hall area is 372,350 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 29 subsidiaries and over 50 international Sales Partners.

**Click on the logo below for  
a video overview of our global shows**



[www.messefrankfurt.com](http://www.messefrankfurt.com)



# 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.

# 155

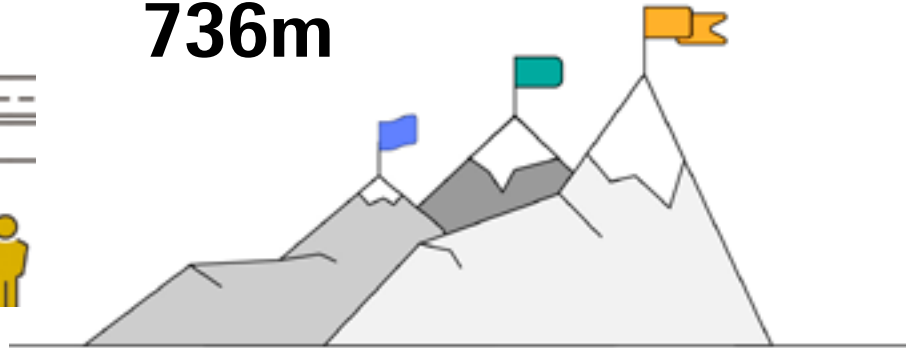
trade fairs  
and exhibitions  
worldwide



Around  
**2,600**  
active workforce



Around EUR  
**736m**



# 29

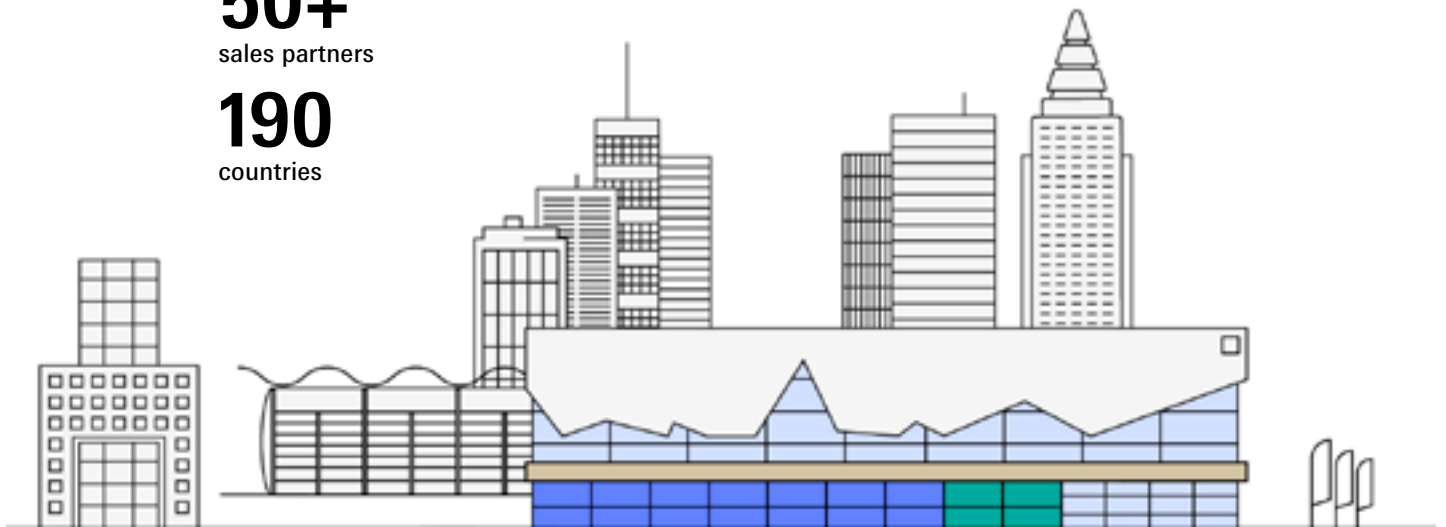
subsidiaries

# 50+

sales partners

# 190

countries



# Events made by Messe Frankfurt around the world

With the help of around 2,600 employees, Messe Frankfurt organises 155 trade fairs worldwide, resulting in a group turnover of around EUR 736 million in 2019.

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 Textile & Textile Technologies are Heimtextil and Techtexile. 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

techtexil

tendence

texcare  
international

christmasworld

texprocess

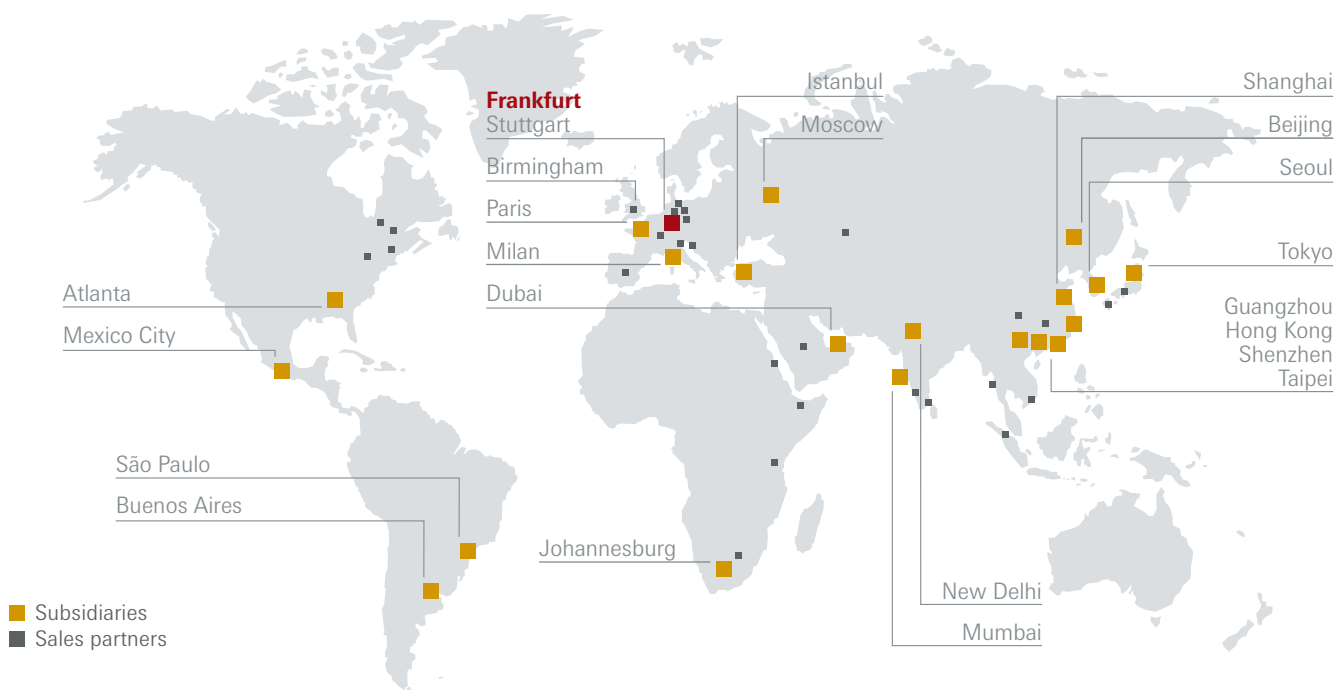
IFFA

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.

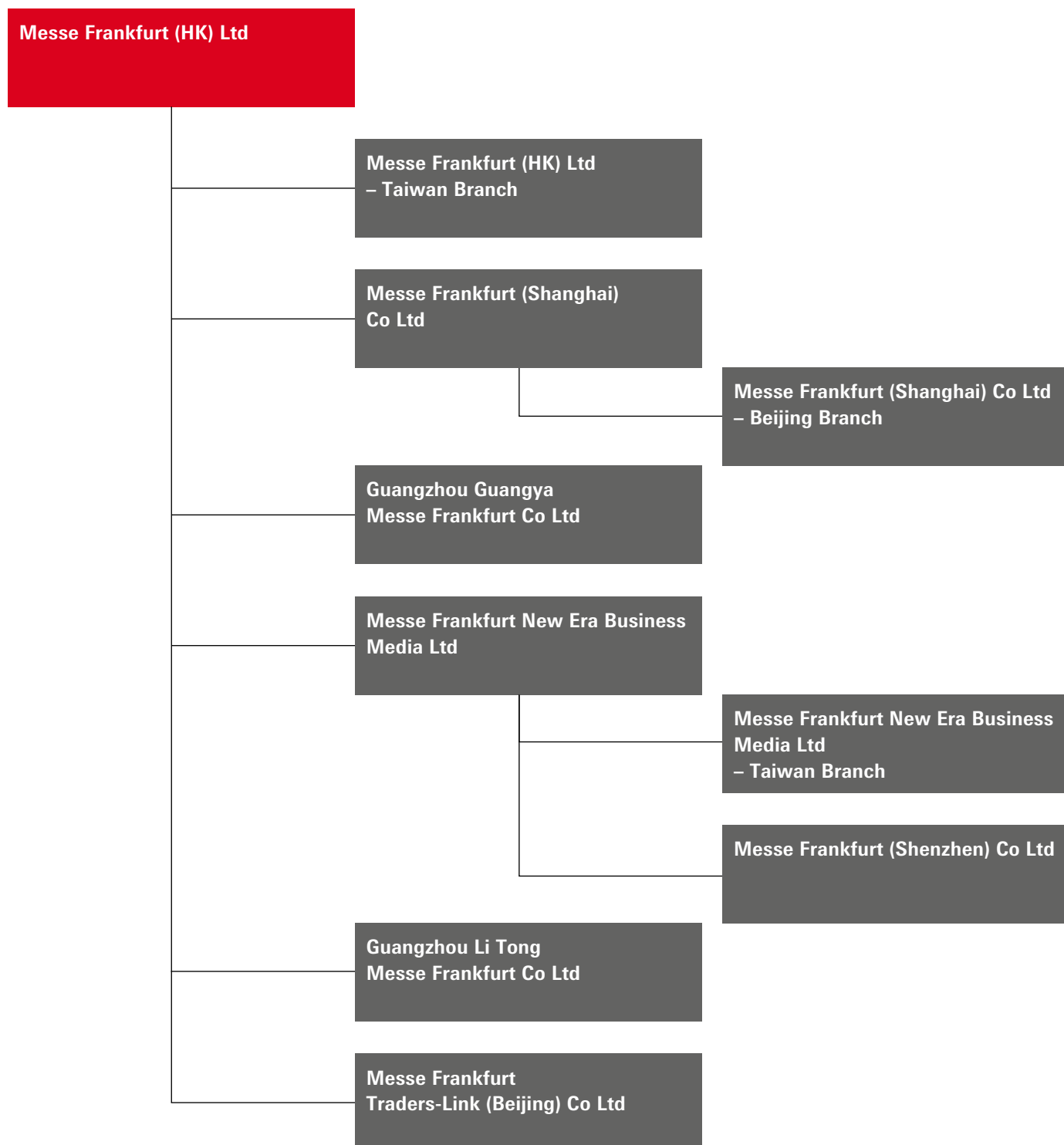


# Messe Frankfurt (HK) Ltd

## Greater China's regional headquarters

### Corporate structure

We are represented in Greater China through offices in Hong Kong, Taipei, Shanghai, Beijing, Guangzhou and Shenzhen employing more than 500 employees.



# Key developments in Greater China



Messe Frankfurt has 33 years' exhibition organising experience in Greater 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

**2020** Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd  
renamed to Messe Frankfurt (Shenzhen) Co Ltd

Messe Frankfurt (Shanghai) Co Ltd – Beijing Office  
renamed to Messe Frankfurt (Shanghai) Co Ltd – Beijing Branch







## What we offer

The Messe Frankfurt brand in Greater 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 Greater 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.

## Our strengths in Greater China

- We have 33 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 more than 500 employees in Greater China.

# Bridging Chinese businesses with the world

## China International Import Expo



Expanding in scale from 270,000 to 300,000 sqm following a successful inaugural edition in 2018, China International Import Expo (CIIE) is a melting pot in China for global goods and services, not only further opening the Chinese domestic market to the world, but also encouraging multilateral trade.

With a presence in China since 1987, Messe Frankfurt has been helping Chinese companies to internationalise for over 30 years. Sharing CIIE's objective of promoting trade liberalisation, Messe Frankfurt's continued participation at CIIE represents another step in the company's China journey. Through the expo, Messe Frankfurt has communicated a message that its global reach and exhibition services align strategically with the goals of CIIE, particularly with regards to promoting trade in the Belt & Road and Greater Bay Area regions.

At both the 2018 and 2019 editions of CIIE, Messe Frankfurt received high levels of visitor interest towards its events in the Belt & Road region – a major economic reform initiative that the government continues to champion alongside the Greater Bay Area initiative. Both policies play a vital role in further opening up the Chinese market. Satisfying consumer interest, Messe Frankfurt's ongoing participation at CIIE is used to demonstrate how the company can help Chinese enterprises leverage its platforms to explore overseas markets and promote trade through its network of some 150 global events. At the same time, the company engages with overseas visitors at CIIE to demonstrate how its portfolio of events in China can give them valuable access to the domestic market.

From one trade fair in 1987, today Messe Frankfurt holds 33 events in China and over 70 in wider Asia. This expansion journey has seen the company shape its exhibition portfolio to align with the government's economic policies, and specifically policies that help Chinese companies to internationalise. Serving as a trading bridge between China and the world, these events offer business and trading opportunities across diverse industry sectors including building technologies, consumer goods, electronics, entertainment, media and creative industries, food technologies, manufacturing technologies, mobility and logistics, safety and security, as well as textiles and textile care.

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## Guangzhou Guangya Messe Frankfurt relocates to new office

As Messe Frankfurt continues to expand its presence in the Greater China region, Guangzhou Guangya Messe Frankfurt – one of nine offices the company has in China – has moved to new premises as a result of ongoing expansion plans. The new office, located in the central business district of Guangzhou, will accommodate the requirements of Messe Frankfurt's continued growth in the Greater Bay Area. Reflecting the company's vision for future focused exhibition services, the office is equipped with state of the art facilities and modern décor, providing a working environment fit for tomorrow.

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# New Business

## DS printech

CHINA

- Co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service (GZ Teyin), DS printech China, a rebranding of the 30 year-plus CSGIA and the concurrent Textile Digital Printing China will relocate from Guangzhou to the brand-new Shenzhen World Exhibition and Convention Center.
- This fair offers textile players a dedicated space to explore the rapidly growing digital printing sector further, while also being well positioned to meet major manufacturers in South China.
- The fair is expected to feature around 600 exhibitors across a 40,000 sqm space.  
[www.dsprintech.com](http://www.dsprintech.com)



**formnext**  
SOUTH CHINA



- Jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Uniris Exhibition Shanghai Co Ltd, the first edition of Formnext + PM South China will take place in Shenzhen.
- The fair will cover an array of advanced technology, equipment and products under the categories of materials, powder metallurgy, additive manufacturing, design, software and processing technologies.
- It targets visitors from a wide range of sectors, including architecture, automation, automotive, aerospace, construction, dental technology, home appliances, electrical engineering and electronics, packaging technology, medical technology and toolmaking.

[www.formnext-pm.com](http://www.formnext-pm.com)

 **licensing**  
CHINA

- Organised by the Guangdong Toy Association (GDTA), Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd, the first edition of Licensing China will be held concurrently with Toy & Edu China and Baby & Stroller China at the Shenzhen World Exhibition and Convention Center.
- It is expected to accommodate over 100 domestic and international licensors and agencies featuring animation character licensing, culture & art licensing, brand licensing, sports licensing, celebrity licensing and all kinds of licensed products.
- Licensing China has been upgraded to an individual fair following the success of the Animation & Character Licensing Zone, which took the limelight in recent editions of Toy & Edu China due to the potential of the licensing market in China.

[www.licensing-china.com](http://www.licensing-china.com)



# Our event brands in Asia & Greater China

In Asia, Messe Frankfurt (HK) Ltd organises more than 50 trade shows and conferences with 44 of them held in the Greater China cities of Beijing, Changsha, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenzhen and 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



paperworld  
CHINA



interiorlifestyle  
CHINA



## 3. Electronics & Automation Technologies

pcim  
ASIA



smart  
industry solutions  
SHANGHAI

## 4. Entertainment, Media & Creative Industries

music  
CHINA

prolight+sound  
GUANGZHOU

prolight+sound  
SHANGHAI

## 5. Environmental Technologies



## 6. Food Technologies

meat expo  
CHINA

meat pro  
ASIA



## 7. Manufacturing Technologies & Components

asiamold

3D printing

ASIA

wire & cable

GUANGZHOU

formnext

SOUTH CHINA



## 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  
techtexsil

CHINA

inter**textile**

SHANGHAI apparel fabrics

inter**textile**

SHENZHEN apparel fabrics

inter**textile**

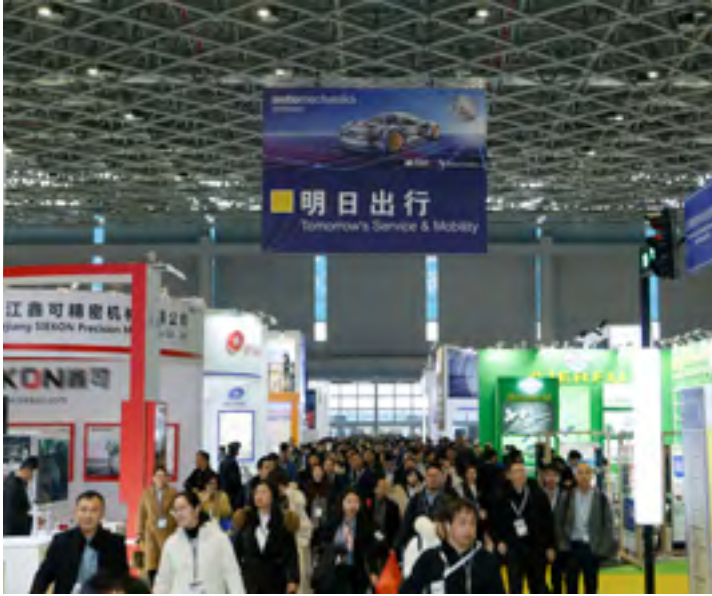
SHANGHAI home textiles

yarnexpo

DS printech

CHINA

# Flagship trade fairs in Greater China



## automechanika SHANGHAI

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

Year: 2019  
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao  
 Exhibition space: 360,000 gross sqm  
 Exhibitor number: 6,590  
 Visitor number: 159,728

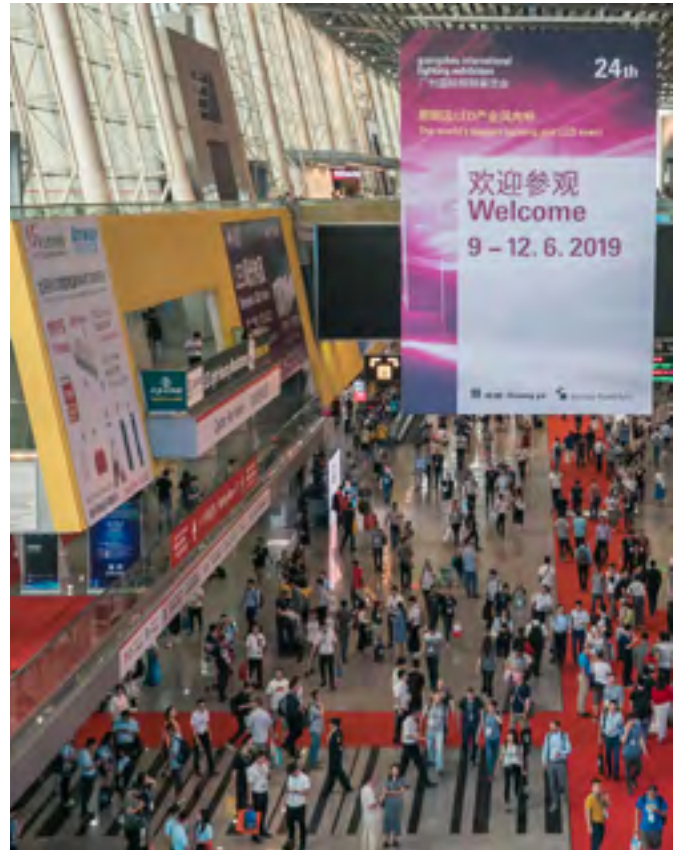
## guangzhou international lighting exhibition

## guangzhou electrical building technology

**Guangzhou International Lighting Exhibition – One of the most influential and comprehensive lighting and LED events in Asia**

**Guangzhou Electrical Building Technology – Asia's premier platform for the electrical engineering, intelligent building and smart home markets**

Year: 2019  
 Venue: China Import and Export Fair Complex, Guangzhou  
 Exhibition space: 210,000 gross sqm  
 Exhibitor number: 2,869  
 Visitor number: 172,856

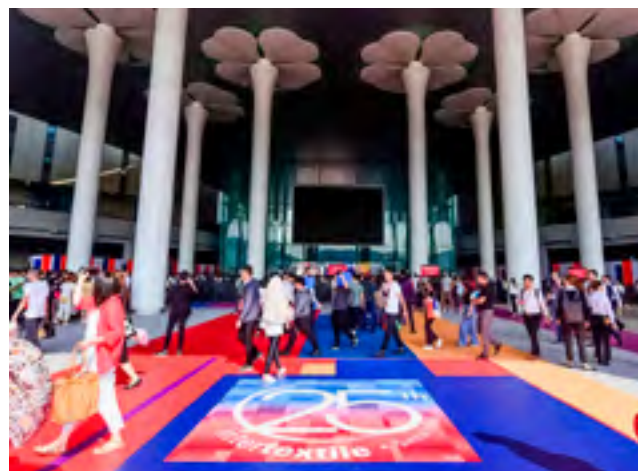


## intertextile

SHANGHAI apparel fabrics

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

Year: 2019  
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao  
 Exhibition space: 236,000 gross sqm  
 Exhibitor number: 4,422  
 Visitor number: 89,662



## music

CHINA

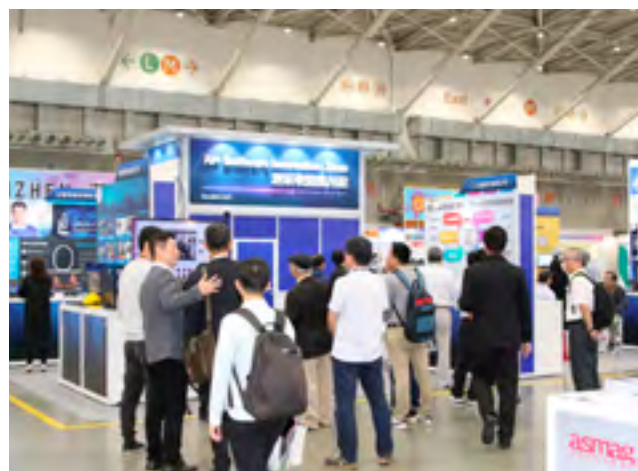
### One of the world's largest musical instrument trade fairs

Year: 2019  
 Venue: Shanghai New International Expo Centre, Pudong  
 Exhibition space: 145,000 gross sqm  
 Exhibitor number: 2,414  
 Visitor number: 122,519

## 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  
 Exhibition space: 20,215 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

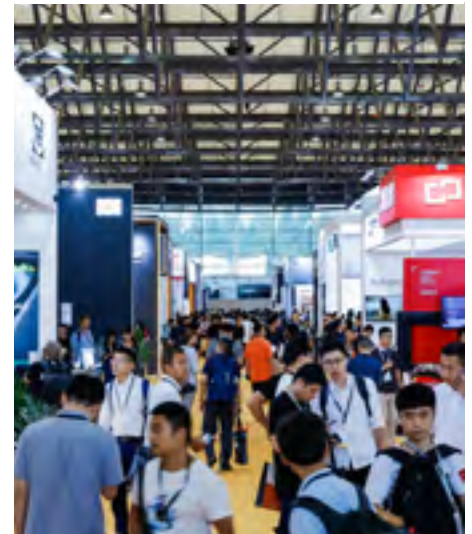
shanghai intelligent  
building technology

shanghai international  
lighting fair

shanghai smart  
home technology

thailand  
building fair

thailand  
lighting fair



### Guangzhou

Guangzhou International Lighting Exhibition (GILE)

- 2020 is a significant year as it marks the 25th anniversary of the Guangzhou International Lighting Exhibition. The fair made its debut 25 years ago with 96 Chinese exhibitors, but has now evolved into Asia's preeminent lighting exhibition. The 2019 edition attracted 2,626 exhibitors from 22 countries and regions and 172,856 visitors from 133 countries and regions, occupying 195,000 gross sqm of exhibition space.

[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)

Guangzhou Electrical Building Technology (GEBT)

- Concurrently held with GILE 2019, GEBT 2019 welcomed 243 renowned exhibitors which showcased smart sun-shading systems, generic cabling systems, air-conditioning and cooling systems, electrical energy-efficiency modification equipment, control equipment, meter and monitoring, lighting control systems and more. Responding to current industry trends, the 17th edition of GEBT will present building and home automation solutions alongside the latest electrical engineering, bringing forward a myriad of new green, energy efficient and smart living technologies.

[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn)

### Shanghai

Shanghai International Lighting Fair (SILF)

- SILF is a business platform dedicated to the landscape lighting production chain while firmly supporting the future development of the city lighting industry. In 2019, SILF attracted 12,960 visitors from 33 countries and regions and over 200 exhibitors across 7,700 sqm of exhibition space.

[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)

Shanghai Intelligent Building Technology (SIBT)

Shanghai Smart Home Technology (SSHT)

Parking China (PKC)

- SIBT 2019, SSHT 2019 and PKC 2019 attracted more than 280 exhibitors covering 28,750 sqm of exhibition space and welcomed 30,374 visitors from 50 countries and regions.



- As the premier platform for business development in the smart building sector, SIBT helps participants explore recent hot technologies including 5G, IoT and AI to improve the smart building ecosystem. SIBT also organises the 'Shanghai Smart Office Technology' (SSOT) zone, creating a comprehensive platform for the exchange and application of IoT solutions in the smart community, smart building, smart property development, smart office, smart parking, smart home sectors and more.
- SSHT provides 360-degree coverage of the entire industry chain, showcasing smart control systems, smart security, smart sun-shading, smart switches, audio visual and home entertainment, wireless controls and cloud technologies. The fair keeps pace with the industry's development, offers effective sourcing opportunities to buyers and helps industry brands to increase their exposure. It has evolved into one of the most significant business matching platforms for industry players, fostering cross-sector business collaboration, encouraging innovation, and offering support to the fast growing smart home technology market in China.
- PKC is held concurrently with SIBT and SSHT. The fair showcases state-of-the-art products and services focusing on the application of automated technologies, 5G, IoT and big data in parking systems. The fair also promotes seamless integration and resource sharing among parking entities and stakeholders to create a more user-friendly, efficient and valuable parking experience.

[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn)

[www.smartparkingchina.com](http://www.smartparkingchina.com)

### Thailand

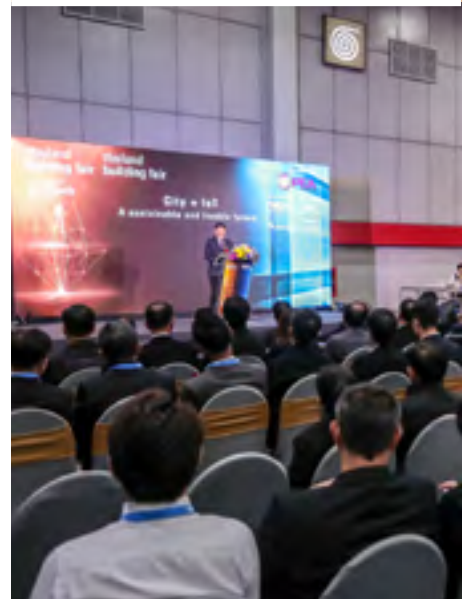
Thailand Lighting Fair (THLF)

Thailand Building Fair (THBF)

- THLF and THBF aim to deepen the connection within the smart city ecosystems and further spur the progress of smart cities in the ASEAN region. In 2019, under the theme 'City + IoT – a sustainable and livable future', the fairs addressed two topics: smart city opportunities and power generation. Together with the concurrent Secutech Thailand, the fairs attracted 300 exhibitors from 12 countries and regions occupying 11,000 sqm of exhibition space.

[www.thailandlightingfair.com](http://www.thailandlightingfair.com)

[www.thailandbuildingfair.com](http://www.thailandbuildingfair.com)





**ISH** **CIHE**  
CHINA

- 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.
- ISH China & CIHE 2019 attracted 1,353 exhibitors and 72,613 visitors from 51 countries and regions, comprising of 10 halls occupying 116,000 sqm of exhibition space at the New China International Exhibition Centre in Beijing.
- Reflecting the rising international impact of ISH China & CIHE, in 2019 the 'Overseas Area' in hall E1 gathered renowned global companies to present a comprehensive array of exhibits. With an upgraded scale, the German Pavilion impressed visitors with cutting-edge European HVAC technologies in hall E2. The 'Water Pump Zone' that launched in 2018 accommodated the growing demand for top brands of water pumps from all over the world, while the 'Clean Energy District Heating Area' in hall W3 showcased creative technologies and products for district energy heating.

[www.ishchina-cihe.com](http://www.ishchina-cihe.com)

**ISH** **CIHE**  
SHANGHAI

- To meet the heating market demand in Eastern and Central China, the first ISH Shanghai & CIHE took place in September 2012. The 2019 edition covered 11,500 sqm and attracted 197 exhibitors and 19,326 visitors from 41 countries and regions.
  - Leading domestic and overseas brands exhibited 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 display outstanding technologies and products under the themes of technology, quality, design and technical skills.
- [www.ishshanghai-cihe.com](http://www.ishshanghai-cihe.com)





## Consumer Goods



- Jointly organised with the Hong Kong Trade Development Council, the Hong Kong International Stationery Fair is well-established in Asia as the first show in the calendar year for the region's stationery sector.
- It gains continuous support from industry associations including those from Korea, Malaysia, Taiwan and Thailand in the form of pavilion participation and delegation visits.
- The fair provides a one-stop sourcing platform for industry players and welcomes over 20,000 international buyers every year, especially from the South China region and the rest of Asia.  
[www.hkstationeryfair.com](http://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 middle-class 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 of media, road shows and pop up stores promote the brand concept throughout the year.  
[www.il-china.com](http://www.il-china.com)

## paperworld

CHINA

- Beginning in 2020, Messe Frankfurt (Shanghai) Co Ltd is joining hands with the China Stationery and Sporting Goods Association (a national industrial association for stationery and sporting goods) to deliver the ultimate trade platform for the industry.
- Benefiting from the booming demand in China, the scale of Paperworld China, including the number of exhibitors and visitors is increasing every year. Over the past three years, the number of visitors has grown by more than 15% annually, with the 2019 edition attracting a record 30,629 buyers.
- The 'Best Stationery of China (BSOC) Awards', launched by Paperworld China in 2018, acknowledge originality and creativity. Attracting more than 300 entries from 11 countries and regions in 2019, the awards have developed into the most professional of their kind for the Chinese stationery industry.  
[www.paperworldchina.com](http://www.paperworldchina.com)





**baby & stroller**  
CHINA



**toy & edu**  
CHINA

- Plenty of crossover sourcing opportunities will be available for channel buyers. Under new names, the Shenzhen International Stroller, Mother and Baby Product Fair, and the Shenzhen International Toy & Education Fair, together with the first edition of Licensing China will be moving from Guangzhou to the Shenzhen World Exhibition and Convention Center, a brand new exhibition venue located in the heart of the Greater Bay area. The total exhibition area is expected to reach 160,000 sqm, a significant increase of 60% compared to 2019, to cater for the growing business opportunities in the Greater Bay area.
- The first edition of Toy & Edu China was launched in 1989. Held concurrently with Baby & Stroller China, the two fairs together now form one of the biggest toy & baby product sourcing platforms in South China.
- Since 2015, the fairs have been co-organised by Messe Frankfurt and the Guangdong Toy Association (GDTA), building up a solid reputation both domestically and internationally – a status which has been bolstered by the introduction of international zones.
- Benefiting from the booming demand in China, the size of both fairs, including the number of exhibitors and visitors is increasing every year. In 2019, the two fairs attracted a total of 1,162 exhibitors and 60,508 trade visitors from 66 countries and regions, utilising 8 halls covering 100,000 sqm.

[www.chinababyfair.com](http://www.chinababyfair.com)

[www.chinatoyfair.com](http://www.chinatoyfair.com)



## Electronics & Automation Technologies



## pcim ASIA

- As a sister event of PCIM Europe, one of Europe's leading power electronics fairs, PCIM Asia has been present in the China exhibition market since 2002. Riding on the expertise of PCIM Europe, 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 2019 fair, PCIM Asia recorded an increase of 18% in trade visitors and a 6.5% increase in conference attendees. The 'E-mobility Zone', 'E-Automation Zone', 'Posters Session Area', 'Newcomer Pavilion' and 'University Zone' offered unique experiences for industry and academic players and were spoken highly of by them.

[www.pcimasia-expo.com](http://www.pcimasia-expo.com)



- 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 'Empowering the intelligent manufacturing industry 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. In 2019, the two fairs welcomed 988 exhibitors from 20 countries and regions, and 98,776 trade visitors from 45 counties and regions.
- The 'Dialogue with Hidden Champions – Industrial Internet Connecting Solution' and 'TSN/A Forum' are two key concurrent events highlighted in the exhibition. The former focuses on the new challenges and opportunities that the Industrial Internet and 5G technologies present in the era of connectivity, while the latter examines technological standards as well as new applications of technology in the industry.

[www.spsinchina.com](http://www.spsinchina.com)





## music

### CHINA

- The show made its debut in 2002 in Shanghai and is now one of the largest and must-attend musical instrument events in the world.
- 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) (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 and international non-profit organisations 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](http://www.musikmesse-china.com)

## prolight+sound

GUANGZHOU

- First held in 2003 under the Guangdong International Science & Technology Exhibition Company (STE), a strategic cooperation with Messe Frankfurt to co-organise Prolight + Sound Guangzhou was established in 2013.
- Being one of Asia's largest pro audio and lighting trade fairs, the 17th edition of Prolight + Sound Guangzhou set a new record with 81,154 professional visitors. The fair hosted 1,353 exhibitors from 25 countries and regions, utilising over 130,000 sqm of exhibition space across 13 thematic halls and the Y-Channel demonstration area.
- To capture the growing opportunities in new media technologies and system integration, the show continues to offer more distinguishing product categories including 'Communication & Conference' and 'Media Systems Solutions'. It also offers the latest solutions in professional audio, lighting, entertainment systems, stage, AV, and communication equipment.
- Under the theme of 'Tech meets culture', the brand new 'Digital Media Lab' showcases multimedia designs, emerging technologies and cross-industry collaborations, demonstrating creative possibilities and integrations of new formats in light, sound, visuals and art for audiences. The 'First International 3D Visual Lighting Competition' will make its way to the stage of the Digital Media Lab to kick-off an even bigger competition programme, which will take place after PLSG.
- The show presents a variety of fringe events, including the signature 'PLSG Annual Training Course', offering comprehensive information on the technological challenges, applications, standardisation and future of the industry. Spanning three demonstration areas, the outdoor line array creates an authentic aural experience of a professional concert for attendees.

[www.prolightsound-guangzhou.com](http://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.
- With the slogan of 'Be part of the evolution', the show is divided into four main product sectors: pro audio, recording and production, lighting, as well as stage machinery and theatre technologies. This is in line with the rapid development of the culture and tourism related aspects that the industry is facing.
- Co-presented by the International Music Software Trade Association (IMSTA), the IMSTA Audio Software Zone places a strong focus on software-based audio technology and promotes the use of licensed audio software.
- In addition to the 'Concert Sound Arena' that has been held since 2009, the 'PLSS Academy' was introduced in 2017 to present unrivalled opportunities to demonstrate, learn, network and exchange ideas. The 'A3E Summit @ Prolight + Sound Shanghai' was newly added in 2019 to offer a deep-dive into the technological innovations that have lifted current AV productions to a higher level.

[www.prolightsound-shanghai.com](http://www.prolightsound-shanghai.com)



## Environmental Technologies



- Launched in 2006, Eco Expo Asia 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 14th edition in 2019 showcased innovative, green solutions developed by 303 exhibitors from 17 countries and regions to promote environmental protection, waste reduction and energy efficiency. It also welcomed 10,616 visitors from 93 countries and regions, while 51% of visitors were from overseas. This proved that Hong Kong 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 green technologies in the development of circular economies.
- 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](http://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 Centre (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](http://www.meatexpochina.com)

## meat pro

ASIA

- In an expansion into the fast growing meat processing sector, in 2020 Messe Frankfurt announced a partnership with VNU Exhibitions Asia Pacific to launch Meat Pro Asia – with the inaugural edition taking place in 2021.
- Strategically positioned in Bangkok, the fair is a gateway to opportunities not just in Thailand but also the wider ASEAN market and its more than 600 million people.
- Held on a biennial basis concurrently with VIV Asia (one of the largest feed to food trade fairs in Thailand), the fair is uniquely positioned as the only major event of its kind in the region, focusing exclusively on solutions that deliver meat from farm to table.
- The inaugural edition is expected to spread across 5,000 sqm of exhibition space as well as 10,000 visitors including processing companies, food retailers, importers, exporters, wholesalers, manufacturers, agents, distributors and engineering firms.  
[www.meatpro-asia.com.cn](http://www.meatpro-asia.com.cn)





## 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 has been 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 2019 fair, 265 exhibitors showcased their most advanced solutions, from product design and rapid prototyping to mould-making, while more than 20,000 professional 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](http://www.asiamold-china.com)

[www.3dprintingasiaexpo.com](http://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 with 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. 220 exhibitors and 26,410 visitors from 41 countries and regions attended the fair in 2019.
- 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.

[www.wire-cable-china.com](http://www.wire-cable-china.com)

## automechanika

SHANGHAI

- Recognised as one of the most influential trade fairs in the automotive industry, Automechanika Shanghai continues to act as a central hub for business exchange, trade, education and networking with a vision of building an automotive ecosystem.
- In 2019, the 15th edition welcomed 6,590 global exhibitors (5% increase) and 159,728 visitors (6% increase) from 149 countries and regions throughout 360,000 sqm of exhibition space.
- In the next edition visitors will find more depth of coverage across the entire industry and many future tools and technologies. For example, the 'Tomorrow's Service & Mobility' sector will amplify areas in car connectivity, autonomous driving, new energy vehicles, and facilitate more industry-academia-research cooperation.  
[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)



## automechanika

KUALA LUMPUR

- Automechanika Kuala Lumpur is Malaysia's leading regional trade fair for the automotive industry targeting trade visitors from ASEAN. The 12th edition is held at the Kuala Lumpur Convention Centre and carries the theme 'Sourcing • Entertainment • Training'. More than 300 exhibitors will showcase their latest products and services in five exhibition halls.
- The show's signature events include the 'Collision Repair Training Workshop', 'Fleet Management Conference' and 'Auto NITZ Party', which have been tailored-made for business development and leisure needs.
- A series of roadshow events, starting in 2020 and drawing to a close at the 2021 show, will offer participants a set of high quality solutions and services in the passenger, commercial vehicle and IoT segments.  
[www.automechanika-kl.com](http://www.automechanika-kl.com)

## automechanika

HO CHI MINH CITY

- The 4th edition of Automechanika Ho Chi Minh City is held at the Saigon Exhibition and Convention Center. The show is driven by passion and fueled by an international network of participants, ranging from OE to the aftermarket. This wide coverage places the fair as an influential growth engine at the heart of Vietnam's automotive community.
- Four industry segments will be showcased, including automotive manufacturing and automation, in addition to the passenger vehicle, commercial vehicle and motorcycle sectors. With these segments as core themes, 10 different product groups will be on display at the fair.
- A series of unique industry events will offer fairgoers an unforgettable experience. These comprise of the 'Automechanika Academy', the 'Auto Service & Maintenance Festival', the 'Smart Factory and Industry 4.0 Conference', the 'Drift & Stunt shows' and the 'Taiwan Auto Products Launch'.  
[www.automechanika-hcmc.com](http://www.automechanika-hcmc.com)







## AUTO MAINTENANCE & REPAIR

- Auto Maintenance and Repair Expo (AMR) enjoys a high reputation in China and Asia Pacific with 37 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. As the premium choice for the Chinese aftermarket, it connects China with the rest of the world.
- Messe Frankfurt Traders-Link (Beijing) Co Ltd is a joint venture company that operates under the Messe Frankfurt Exhibition Group. It acts 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 2019 attracted 1,241 exhibitors and 59,102 visitors from 70 countries and regions, occupying a record-breaking exhibition area of 120,000 sqm.
- The fair covers maintenance and repair equipment, repair tools, car care and cleaning, testing and diagnostics, collision repair, lubricant oil, spare parts and supply chain, accessories and customising, new energy repair and after-sale service and training.
- The next edition of AMR is held in the New China International Exhibition Centre in Beijing.

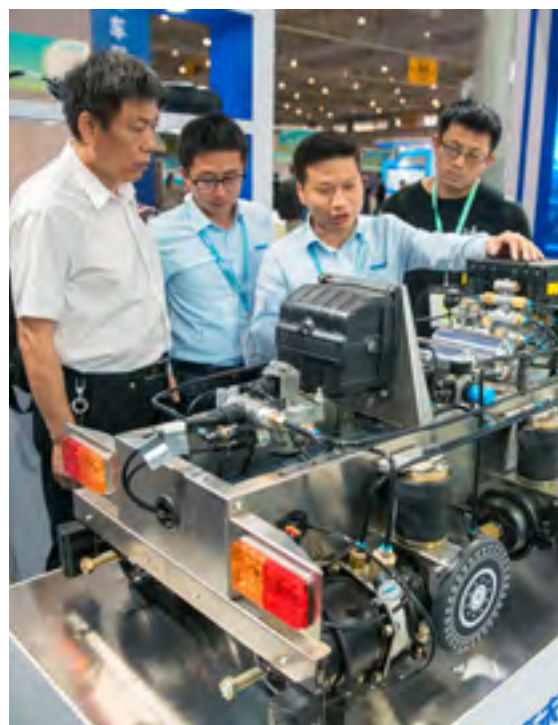
[www.amr-china.cn](http://www.amr-china.cn)

## CAPAS

CHENGDU

- The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) made its debut in 2014. It is Messe Frankfurt's second automotive trade fair in China, and the first show for the industry in Southwest China in the company's portfolio. 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 7th edition of CAPAS will take place at the Chengdu Century City New International Exhibition & Convention Centre. It is expected to feature some 500 international exhibitors in an exhibition space of 40,000 sqm. In 2019, the fair welcomed 18,916 trade visitors.
- In the next edition, the fair will widen its scope and feature a total of seven themed zones including 'Parts & Components', 'Accessories & Customising', 'Repair, Supply Chain & Chain Stores', 'Commercial Vehicles', the 'Tyre Zone', 'E-mobility & Infrastructure', and 'Made in Sichuan'.

[www.capas-chengdu.com](http://www.capas-chengdu.com)



## Safety, Security & Fire



**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.
- Held in Taipei, Secutech is Asia's leading platform for security, IoT and AI. With 23 years' experience in connecting the security industry across Asia, the fair will feature the most in-demand products in the fastest-growing vertical markets, including security, ICT and IoT, artificial intelligence, big data, edge computing, intelligent video analytics and other advanced technologies to provide visitors with a series of solutions for safe city, smart building, smart factory, smart transportation, fire safety & disaster prevention and information security.
- The fair's popular concurrent events include: 'SMAbuilding', converging AIoT, 5G technologies and Big Data to realise smart building and living in four major application areas: commercial buildings, hospitality, industrial, residential & community; 'Mobility', Asia's leading platform for intelligent transport systems (ITS) that showcases an extensive number of innovative products and solutions ranging from railway, logistics, road and parking; 'Fire & Safety' serving as Asia's regional platform for intelligent fire safety and disaster prevention; and 'Info Security', offering network management and info security solutions for the government, finance and technology sectors.

[www.secutech.com](http://www.secutech.com)

[www.secutechexpo.com](http://www.secutechexpo.com)

[www.secutechthailand.com](http://www.secutechthailand.com)

[www.secutechvietnam.com](http://www.secutechvietnam.com)

## guangzhou public security technology

- Guangzhou Public Security Technology is a 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 28,417 visitors from 27 countries and regions attended the 2018 edition.
  - 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.guanghousecurity.com](http://www.guanghousecurity.com)



## Textile Care, Cleaning & Cleanroom Technologies



- Texcare Asia and China Laundry Expo (TXCA & CLE) formed a joint venture in 2019. Its first edition was held in Shanghai from 25 – 27 September 2019.
- The three-day trade fair in an exhibition area of 30,000 sqm achieved record-breaking participation figures, attracting 311 international brands from 21 countries and regions and 25,202 visitors seeking to boost their business interests and global network.
- It covers 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.
- The '2019 World Laundry Industry Summit Forum', the '11th Laundry and Dyeing Industry Professional Skills Competition', the 'Seminar on Leather Care New Mode Exploration and Market Outlook' and the 'Hotel Green Laundry Summit Forum' were the highlights of the concurrent events at the 2019 edition.
- The next edition is held at the Shanghai New International Expo Centre.

[www.texcare-asia.com](http://www.texcare-asia.com)







## intertextile

SHANGHAI apparel fabrics

### A global apparel textile flagship, 25 years strong

- The 2019 Spring and Autumn editions of Intertextile Shanghai Apparel Fabrics collectively welcomed over 7,600 exhibitors from 34 countries and regions, and over 184,000 visitors, expanding to over 423,000 sqm. The fair has successfully grown into two biannual apparel and home textile fairs, flourishing for over a quarter of a century after beginning with 123 exhibitors in 1995.
- The show keeps global trade buyers up to date with the latest innovations on the market and stays ahead of ever-changing fashion trends. With extensive product solutions on offer, Intertextile provides endless potential in the evolving textile market. The fair is a comprehensive sourcing platform for apparel textile products with well-established product zones and country & region pavilions.
- The fair focuses on the core of the industry: technology, fashion and sustainability. To offer textile industry professionals with the fullest potential of the industry, the fair brings key elements to the show floor with an extensive selection of fringe programme events.
- Some highlighted events in 2019 included Asia's first ever FASHIONSUSTAIN conference; a round-table meeting gathering international industry association leaders; and the Intertextile Consumer & Lifestyle Trend themed 'FutureCast 2021: New Consumer Rules'. More well-received events included the Smart Factory Forum, a panel discussion focusing on Artificial Intelligence (AI) applications and trends and an industry crossover collaboration with Messe Frankfurt's new fair Licensing China, including a licensing seminar and display area.
- Ultimately, Intertextile Shanghai Apparel Fabrics provides apparel and textile industry professionals with a destination for valuable industry networking to develop international business connections.

[www.intertextileapparel.com](http://www.intertextileapparel.com)





## intertextile

SHENZHEN apparel fabrics

- Under the Intertextile Fair series, the show was launched in 2006 to capture market opportunities in Southern China.
- In its 2019 edition, the show recorded an 8% increase in exhibitor numbers, reaching 1,065 exhibitors from 11 countries and regions. 17,745 visitors from 46 countries and regions also participated at the fair, in an exhibition area of 37,500 sqm.
- In the next edition, the show in its new name Intertextile Shenzhen Apparel Fabrics will move to the Shenzhen World Exhibition and Convention Center – the world's largest exhibition venue.

[www.intertextileapparel.com](http://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 2019, the fair celebrated its 25th anniversary and attracted 1,147 exhibitors from 27 countries and regions in an exhibition area of 170,000 sqm, with 35,390 visitors from 117 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 2019 edition attracted 22,296 visitors to source from a total of 291 exhibitors when it was held alongside the Group's other textiles fairs: Intertextile Shanghai Apparel Fabrics and Yarn Expo Spring.

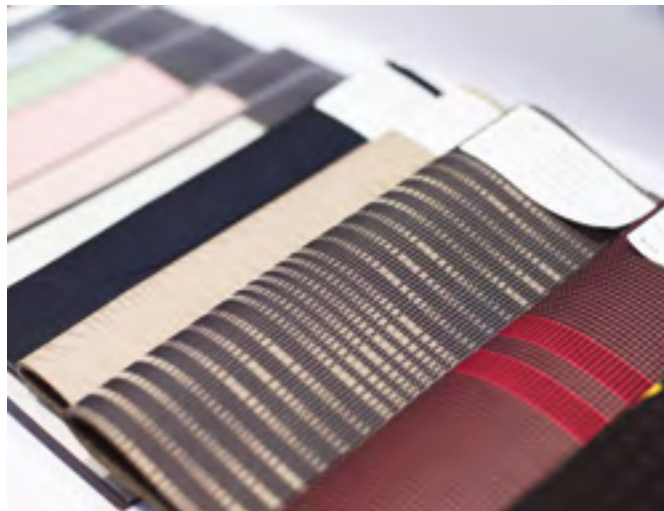
[www.intertextilehome.com](http://www.intertextilehome.com)



## cinte techtexsil

CHINA

- Cinte Techtexsil China 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 55 countries and regions.
- It continues to take advantage of China's rapid development potential in the technical textiles sector.  
[www.techtexsilchina.com](http://www.techtexsilchina.com)



## yarnexpo

- Yarn Expo Spring 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.
- With continuous growth and delivery of genuine business outcomes each year, Yarn Expo has established its global reputation as a leading networking destination for worldwide visitors and exhibitors, with a wide variety of yarns and fibres products on offer.

### Yarn Expo Autumn

- The 2019 Autumn Edition had a record breaking attendance with 543 exhibitors from 14 countries and regions, and attracted 19,155 visitors from 93 countries and regions in an exhibition space covering 26,000 sqm.  
[www.yarnexpo-autumn.com](http://www.yarnexpo-autumn.com)

### Yarn Expo Spring

- The 2019 Spring Edition attracted 468 exhibitors from 12 countries and regions, and 28,302 quality trade buyers from 87 countries and regions attended the show alongside other concurrent fairs.  
[www.yarnexpo-spring.com](http://www.yarnexpo-spring.com)

### Yarn Expo Shenzhen

- With the newly launched Shenzhen show, Yarn Expo shows provide an excellent opportunity for overseas suppliers to build stronger relationships in the region and increase their presence in the market.  
[www.yarnexpo-shenzhen.com](http://www.yarnexpo-shenzhen.com)

# A sustainable future

## Messe Frankfurt aims to reach 2019 sales levels again by as early as 2023

Messe Frankfurt is looking optimistically to the future. At Messe Frankfurt's Corporate Press Conference earlier in June, President and Chief Executive Officer Wolfgang Marzin emphasised: "By 2023, we want to reach the same level of sales as we did in financial year 2019."

Mayor Peter Feldmann, Chairman of the Messe Frankfurt Supervisory Board, also stressed: "The Group's strength – which lies in its solid and strategically smart business and investment practices – is proving its worth more than ever today. I particularly welcome the counter-cyclical investments, be it in the exhibition grounds – as is the case with Hall 5 at present – or in strengthening its portfolio of events around the world."

The company is continuing to work on its future, adapting to changes and gearing its products accordingly. In spite of massive outflows in 2020, an exceptionally challenging year, Messe Frankfurt has sufficient liquidity to overcome the current situation. Wolfgang Marzin: "We are in a position to increase our liquidity reserves through financing measures."

"New records were set in financial year 2019: according to the final company figures, Group sales amounted to €736 million, compared with €718 million in 2018." Mayor Peter Feldmann was very pleased at the positive result for the past financial year, where – in spite of additional provisions for contingent losses of €20 million – consolidated annual net income was approximately €48 million. A total of 423 events took place worldwide under the Messe Frankfurt umbrella, with 5.1 million visitors in attendance. This is 300,000 more visitors than in the previous year.

Digitalisation will also have an important role to play – but so will advancements in the area of safety. As Detlef Braun, Member of the Executive Board of Messe Frankfurt, stresses: "For our customers, online platforms like Nextrade – an ordering and data management portal facilitating digital 24/7 business relationships – and Conzoom Solutions are already an important addition for stimulating their stationary business."

At the Group's Frankfurt base, its work on Hall 5 is progressing according to plan. At the interface to the Congress Center, which has been modernised from a visual and technical perspective, the new hall will be integrated harmoniously into the congress business on the exhibition grounds once it has been completed in 2023. As Uwe Behm emphasises: "We are making significant long-term and sustainable investments in our Frankfurt base. And, of course, the new building reflects our responsibility for future generations as well."

Messe Frankfurt firmly believes that, as was the case following severe financial and global economic crises in the past, trade fairs and congresses will play an important role in spurring on economic recovery and prosperity. Marzin: "With our events around the world, the Messe Frankfurt Group will be instrumental in stimulating the economy again."





# Nine offices in Greater China

For further information about Messe Frankfurt's services in Greater China, please contact us at the location closest to you or visit [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk).

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