



Messe Frankfurt Group  
Greater China

# Corporate Brochure 2024 / 2025

Company  
introduction

New  
business

Event  
brands



messe frankfurt



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# 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**

With a trade fair tradition which began some 800 years ago, the German city of Frankfurt is the modern day hub for Messe Frankfurt Group. As the world's largest trade fair, congress and event organiser, the group boasts its own exhibition grounds spanning 584,142 sqm gross area, including 11 exhibition halls and two congress centres. From these solid roots, the company has extended its influence and expertise to create a global presence for its customers in some 180 countries via a network of 28 subsidiaries and over 50 international sales partners.

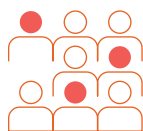




# Global business

## We define the marketplace for entire industries

Messe Frankfurt's vision and strategy are 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  
**2,300**  
active workforce



**50+**  
sales partners



Around EUR  
**609<sub>m</sub>**



**28**  
subsidiaries



**349**  
events worldwide



Around  
**180**  
countries



# Events made by Messe Frankfurt around the world

With the help of around 2,300 employees, Messe Frankfurt organises 349 events worldwide, resulting in a group turnover of around EUR 609 million in 2023.

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, Prolight + Sound is a leading show in the field of Event & Entertainment Technologies. The highly reputable fairs for Textile & 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, over 60 trade fairs are organised throughout the region.

**light+building**

**prolight+sound**

**heimtextil**

**automechanika**

**creativeworld**

**paperworld**

**ambiente**

**techtextil**

**texcare**

**christmasworld**

**texprocess**

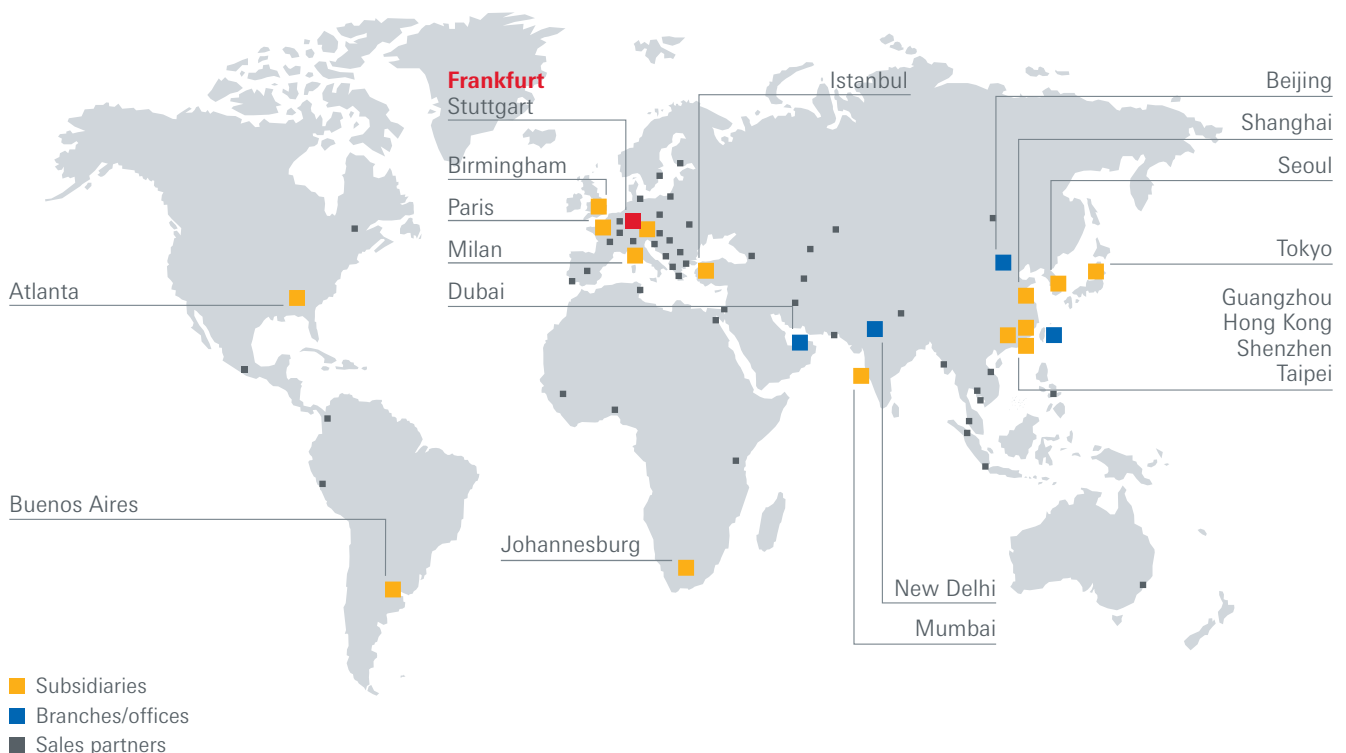
**IFFA**

**TEXWORLD**

**ISH**

**intersec**

**beautyworld**







# Global competitive strengths and advantages

## **An international company with worldwide partners**

We export our successful trade fair brands worldwide, providing access to promising new markets as well as regional opportunities for exhibitors. We also offer exceptional support for internationalising business activities globally, and have the right local contacts where we don't have a permanent presence.

## **Developed through a rich 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.

## **Setting the agenda by understanding customers and their industries**

We know the ins and outs of each market sector that we operate in and carefully track their developments to create optimal event 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.





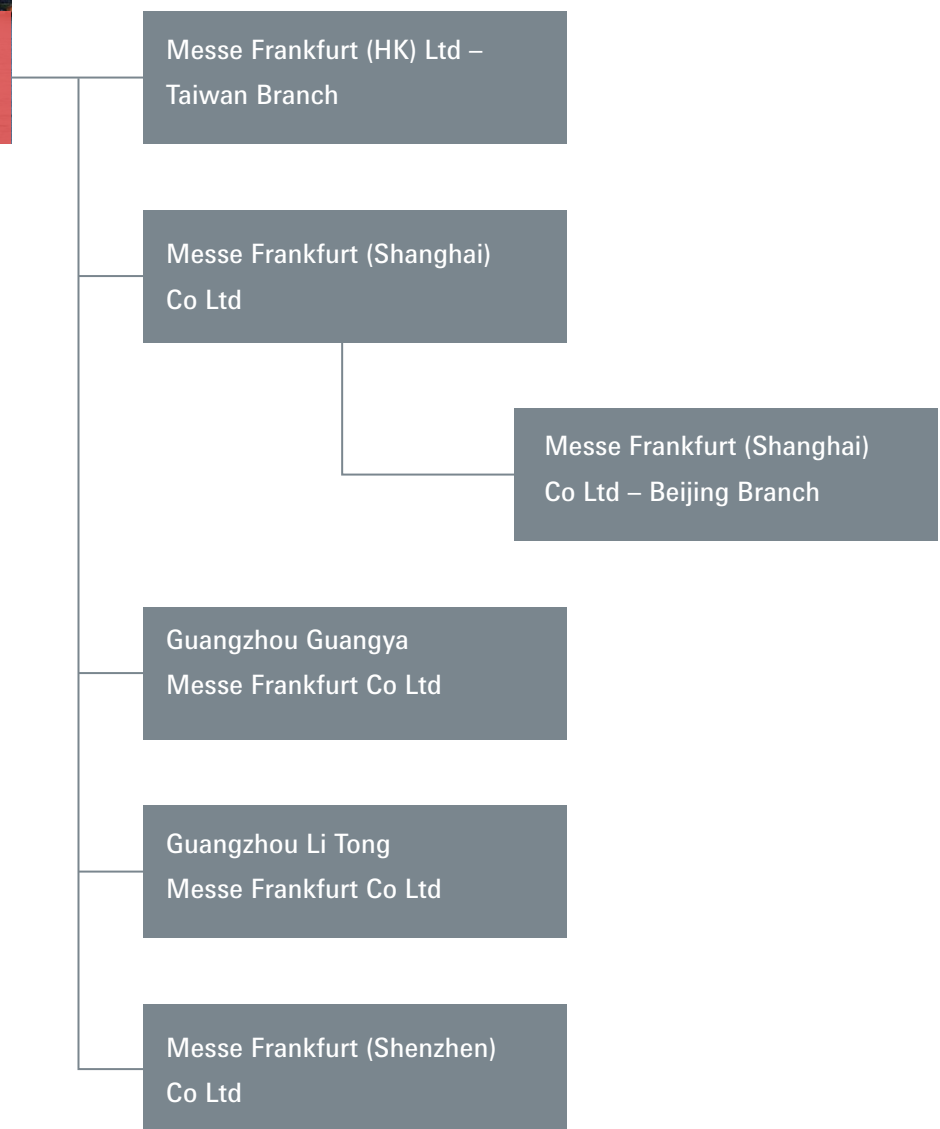
# Messe Frankfurt (HK) Ltd

## Celebrating three decades as Greater China's regional headquarters



### Corporate structure

Beginning with a small team in 1994, Messe Frankfurt (HK) Ltd now serves as the regional headquarters for Greater China, overseeing a network of seven offices, and boasting a dedicated workforce of over 600 employees.

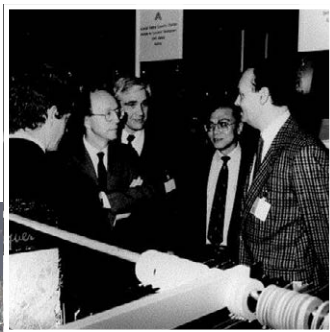




# 30 years of success paves the way for bolder regional expansion

For three decades, Messe Frankfurt has cultivated a robust network of trusted relationships with local authorities, industry associations, as well as visitors, exhibitors and media across its Greater China offices. This extensive connectivity continues to serve various markets throughout the region, which first started with the introduction of Interstoff Asia in Hong Kong in 1987.

Today, the company plans for future expansion assured by the experience and expertise of successfully organising events in the region.



- 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
- 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 renames to Messe Frankfurt (Shenzhen) Co Ltd  
Messe Frankfurt (Shanghai) Co Ltd – Beijing Office renames to Messe Frankfurt (Shanghai) Co Ltd – Beijing Branch
- 2021** Messe Frankfurt New Era Business Media Ltd migrates to Messe Frankfurt (HK) Ltd
- 2024** Launch of the first trade fairs in Indonesia and Uzbekistan





# Introducing vibrant new trade fairs across various industries

## Messe Frankfurt expands into Indonesia with the launch of Asiabike Jakarta in 2024

With its commitment to net zero by 2060, renewable energy and green innovation are increasingly topping the list of development priorities for Indonesia. Now, Messe Frankfurt (HK) Ltd steps forward with its first trade fair in the country – Asiabike Jakarta, which aims to become the leading platform in the region for showcasing two-wheeler innovations and fostering business opportunities in the sustainable mobility sector.

The inaugural edition took place from 30 April – 4 May 2024 at the Jakarta International Expo (JIExpo), organised in cooperation with the Jiangsu Bicycle Co Ltd, Periklindo (Indonesian Electric Vehicle Industry Association), and Pt. Dyandra Promosindo.

The decision to host the event in Jakarta highlights the city's significant advancements towards sustainability, and mirrors Messe Frankfurt's dedication to paralleling such green initiatives in its own operations.

"Two-wheelers inherently promote sustainability by encouraging healthier lifestyles and reducing carbon emissions, particularly through e-bikes, electrically powered scooters and other eco-friendly alternatives," said Mr Wolfgang Marzin, CEO of Messe Frankfurt Group.





## Messe Frankfurt launches seven brand events in Central Asia

Messe Frankfurt extends its footprint in the Central Asian market by establishing seven brand events in Tashkent, Uzbekistan. The country's strategic location as a crossroads of Europe and Asia positions it as a promising trade gateway and transportation hub, facilitating the economic development of neighbouring countries and access to the wider region. The company's stronger presence in the market will promote business opportunities and foster the sustainable development of pillar industries, including cosmetics, textiles and clothing, automotive, logistics, and transportation.

Mr Wolfgang Marzin, CEO of Messe Frankfurt Group, expressed his confidence in the extension of the company's Asia portfolio in the region: "As a global leader in the trade fair industry, our strategic manoeuvre in Central Asia should be a key indicator of the potential for greater economic globalisation. The region is a connecting point between Asia and Europe, and lies within China's Belt and Road, an initiative geared towards enhancing the integration between economies. In this regard, countries like Uzbekistan play an important role in linking the east and west; its robust consumer market, opening political and business landscape, as well as geographical location, make it an attractive trading partner and investment destination."

The line-up of shows include:

- Automechanika Tashkent; Futuroad Expo Tashkent; and Scalex Tashkent: 23 – 25 October 2024
- Heimtextil Uzbekistan; Texworld Tashkent; and Apparel Sourcing Tashkent: 6 – 8 November 2024
- Beautyworld Central Asia: 21 – 23 November 2024



## Intersec Shanghai: debuting in 2025 to promote security, safety and fire protection markets in China

The integration of cutting-edge technology, spurred on by innovation, is propelling efficiency and productivity to new heights. In turn, this opens up prospects for manufacturers across security, smart building, fire safety and mobility sectors through the rising development of IoT and AI trends. To capitalise on the opportunities created by technological advancements, Messe Frankfurt and CCPIT-Shanghai are partnering on a new security, safety and fire protection platform – Intersec Shanghai. The trade fair is set to launch on 13 – 15 May 2025 at the National Exhibition and Convention Center, Shanghai. The organisers will utilise their expertise and resources to establish a gateway between the dynamic Chinese and international security and safety sectors.

Introducing the new fair in a press conference, Mr Johannes Moeller, Director Brand Management Safety, Security & Fire, Messe Frankfurt Exhibition GmbH, said: “Messe Frankfurt has a solid network of security trade fairs that offer access to markets all over the world. This being said, we are constantly looking for locations that can add value to our current portfolio, rising to the demand of providing opportunities for business exchange and trade. The addition of Intersec Shanghai will do just that. With 30 years of organising events in Asia and a well-developed China portfolio, I believe the fair can debut strongly to shed light on new security technologies in China.”

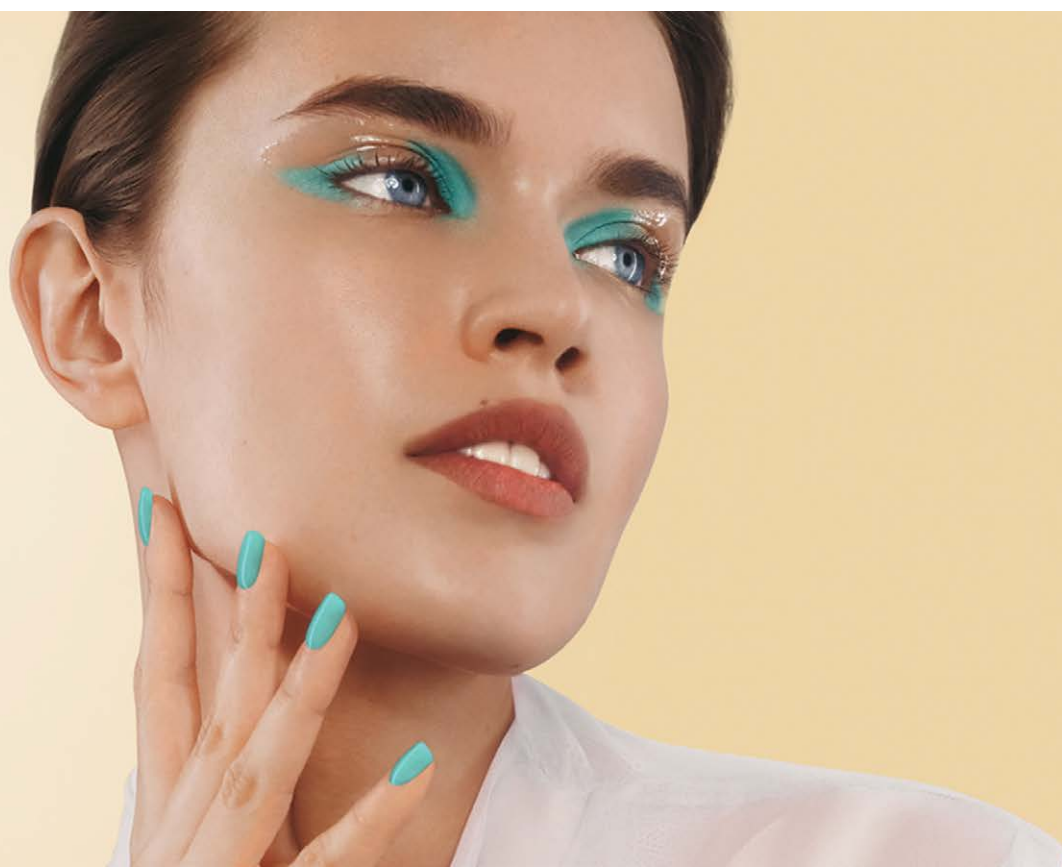




## Messe Frankfurt partners with UDN for the glamorous Beauty Expo in Taipei

In acknowledgment of Taiwan's expanding presence in the beauty industry, Messe Frankfurt (HK) Ltd, Taiwan Branch is set to collaborate with UDN.COM (subsidiary of United Daily News Group) in co-organising Beauty Expo in Taipei, the latest addition to the widely-recognised Beautyworld network. This partnership aims to bring together a diverse range of local and international resources within the beauty industry, thereby facilitating increased prospects for international cooperation, as well as import and export activities. The debut edition is scheduled to take place from 27 – 30 March 2025 at the Taipei World Trade Center.

Commenting on the new partnership, Mr Detlef Braun, Member of the Executive Board of Messe Frankfurt, said: "The beauty industry offers a wide range of opportunities for businesses to thrive and cater to the needs of consumers. In this regard, Taiwan offers yet another strategic location for the expansion of our Beautyworld network. In addition to an attractive business environment with a competitive retail landscape, consumers here are savvy and actively seek out innovative and diverse products for skincare, cosmetics and haircare."





## Shanghai Smart Office Technology: step into work spaces of the future with SSOT

Taking place from 3 – 5 September 2024 at the Shanghai New International Expo Centre, Shanghai Smart Office Technology (SSOT) will reflect the changing nature of work and the

workplace, striving to create intelligent office spaces that enhance working environments, work efficiency, employee health and satisfaction.

Shanghai Smart Office Technology (SSOT) aims to promote intelligent office environments and spaces that enhance working environments, as well as employee health and satisfaction, work efficiency and effectiveness. The work landscape has changed dramatically worldwide, with normalisation of remote and hybrid work models, as well as the digital transformation which has led to greater demand for smart office products.

## Messe Frankfurt enters new era of the finest audio solutions with the launch of Premium Audio Shanghai 2024

Messe Frankfurt is extending its footprint in Asia's event and entertainment technologies sector with the inaugural Premium Audio Shanghai (PAS).

Taking place from 13 – 15 September 2024 at the Shanghai Exhibition Centre (SEC), PAS is set to provide a highly specialised platform for premium audio systems in Asia. Organised in cooperation with the Shanghai Computer Music Association (SCMA), PAS will introduce refined audio equipment to the market alongside an extensive programme of technical sessions, workshops and special events.

Combining Messe Frankfurt's global expertise with SCMA's local industry resources and understanding of China's musical landscape, the new fair is well-positioned to attract both trade professionals and music enthusiasts seeking the best quality solutions for music appreciation.





# Our event brands in Asia & Greater China

In Asia, Messe Frankfurt (HK) Ltd organises 60 trade shows with 45 of them held in the Greater China cities of Beijing, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenzhen and Taipei.



guangzhou electrical  
building technology

guangzhou international  
lighting exhibition



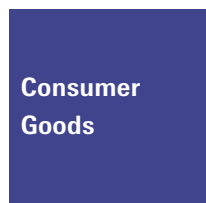
parking  
CHINA

shanghai intelligent  
building technology

shanghai smart  
home technology

shanghai smart  
office technology

thailand  
building fair



beautyworld  
CENTRAL ASIA

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CCBEC  
SHENZHEN



interiorlifestyle  
CHINA

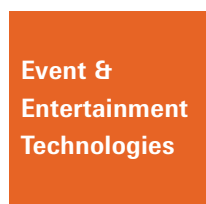
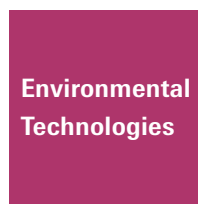


paperworld  
CHINA



pcim  
ASIA

sps  
smart production solutions  
GUANGZHOU



music  
CHINA

premium audio  
shanghai

prolight+sound  
GUANGZHOU



meat pro  
ASIA

Manufacturing  
Technologies &  
Components

asiamold  
select

guangzhou  
industrial technology

formnext  
SOUTH CHINA



Mobility &  
Logistics



automechanika  
HO CHI MINH CITY

automechanika  
TASHKENT

licensed to  
LLC BMC-LLP

scalex  
TASHKENT

licensed to  
LLC BMC-LLP



automechanika  
KUALA LUMPUR

CAPAS  
CHENGDU



automechanika  
SHANGHAI

futuroad expo  
TASHKENT

licensed to  
LLC BMC-LLP

Safety,  
Security &  
Fire

intersec  
SHANGHAI

secutech  
THAILAND

secutech

secutech  
VIETNAM

Textile Care,  
Cleaning &  
Cleanroom  
Technologies



Textile &  
Textile  
Technologies

apparel sourcing  
TASHKENT

licensed to  
LLC BMC-LLP

heimtextil  
UZBEKISTAN

licensed to  
LLC BMC-LLP

inter textile  
SHENZHEN apparel fabrics

yarn expo

cinte  
techtextil  
CHINA

inter textile  
SHANGHAI apparel fabrics

texworld  
TASHKENT

licensed to  
LLC BMC-LLP

DSprintech  
CHINA

inter textile  
SHANGHAI home textiles

VIATT



# Flagship trade fairs

**automechanika**  
SHANGHAI

**inter<sup>textile</sup>**  
SHANGHAI apparel fabrics

**guangzhou international  
lighting exhibition**

**ISH**  
CHINA



**music**  
CHINA

**prolight+sound**  
GUANGZHOU

BEIJING

SHANGHAI

GUANGZHOU



# Messe Frankfurt expands its global reach, paving the way for new business opportunities

As Messe Frankfurt continues to flourish in markets such as China and Southeast Asia, the group embarks on a new chapter by expanding its influence in Central Asia, with the launch of seven new shows in Tashkent, Uzbekistan. Strategically positioned as a crossroads between Europe and Asia, Central Asia offers a myriad of opportunities as an important trade gateway and transportation hub. As the largest city in the region, Tashkent is a catalyst for promoting the economic development of Uzbekistan and neighbouring countries, and providing access to the wider region.

**apparel**sourcing  
TASHKENT

licensed to  
LLC BMC-LLP

**automechanika**  
TASHKENT

licensed to  
LLC BMC-LLP

**beautyworld**  
CENTRAL ASIA

licensed to  
LLC BMC-LLP

**futuroad** expo  
TASHKENT

licensed to  
LLC BMC-LLP

**heimtextil**  
UZBEKISTAN

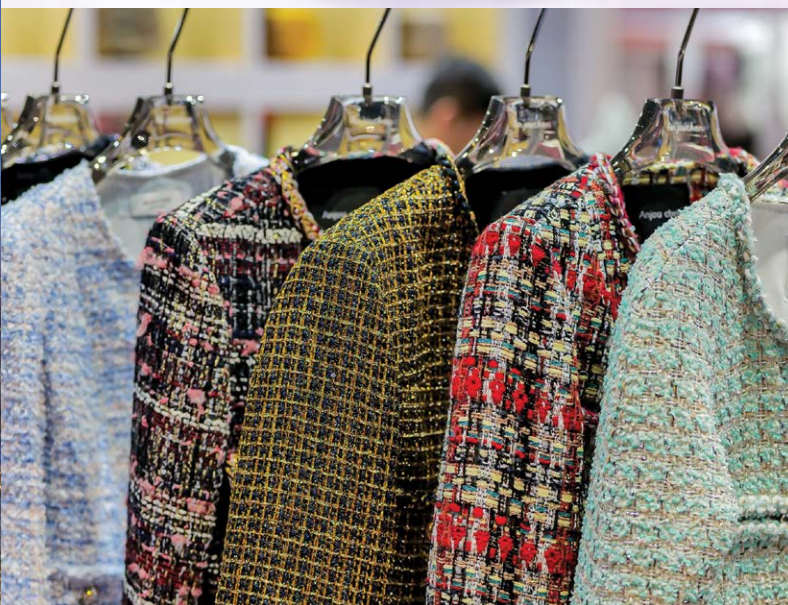
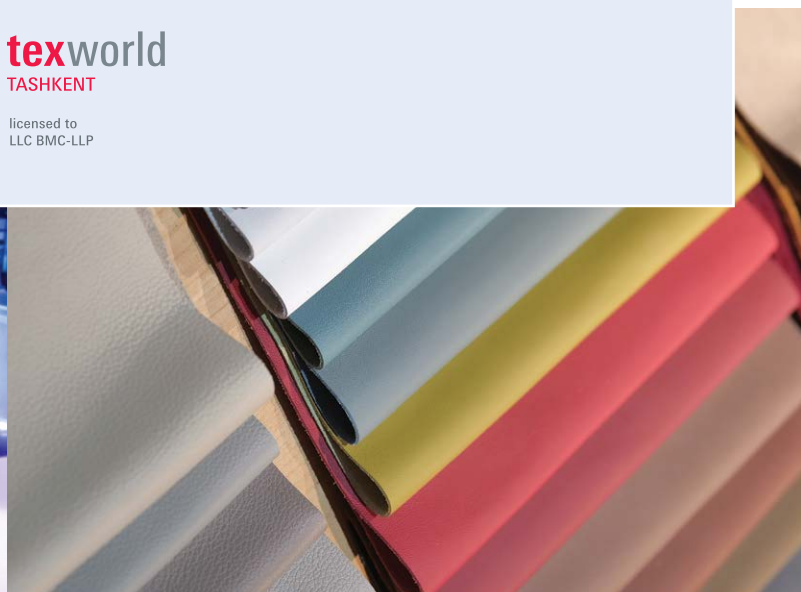
licensed to  
LLC BMC-LLP

**scalex**  
TASHKENT

licensed to  
LLC BMC-LLP

**tex**world  
TASHKENT

licensed to  
LLC BMC-LLP





# Trade fairs in 11 sectors

## guangzhou international lighting exhibition

### Guangzhou International Lighting Exhibition

Date : 9 – 12 June 2025  
Venue : China Import and Export Fair Complex,  
Guangzhou  
Exhibition space : \*260,000 gross sqm (2024)  
Exhibitors : \*3,383 (2024)  
Visitors : \*208,992 (2024)

The most comprehensive lighting and LED event in Asia, representing the entire supply chain. In close proximity to Guangdong-based manufacturers and strategically positioned in the Greater Bay Area, the fair offers a powerful platform for showcasing the latest trends and technologies to global industry professionals. Through its focus on digitalisation, smart lighting and energy-savings, the exhibition plays a vital role in shaping the future of lighting in Asia's smart cities. Held concurrently with the Guangzhou Electrical Building Technology, the exhibitions attract a high number of visitors from around the world.



## shanghai intelligent building technology

### Shanghai Intelligent Building Technology

Date	: 3 – 5 September 2024
Venue	: Shanghai New International Expo Centre, Shanghai
Exhibition space	: *30,000 gross sqm (2023)
Exhibitors	: *457 (2023)
Visitors	: *26,229 (2023)

## shanghai smart home technology

### Shanghai Smart Home Technology

Date	: 3 – 5 September 2024
Venue	: Shanghai New International Expo Centre, Shanghai
Exhibition space	: *30,000 gross sqm (2023)
Exhibitors	: *457 (2023)
Visitors	: *26,229 (2023)

## guangzhou electrical building technology

### Guangzhou Electrical Building Technology

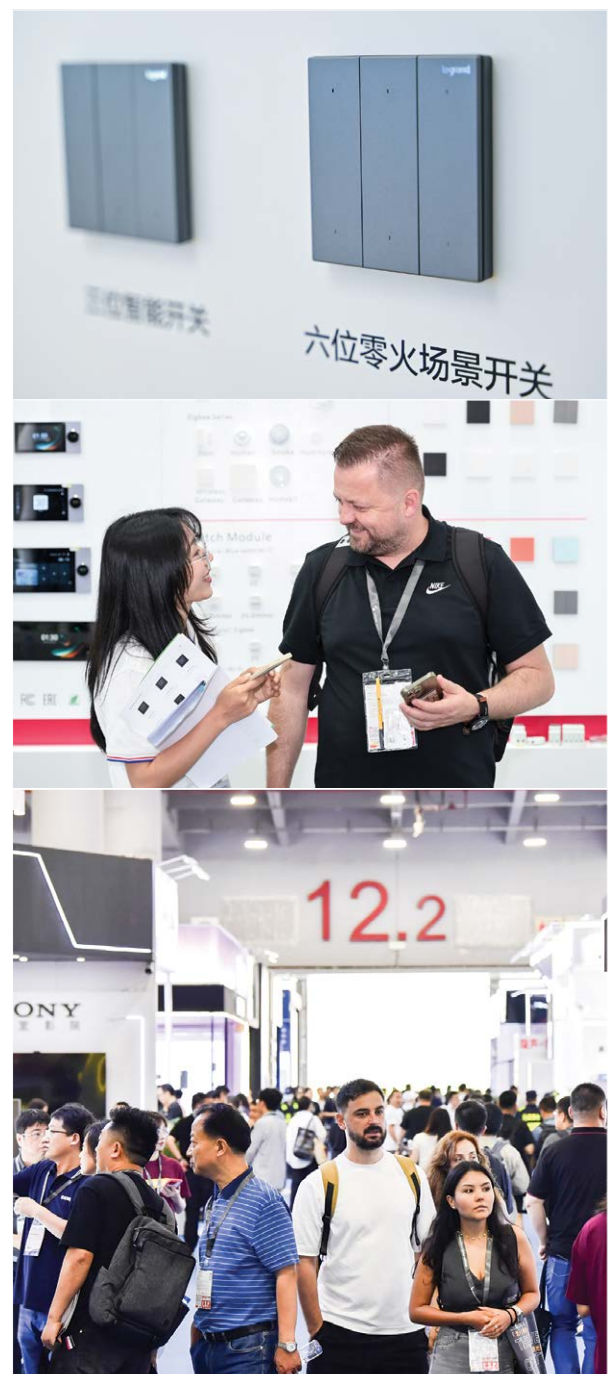
Date	: 9 – 12 June 2025
Venue	: China Import and Export Fair Complex, Guangzhou
Exhibition space	: *260,000 gross sqm (2024)
Exhibitors	: *3,383 (2024)
Visitors	: *208,992 (2024)

## thailand building fair

### Thailand Building Fair

Date	: To be announced
Venue	: Bangkok International Trade & Exhibition Centre (BITEC), Bangkok
Exhibition space	: *7,500 gross sqm (2023)
Exhibiting brands	: *Over 200 (2023)
Visits	: *7,098 (2023)

Prioritising innovation and technology, the fairs showcase a diverse range of solutions and systems for the development of better, more efficient, and sustainable buildings and homes. Held across three of Asia's most modern tech cities, the exhibitions are powerful platforms for networking and learning.





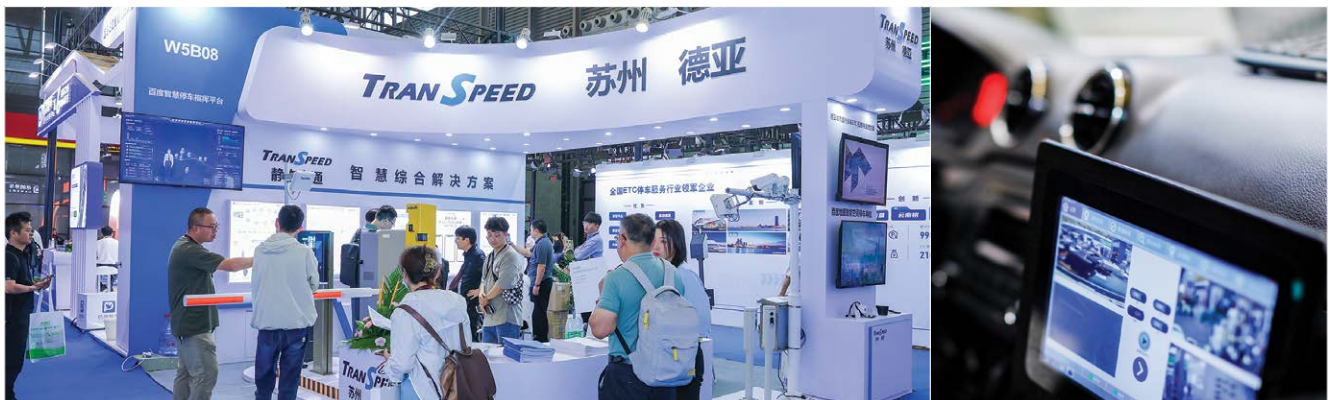
## parking

CHINA

### Parking China

Date	: 3 – 5 September 2024
Venue	: Shanghai New International Expo Centre, Shanghai
Exhibition space	: *30,000 gross sqm (2023)
Exhibitors	: *457 (2023)
Visitors	: *26,229 (2023)

Focused on the newest products and solutions driving the parking management, design and construction sectors, this exhibition provides a platform for companies across the parking value chain to connect, share insights and stay informed on industry trends. The event further enables manufacturers and operators to promote their products and services, connecting them to potential buyers from Eastern China and beyond.



## shanghai smart office technology

### Shanghai Smart Office Technology

Date	: 3 – 5 September 2024
Venue	: Shanghai New International Expo Centre, Shanghai
Exhibition space	: *30,000 gross sqm (2023)
Exhibitors	: *457 (2023)
Visitors	: *26,229 (2023)

The work landscape has changed dramatically worldwide, with normalisation of remote and hybrid work models, as well as the digital transformation which has led to greater demand for smart office products. Shanghai Smart Office Technology (SSOT) aims to promote intelligent office environments and spaces that enhance working environments, as well as employee health and satisfaction, work efficiency and effectiveness.





### ISH Shanghai & CIHE – Shanghai International Trade Fair for Heating, Ventilation, Air-conditioning & Home Comfort System

Date	: Autumn 2024
Venue	: Shanghai New International Expo Centre, Shanghai
Exhibition space	: 11,500 gross sqm (2019)
Exhibitors	: 197 (2019)
Visitors	: 19,326 (2019)

As Asia's leading HVAC exhibitions, these events attract major brands from both domestic and international markets. The exhibitions showcase a wide range of products, including heating, air conditioning, ventilation and plumbing systems. A key distinction is its focus on the latest innovations in not only HVAC, but also water management technologies. By convening the world's foremost HVAC and plumbing brands, the exhibitions foster industry development within China's rapidly growing market, which is one of the largest worldwide.



### ISH China & CIHE – China International Trade Fair for Heating, Ventilation, Air-Conditioning, Sanitation & Home Comfort System

Date	: 20 – 22 February 2025
Venue	: China International Exhibition Center (Shunyi Hall), Beijing
Exhibition space	: 106,000 gross sqm (2024)
Exhibitors	: 1,100 (2024)
Visitors	: 75,156 (2024)





## interiorlifestyle

CHINA

### Interior Lifestyle China

Date : 10 – 12 October 2024  
Venue : Shanghai Exhibition Centre, Shanghai  
Exhibition space : \*80,000 gross sqm (2023)  
Exhibiting brands : Nearly 100 (2023)  
Visits : \*56,711 (2023)

With the growing emphasis on aesthetics and functionality among contemporary Chinese families and younger consumers, there is a rising demand for spaces that suit their modern lifestyles. This trend is accompanied by a rising need for high-quality lifestyle products. To support local and international brands in capitalising on this lucrative market, Interior Lifestyle China, a renowned international fair, will gather mid-to high-end exhibitors worldwide. The show not only showcases their latest products, but also provides a unique gateway into the Chinese market.

## paperworld

CHINA

### Paperworld China

Date : 15 – 17 November 2024  
Venue : Shanghai World Expo Exhibition & Convention Center, Shanghai  
Exhibition space : 17,000 gross sqm (2023)  
Exhibitors : 316 (2023)  
Visitors : 28,906 (2023)

The fair encompasses all aspects of the paper and stationery industry, including office supplies, gifts and premiums, school supplies, and creative materials. The new wave of interest in trendy products for the cultural, hobby, specialty, and gift categories is also covered at the fair, bringing together a large number of traders, retail stores and international buyers.



### Hong Kong International Stationery & School Supplies Fair

Date : 6 – 9 January 2025  
Venue : Hong Kong Convention and Exhibition Centre, Hong Kong  
Exhibition space : 2,101 gross sqm (2024)  
Exhibitors : 151 (2024)  
Visitors : Nearly 13,900 (2024)

Located in one of Asia's most international sourcing cities, this premier event for stationery, office supplies, and back-to-school items features a wide range of exhibitors from around the world. Attracting global buyers, it offers the perfect platform to meet industry suppliers, connect with potential partners, and discover the latest trends through seminars and networking events.





### Toy & Hobby China

Date	: 7 – 9 April 2025
Venue	: Shenzhen World Exhibition & Convention Center, Shenzhen
Exhibition space	: *130,000 gross sqm (2024)
Exhibitors	: *1,420 (2024)
Visitors	: *67,295 (2024)

Connecting global players with opportunities in the Greater Bay Area and surrounding manufacturing bases, these fairs offer extensive and efficient one-stop sourcing across three closely related industries: toys, baby products, and the licensing industry (a key driver of the toy market). Through a variety of special pavilions and designated product zones, buyers – including domestic and overseas delegations – can source from the best in these three industries, including from South China's cost-effective suppliers.



### Baby & Stroller China

Date	: 7 – 9 April 2025
Venue	: Shenzhen World Exhibition & Convention Center, Shenzhen
Exhibition space	: *130,000 gross sqm (2024)
Exhibitors	: *1,420 (2024)
Visitors	: *67,295 (2024)



### Licensing China

Date	: 7 – 9 April 2025
Venue	: Shenzhen World Exhibition & Convention Center, Shenzhen
Exhibition space	: *130,000 gross sqm (2024)
Exhibitors	: *1,420 (2024)
Visitors	: *67,295 (2024)





## CCBEC SHENZHEN

### China (Shenzhen) Cross Border E-commerce Fair

Date	: 11 – 13 September 2024
Venue	: Shenzhen World Exhibition & Convention Center, Shenzhen
Exhibition space	: *80,000 gross sqm (2023)
Exhibitors	: Over 2,000 (2023)
Visits	: *56,711 (2023)

Strategically located in Shenzhen, a government-backed e-commerce hub, the fair connects Chinese e-commerce suppliers with the world, and the world with China. As one of the biggest trade fairs of its kind in the country, the platform attracts consumer goods retailers of almost every stripe, together with domestic and international e-commerce platforms and service providers, helping retailers make the digital leap to foreign markets.



## beautyworld CENTRAL ASIA

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LLC BMC-LLP

### Beautyworld Central Asia

Date	: 21 – 23 November 2024
Venue	: Central Asian Expo (CAEx), Tashkent
Exhibition space	: 18,000 gross sqm
Exhibitors	: 297
Visitors	: 15,000

Central Asia is a connecting point between Asia and Europe, and lies within China's Belt and Road, an initiative geared towards enhancing the integration between economies. In this regard, countries like Uzbekistan play an important role in linking the east and west; its robust consumer market, opening political and business landscape, as well as geographical location, make it an attractive trading partner and investment destination. Recognising the immense business opportunities, Messe Frankfurt has announced the introduction of the first ever Beautyworld Central Asia.



### Beauty Expo

Date	: 27 – 30 March 2025
Venue	: Taipei World Trade Center, Taipei
Exhibition space	: 11,142 gross sqm
Exhibitors	: 250
Visitors	: 16,000

In acknowledgment of Taiwan's expanding presence in the beauty industry, Messe Frankfurt (HK) Ltd, Taiwan Branch is set to collaborate with UDN.COM (subsidiary of United Daily News Group) in co-organising Beauty Expo in Taipei, the latest addition to the widely-recognised Beautyworld network. This partnership aims to bring together a diverse range of local and international resources within the beauty industry, thereby facilitating increased prospects for international cooperation, as well as import and export activities.





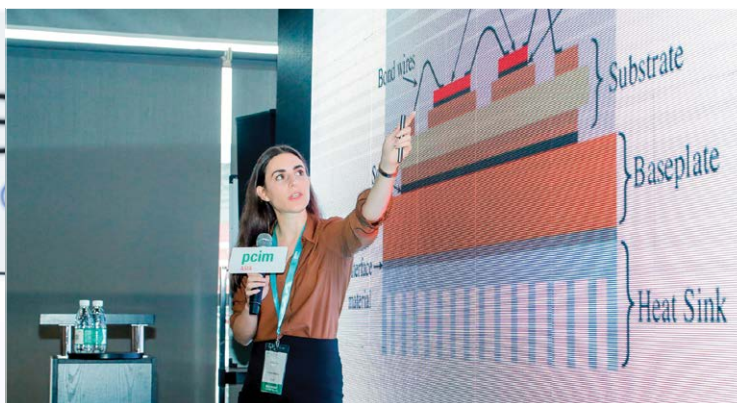
## pcim

ASIA

### PCIM Asia

Date	: 28 – 30 August 2024
Venue	: Shenzhen World Exhibition and Convention Center, Shenzhen
Exhibition space	: 20,000 gross sqm
Exhibitors	: 200
Visits	: 20,000

With its venue now rotating between the power electronics industry hotspots of Shenzhen and Shanghai, this event serves as an international meeting ground where professionals gather to conduct business, network with peers and expand their industry expertise. Intelligent motion, renewable energy and energy management are key pillars of the fair's conference programme, while dedicated pavilions zero in on specialist equipment and topics.



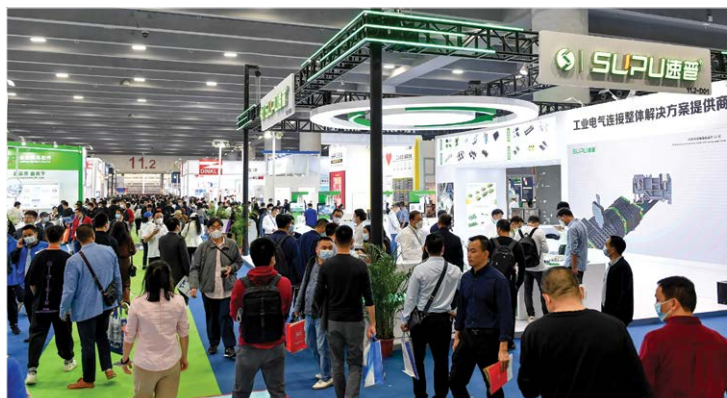
## sps

smart production solutions  
GUANGZHOU

### SPS – Smart Production Solutions Guangzhou

Date	: 25 – 27 February 2025
Venue	: China Import and Export Fair Complex, Guangzhou
Exhibition space	: 40,000 gross sqm (2024)
Exhibitors	: *Nearly 700 (2024)
Visitors	: *37,264 (2024)

One of China's leading exhibitions dedicated to smart industrial technologies, this event covers everything from individual components to complete systems and integrated automation solutions. Supporting the manufacturing sector's transition toward digitalisation and smart production, it serves as an excellent resource for industry professionals looking to maintain a competitive edge. In 2025, it will be held concurrently with Guangzhou Industrial Technology and Asiamold Select – Guangzhou, offering attendees the opportunity to explore business opportunities across the interconnected fields of smart manufacturing, mould making and 3D printing.





## Eco Expo Asia

Date : 30 October – 2 November 2024  
 Venue : AsiaWorld-Expo, Hong Kong  
 Exhibition space : 10,200 gross sqm (2023)  
 Exhibitors : 303 (2023)  
 Visitors : 11,972 (2023)

With an international exhibitor line-up and a packed schedule of fringe events, the fair is at the forefront of promoting eco-friendliness and a sustainable future in Asia. Supported by the Environment and Ecology Bureau of the Hong Kong SAR Government, the fair brings together exhibitors and industry leaders to share products, solutions and ideas that address the most pressing environmental challenges.





**prolight+sound**  
GUANGZHOU

**Prolight + Sound Guangzhou**

Date : 27 – 30 May 2025  
Venue : China Import and Export Fair  
Complex, Guangzhou  
Exhibition space : 200,000 gross sqm (2024)  
Exhibitors : 2,136 (2024)  
Visitors : 107,692 (2024)

An indispensable trade fair for the entertainment and Pro AV industry in China. While its strength lies in entertainment, with a focus on new system integrations, the fair has expanded in recent years to encompass more vertical markets such as architecture, commercial, culture and tourism, education and end users. Key product halls cover pro audio, pro lighting, audio brand name, KTV, communication and conferencing, and media systems and solutions.





## music CHINA

### Music China

Date	: 10 – 13 October 2024
Venue	: Shanghai New International Expo Centre, Shanghai
Exhibition space	: 120,000 gross sqm (2023)
Exhibitors	: 1,822 (2023)
Visitors	: 122,184 (2023)

One of the world's largest trade fairs for the musical instrument industry, showcasing the full spectrum from pianos and keyboards to string, brass and woodwind instruments. With China positioned as the world's largest exporter, and one of the highest potential markets for foreign brands, the internationality of Music China is impossible to ignore. Special events include educational forums and workshops as well as a fun-filled atmosphere at outdoor live shows and concerts.





## premium audio shanghai

### Premium Audio Shanghai

Date : 13 – 15 September 2024  
Venue : Shanghai Exhibition Centre, Shanghai  
Exhibition space : 7,500 gross sqm  
Exhibiting brands : Over 50  
Visitors : To be announced

In partnership with Shanghai Computer Music Association (SCMA), that has extensive local industry connections, the fair is an ideal platform to showcase the finest audio innovations from industry leaders and offers fairgoers an immersive exploration into sound quality. The high-end audio equipment and sound systems strive to refine the musical experience and enhance sound appreciation. Distributors, producers, and end-users can find wide-ranging networking opportunities and insights in seminars on the unique landscape of high-quality audio products.



## meat pro ASIA

### Meat Pro Asia

Date : 12 – 14 March 2025  
Venue : IMPACT, Bangkok  
Exhibition space : 5,000 gross sqm  
Exhibitors : 100  
Visitors : 10,000

With links to IFFA in Germany, this fair in Southeast Asia is dedicated to the final steps of food processing, including processing, sanitation, packaging, and preservation solutions. Held concurrently with VIV Asia, one of the largest events for the protein production supply chain in the region, it has quickly become a must-attend for those in the food industry.





**formnext**  
SOUTH CHINA



### Formnext + PM South China

Date : 28 – 30 August 2024  
Venue : Shenzhen World Exhibition and Convention Center, Shenzhen  
Exhibition space : \*20,000 gross sqm  
Exhibitors : \*300  
Visitors : \*15,000

A leading trade fair for the forming and additive manufacturing industries, held annually. The fair is an excellent platform for exhibitors to showcase their latest advancements in 3D printing, powder metallurgy, and advanced ceramics. Specialised forums and seminars provide industry professionals with opportunities to connect and exchange know-how.



### asiamold select

#### Asiamold Select

##### Shenzhen Edition (first edition)

Date : 28 – 30 August 2024  
Venue : Shenzhen World Exhibition and Convention Center, Shenzhen  
Exhibition space : \*20,000 gross sqm  
Exhibitors : \*300  
Visitors : \*15,000

##### Guangzhou Edition

Date : 25 – 27 February 2025  
Venue : China Import and Export Fair Complex, Guangzhou  
Exhibition space : ^20,000 gross sqm (2024)  
Exhibitors : \*Nearly 700 (2024)  
Visitors : \*37,264 (2024)

An important set of dates for professionals in the mold-making, injection molding, die-casting and additive manufacturing industries. Asiamold Select – Guangzhou will be held concurrently with SPS – Smart Production Solutions Guangzhou and Guangzhou Industrial Technology, while its Shenzhen edition will be held alongside Formnext + PM South China. This arrangement will empower industry players to discover greater business opportunities within the smart manufacturing and 3D printing sector.



### guangzhou industrial technology

#### Guangzhou Industrial Technology

Date : 25 – 27 February 2025  
Venue : China Import and Export Fair Complex, Guangzhou  
Exhibition space : ^20,000 gross sqm (2024)  
Exhibitors : \*Nearly 700 (2024)  
Visitors : \*37,264 (2024)

This exhibition showcases global manufacturing's most cutting-edge innovations while facilitating cross-industry partnerships to drive economic development. Laying its foundation in Guangzhou and serving the entire Greater Bay Area including Guangzhou, Hong Kong and Macao, the event aims to establish itself as the industry's signature exhibition in China.

## automechanika SHANGHAI

### Automechanika Shanghai

Date	: 2 – 5 December 2024
Venue	: National Exhibition and Convention Center (Shanghai), Shanghai
Exhibition space	: 300,000 gross sqm (2023)
Exhibitors	: 5,652 (2023)
Visitors	: 185,284 (2023)

One of the world's leading trade fair brands, organised in three of Asia's most important automotive clusters: Shanghai, Kuala Lumpur and Ho Chi Minh City. Representing the entire value chain in the automotive aftermarket, the Shanghai edition is among the most influential events of its kind in Asia. With a forward-thinking outlook and a focus on sustainability, the three fairs zero-in on electric vehicles, green repair and innovation along the supply chain.

## automechanika KUALA LUMPUR

### Automechanika Kuala Lumpur

Date	: 8 – 10 May 2025
Venue	: Kuala Lumpur Convention Centre, Kuala Lumpur
Exhibition space	: 9,710 gross sqm (2024)
Exhibitors	: 310 (2024)
Visitors	: 13,017 (2024)

## automechanika HO CHI MINH CITY

### Automechanika Ho Chi Minh City

Date	: 19 – 21 June 2025
Venue	: Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City
Exhibition space	: 22,600 gross sqm (2024)
Exhibitors	: 482 (2024)
Visitors	: 15,383 (2024)







### Auto Aftermarket Guangzhou

Date : 28 – 30 August 2024  
 Venue : Poly World Trade Center (PWTC Expo),  
 Guangzhou  
 Exhibition space : 70,000 gross sqm  
 Exhibitors : 1,500  
 Visitors : 34,000

An addition to Messe Frankfurt's Mobility & Logistics portfolio, extending the sector's reach into the Greater Bay Area, one of China's largest automotive manufacturing bases. Celebrated as a hub for trade and technological innovation, the region receives strong government support and policy advantages. Tapping into this thriving ecosystem, the fair ranks among the largest aftermarket trade fairs in South China, facilitating business across the supply chain from car manufacturing, the automotive consumer market to after-sales services.



### Auto Maintenance and Repair Expo

Date : 31 March – 2 April 2025  
 Venue : Beijing New International Exhibition  
 Center Phase II, Beijing  
 Exhibition space : 100,000 gross sqm (2024)  
 Exhibitors : 1,061 (2024)  
 Visits : 45,616 (2024)

The latest advancements in automotive repair and maintenance equipment, tools, and technologies come together at this event in one of North China's most significant manufacturing bases: the Circum-Bohai Sea Economic Zone. With a focus on providing face-to-face communication between exhibitors and buyers, it is a must-attend set of dates for anyone in the automotive repair and maintenance industry.



### CAPAS Chengdu

Date : 22 – 24 May 2025  
 Venue : Chengdu Century City New  
 International Exhibition & Convention  
 Center, Chengdu  
 Exhibition space : 50,000 gross sqm (2024)  
 Exhibitors : 690 (2024)  
 Visitors : 20,853 (2024)

With a strategic focus on the thriving automotive market in Southwest China, this fair emphasises local industry development and international collaboration in the region, as well as plays an active role promoting the integration of industry and education. The event provides a tailored platform fostering strong connections between key players, manufacturers, and suppliers from the region and beyond. This targeted approach contributes to the sustainable growth of the local automotive industry, with a special focus on new energy solutions, AIoT innovations, and the diverse needs of the domestic aftermarket.



## automechanika TASHKENT

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### Automechanika Tashkent

Date : 23 – 25 October 2024  
Venue : Central Asian Expo (CAEx), Tashkent  
Exhibition space : \*18,000 gross sqm  
Exhibitors : \*343  
Visits : \*15,000

## futuroad expo TASHKENT

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### Futuroad Expo Tashkent

Date : 23 – 25 October 2024  
Venue : Central Asian Expo (CAEx), Tashkent  
Exhibition space : \*18,000 gross sqm  
Exhibitors : \*343  
Visits : \*15,000

## scalex TASHKENT

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### Scalex Tashkent

Date : 23 – 25 October 2024  
Venue : Central Asian Expo (CAEx), Tashkent  
Exhibition space : \*18,000 gross sqm  
Exhibitors : \*343  
Visits : \*15,000

Uzbekistan has a promising consumer market with significant potential. The nation has actively sought to diversify its economy in recent years, undertaking reforms for greater entrepreneurial freedom and opening up to more international and regional cooperation. Notably, it imports machinery, equipment, means of transportation, and vehicle components from foreign trading partners. Attracting overseas investment is also apparent through incentives such as tax benefits, reduced import duties and simplified procedures for overseas investors. The nation benefits from its geographical location owing to its position between Asia and Europe, to which the Uzbek Government recognises the prospects of investing in infrastructure, such as transportation and logistics, to create an efficient transit hub. Against this backdrop, Messe Frankfurt can lend its support by launching Automechanika Tashkent; Futuroad Expo Tashkent; and Scalex Tashkent into the market.







## Asiabike Jakarta

Date	: 29 April – 4 May 2025
Venue	: Jakarta International Expo (JIExpo), Jakarta
Exhibition space	: 8,200 gross sqm (2024)
Exhibitors	: 97 (2024)
Visits	: Over 10,000 (2024)

Asiabike Jakarta marks a significant step forward in Messe Frankfurt's expansion across ASEAN as it is the Group's first ever trade fair dedicated to the two-wheeler industry in Indonesia. The fair showcases the latest sustainable mobility solutions supporting Indonesia's commitment to a greener future, with a focus on health and lifestyle cycling, as well as E-mobility and E-evolution – new displays centred on renewable energy solutions. The fair will fuse global, regional and local industry networks through strategic alliances between Messe Frankfurt and valued partners. Working together, they will gather a diverse range of international, Chinese and domestic participants to the show. With the strong exhibitor lineup, Asiabike Jakarta will not only stimulate Indonesia's economy through foreign investment and tax revenue, but also foster the trade development and business opportunities of its two-wheeler and e-bike sector.



## intersec SHANGHAI

### Intersec Shanghai

Date	: 13 – 15 May 2025
Venue	: National Exhibition and Convention Center, Shanghai
Exhibition space	: 13,000 gross sqm
Exhibitors	: 150
Visitors	: 8,000

The integration of cutting-edge technology, spurred on by innovation, is propelling efficiency and productivity to new heights. In turn, this opens up prospects for manufacturers across security, smart building, fire safety and mobility sectors through the rising development of IoT and AI trends. To capitalise on the opportunities created by technological advancements, Messe Frankfurt and CCPIT-Shanghai are partnering on a new security, safety and fire protection fair – Intersec Shanghai. The organisers will utilise their expertise and resources to establish a gateway between the dynamic Chinese and international security and safety sectors.





## secutech THAILAND

### Secutech Thailand

Date : 30 October – 1 November 2024  
Venue : Bangkok International Trade & Exhibition Centre (BITEC), Bangkok  
Exhibition space : \*7,500 gross sqm (2023)  
Exhibiting brands : \*Over 200 (2023)  
Visits : \*7,098 (2023)

The most comprehensive international trade fairs for the security, fire safety and smart building industries in Asia. While the Taipei fair is particularly renowned for attracting international and Taiwanese suppliers who are world leaders in Information and Communications Technology (ICT), the Vietnam and Thailand fairs are strategically located near major construction and smart city projects in their respective regions, maximising business potential for participants.

## secutech

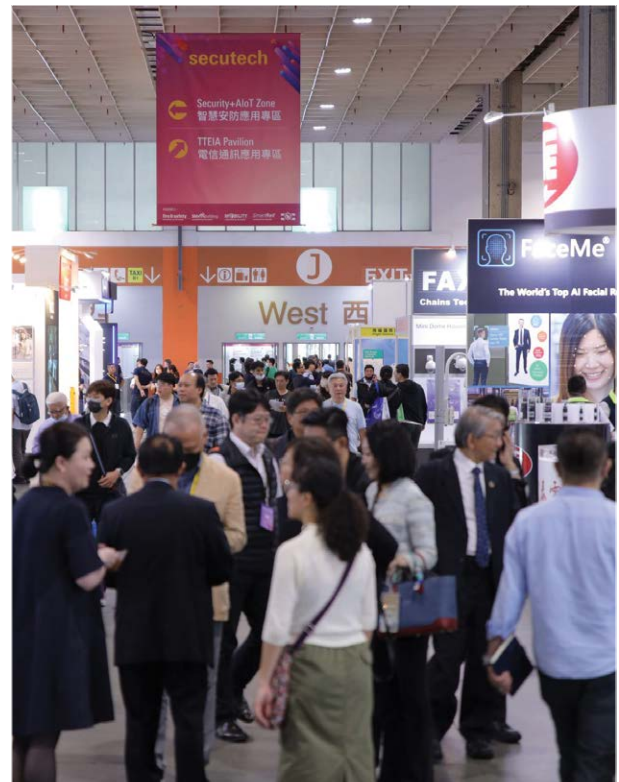
### Secutech

Date : 7 – 9 May 2025  
Venue : Taipei Nangang Exhibition Center, Taipei  
Exhibition space : 15,120 gross sqm (2024)  
Exhibitors : 300 (2024)  
Visitors : 15,123 (2024)

## secutech VIETNAM

### Secutech Vietnam

Date : 14 – 16 August 2025  
Venue : Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City  
Exhibition space : 12,000 gross sqm (2024)  
Exhibitors : 460 (2024)  
Visitors : 15,569 (2024)







### Texcare Asia & China Laundry Expo

Date : 14 – 16 August 2025  
Venue : Shanghai New International Expo Centre,  
Shanghai  
Exhibition space : 23,000 gross sqm (2024)  
Exhibitors : 292 (2024)  
Visitors : 28,682 (2024)

Where clean innovations come together. This leading platform for laundry and dry-cleaning showcases the latest equipment, services, and technologies in Asia. Held annually in Shanghai, the event attracts exhibitors and visitors from around the world to conduct business across a wide range of products and services. A focus on innovation, sustainability, and efficiency in laundry operations ensures the fair remains at the leading edge of clean room technologies.





## intertextile SHANGHAI home textiles

### Intertextile Shanghai Home Textiles

#### Spring Edition

Date	: 11 – 13 March 2025
Venue	: National Exhibition and Convention Center (Shanghai), Shanghai
Exhibition space	: *27,000 gross sqm (2024)
Exhibitors	: 339 (2024)
Visitors	: 23,700 (2024)

#### Autumn Edition

Date	: 20 – 22 August 2025
Venue	: National Exhibition and Convention Center (Shanghai), Shanghai
Exhibition space	: 100,000 gross sqm (2024)
Exhibitors	: 946 (2024)
Visitors	: Over 35,000 (2024)

Where textiles come home, held across Spring and Autumn Editions, with the Spring show taking place alongside Intertextile Shanghai Apparel Fabrics. Both editions offer the latest home textile products, services, and technologies: from bedding and towels to interior fabrics and carpets. With a focus on design trends, innovation, and sustainability, the fairs attract industry experts and decision makers from around the world.



## intertextile SHANGHAI apparel fabrics

### Intertextile Shanghai Apparel Fabrics

#### Autumn Edition

Date	: 27 – 29 August 2024
Venue	: National Exhibition and Convention Center (Shanghai), Shanghai
Exhibition space	: 240,000 gross sqm (2023)
Exhibitors	: Nearly 4,000 (2023)
Visitors	: Over 95,000 (2023)

#### Spring Edition

Date	: 11 – 13 March 2025
Venue	: National Exhibition and Convention Center (Shanghai), Shanghai
Exhibition space	: 190,000 gross sqm (2024)
Exhibitors	: Over 3,000 (2024)
Visitors	: Nearly 90,000 (2024)

Trendsetting international fairs bringing together what's new and next in the textile and fashion industries. Known as the global apparel textile flagship, the Shanghai fair is held across Spring and Autumn Editions, offering a one-stop platform for the latest textile products, services and technologies, covering fabrics, yarns and fibres, accessories, and more. Reflecting global trends, sustainability is a recurring theme across the fairground – at exhibitor booths, dedicated pavilions, and fringe events. As an extension of the trade fair series, Intertextile Shenzhen Apparel Fabrics was introduced in 2006 to capture market opportunities and fulfil sourcing demand in the South China region.



## intertextile SHENZHEN apparel fabrics

### Intertextile Shenzhen Apparel Fabrics

Date	: 11 – 13 June 2025
Venue	: Shenzhen Convention and Exhibition Center (Futian), Shenzhen
Exhibition space	: *60,000 gross sqm (2024)
Exhibitors	: Nearly 1,000 (2024)
Visits	: *Nearly 20,000 (2024)

## DSprintech

CHINA

### DS Printech China

#### Guangzhou Edition

Date : 11 – 13 November 2024  
Venue : China Import and Export Fair Complex, Guangzhou  
Exhibition space : 20,000 gross sqm (2023)  
Exhibitors : 318 (2023)  
Visitors : Nearly 11,000 (2023)

#### Shanghai Edition

Date : 2025  
Venue : Shanghai New International Expo Centre, Shanghai  
Exhibition space : 17,250 gross sqm (2023)  
Exhibitors : 249 (2023)  
Visitors : 12,380 (2023)

The meeting point for digital, functional and screen printing technologies. Benefitting from the growing market in China and rising demand for customisation and low printing MOQs, the fair attracts major domestic and international exhibitors.

Environmentally friendly printing is a growing trend at the fair and this rising demand for sustainable technology is poised to generate new business opportunities within the printing value chain.



## yarnexpo

### Yarn Expo

#### Autumn Edition

Date : 27 – 29 August 2024  
Venue : National Exhibition and Convention Center (Shanghai), Shanghai  
Exhibition space : 27,000 gross sqm (2023)  
Exhibitors : 515 (2023)  
Visitors : 20,297 (2023)

#### Spring Edition

Date : 11 – 13 March 2025  
Venue : National Exhibition and Convention Center (Shanghai), Shanghai  
Exhibition space : \*27,000 gross sqm (2024)  
Exhibitors : 529 (2024)  
Visitors : Nearly 22,000 (2024)

#### Shenzhen Edition

Date : 11 – 13 June 2025  
Venue : Shenzhen Convention and Exhibition Center (Futian), Shenzhen  
Exhibition space : \*60,000 gross sqm (2024)  
Exhibitors : Over 70 (2024)  
Visitors : \*Nearly 20,000 (2024)

The destination of choice for suppliers from Asia and Europe to showcase their latest collections of natural and blended products, including cotton, wool, flax / regenerated flax, and man-made fibres and yarns. Yarn Expo is held concurrently with the Intertextile Apparel series, ensuring a high turnout of related industry buyers.





## cinte techtexsil CHINA

### Cinte Techtextil China

Date : 19 – 21 September 2024  
Venue : Shanghai New International Expo Centre, Shanghai  
Exhibition space : 40,000 gross sqm (2023)  
Exhibitors : 467 (2023)  
Visits : 15,542 (2023)

Asia's leading trade fair for technical textiles and nonwovens. Attracting trade buyers from 12 different application areas such as Buildtech, Clothtech, Geotech, Medtech, Mobiltech and Protech, the fair is a unique opportunity within Asia for suppliers to meet with the entire industry and maximise the potential of their products across various end-uses and sectors.



## VIATT

### Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

Date : 26 – 28 February 2025  
Venue : Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City  
Exhibition space : 15,000 gross sqm (2024)  
Exhibitors : 409 (2024)  
Visits : 17,262 (2024)

Strategically situated in Ho Chi Minh City, this new addition to the textile sourcing calendar is in close proximity to major textile manufacturing regions, making it the perfect venue for engaging with industry decision-makers. As ASEAN's comprehensive platform for the entire textile value chain, it encompasses garments, apparel fabrics and accessories, yarns and fibres, digital printing, home textiles, technical textiles and nonwovens, textile processing, textile machinery, and more.



## heimtextil

UZBEKISTAN

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### Heimtextil Uzbekistan

Date	: 6 – 8 November 2024
Venue	: Central Asian Expo (CAEx), Tashkent
Exhibition space	: 8,000 gross sqm
Exhibitors	: Over 200
Visits	: Over 15,000

## texworld

TASHKENT

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### Texworld Tashkent

Date	: 6 – 8 November 2024
Venue	: Central Asian Expo (CAEx), Tashkent
Exhibition space	: *4,000 gross sqm
Exhibitors	: *300
Visits	: *5,000

## apparel sourcing

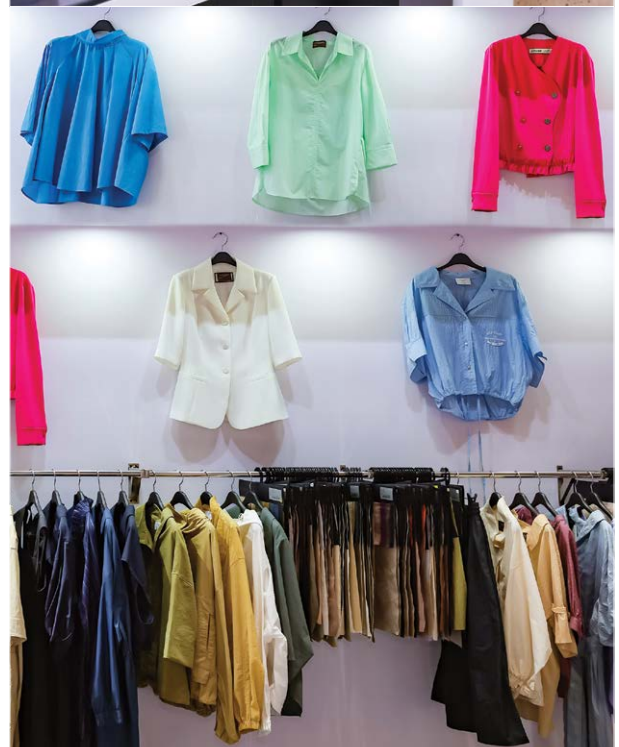
TASHKENT

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### Apparel Sourcing Tashkent

Date	: 6 – 8 November 2024
Venue	: Central Asian Expo (CAEx), Tashkent
Exhibition space	: *4,000 gross sqm
Exhibitors	: *300
Visits	: *5,000

Uzbekistan is rising as a hotspot for textiles; while it is already one of the world's largest exporters of cotton, there are also opportunities to import and invest in the modernisation of the textile and clothing industry. In this regard, Messe Frankfurt has announced the launch of Heimtextil Uzbekistan; Texworld Tashkent; and Apparel Sourcing Tashkent in November 2024, closely collaborating with trusted partner Business Media Central Asia (BMCA) on this regional expansion.







# Seven offices in Greater China

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