

Messe Frankfurt Group Greater China

Corporate Brochure 2021

Company
introduction

Event
brands

A promising
future





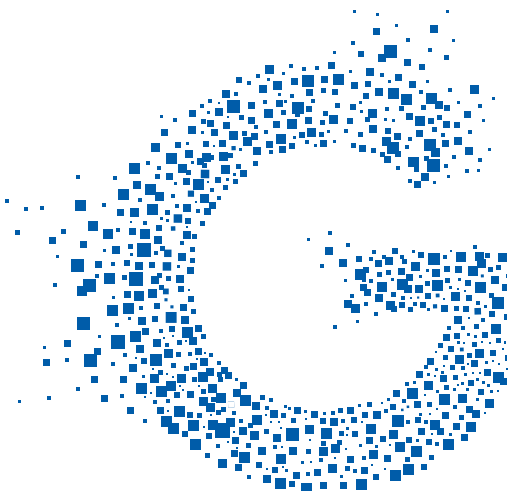
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Global network

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 2021' by the Association of the German Trade Fair Industry (AUMA), the exhibition capacity of Messe Frankfurt's hall area is 372,073 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 more than 50 international Sales Partners.



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.

More than
150
trade fairs
and events
worldwide

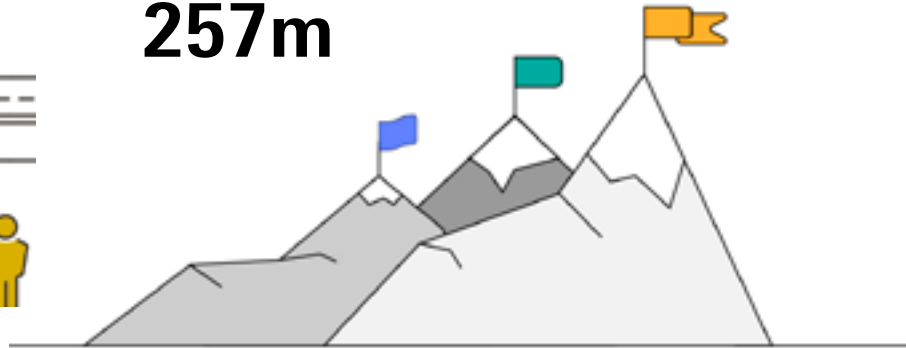


*Regularly recurring trade fairs and exhibitions.

Around
2,450
active workforce



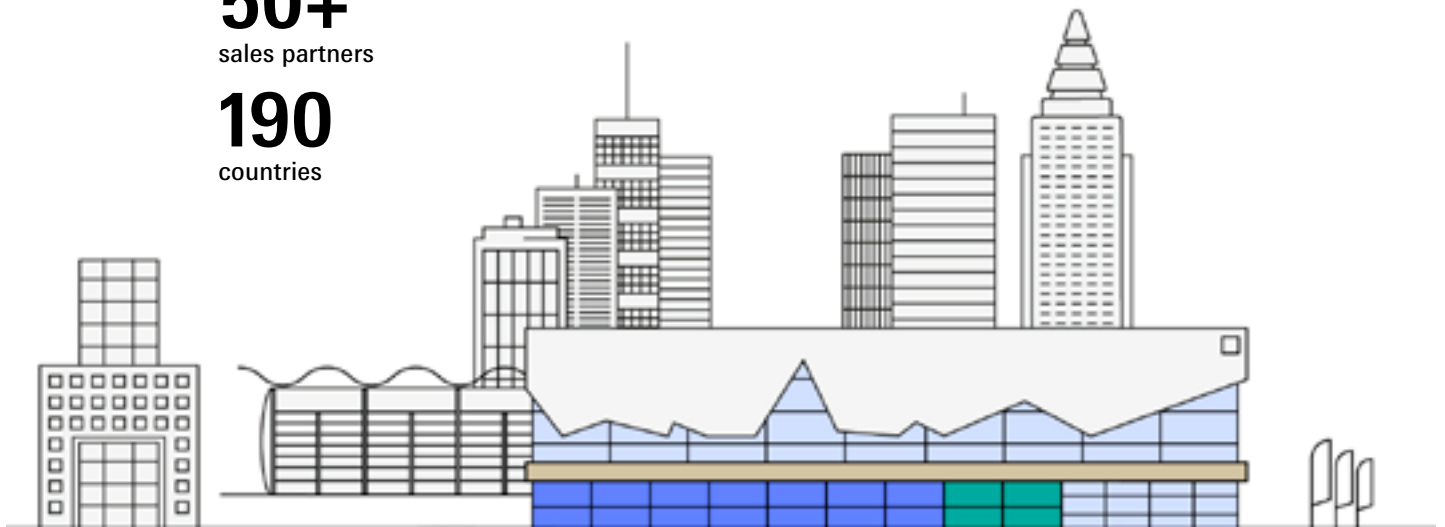
Around EUR
257m



29
subsidiaries

50+
sales partners

190
countries



Events made by Messe Frankfurt around the world

With the help of around 2,450 employees, Messe Frankfurt organises 153 trade fairs and events worldwide, resulting in a group turnover of around EUR 257 million in 2020.

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

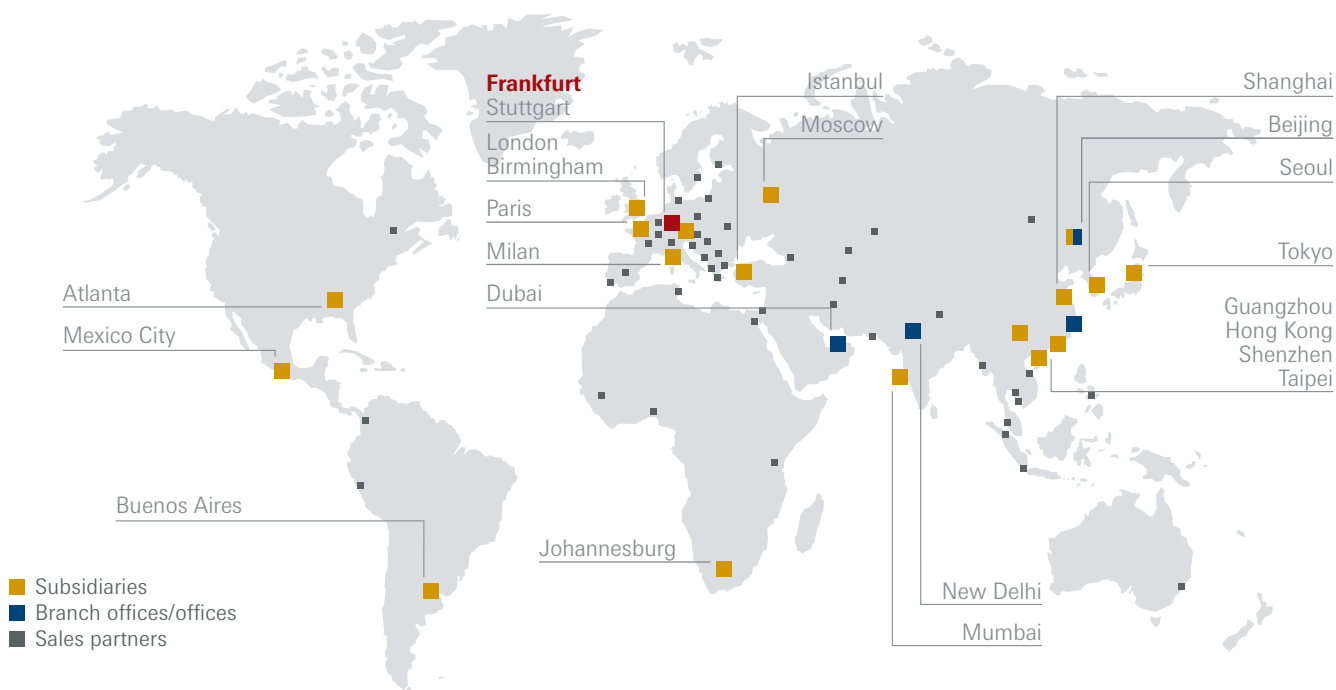
IFFA

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.

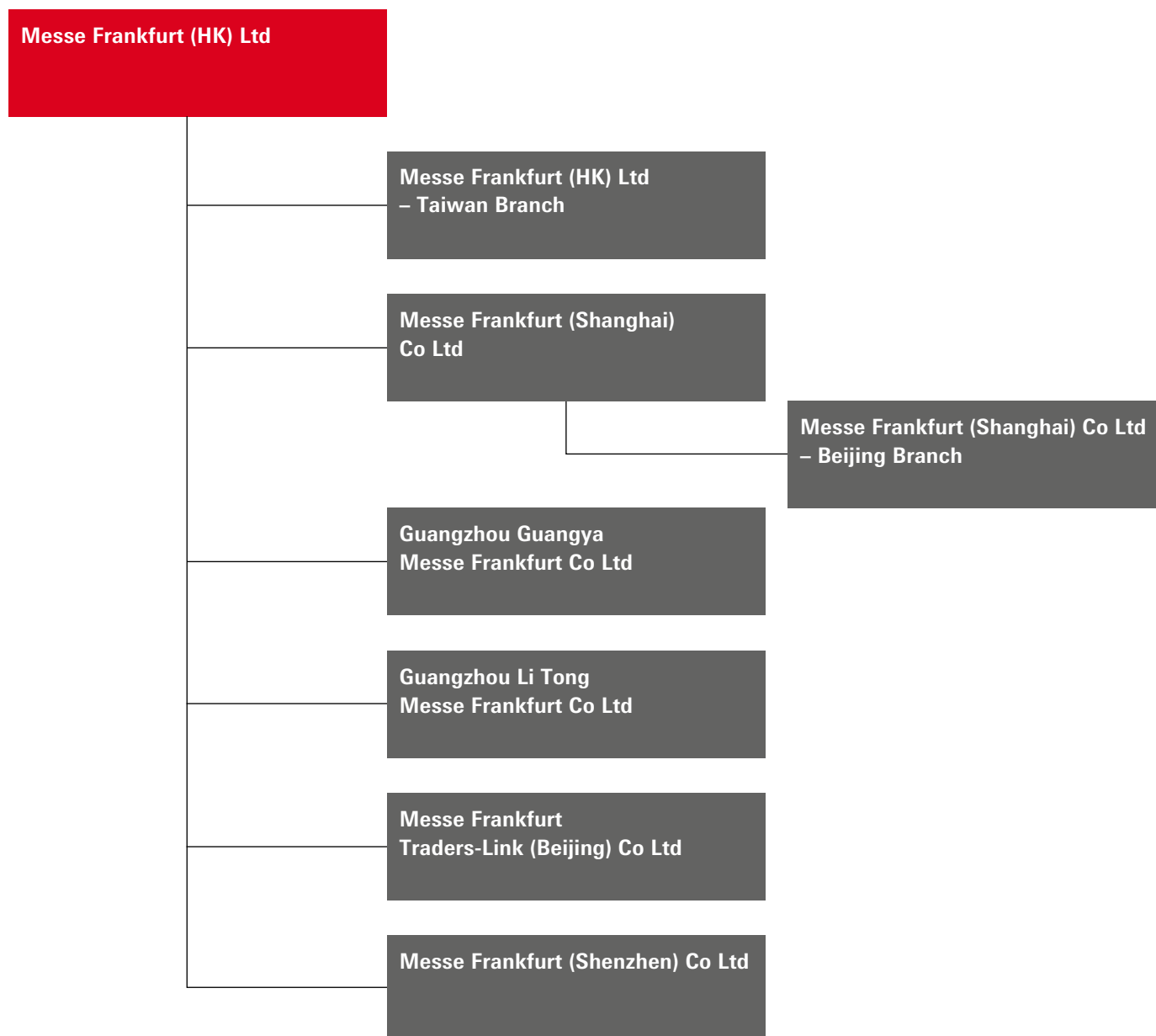


Messe Frankfurt (HK) Ltd

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 around 500 employees.



Key developments in Greater China

Messe Frankfurt has more than 30 years exhibition organising experience in Greater China, starting with its first show Interstoff Asia launched in Hong Kong in 1987. Today, the company organises more than 40 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 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 – Taiwan 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 top quality products, services, customer care, convenience and technology. In addition, we are familiar with our customer's 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.



Summary of our Greater China strengths

- We have 30 plus years of exhibition organising expertise following the first Interstoff Asia show in Hong Kong in 1987.
- We have a strong connection with Chinese authorities and industry associations.
- We maintain good relationships through mutual understanding and consensus using our advanced exhibition management expertise.
- We are recognised by reputable convention and exhibition industry associations.
- We offer a diversified portfolio focusing on the core industry sectors of Automotive Technology, Building Technology & Lighting, Consumer Goods, Entertainment, Media & Creative Industries and Textiles and Textile Technologies.
- Our portfolio also includes environmental awareness, safety & security, toy, maternity & baby care products and meat processing events.
- We have a professional team of around 500 employees in Greater China.



New Business

A new meat and food processing trade show for the South East Asian market

In a strategic expansion into the growing food technology sector, Messe Frankfurt and VNU Group, announce a partnership to jointly organise 'Meat Pro Asia', a new trade show dedicated to meat and food processing and catering to Asia. The show will take place on a biennial basis. Helping channel players from Asia and beyond gain access to the high potential market, Meat Pro Asia will focus exclusively on solutions that deliver meat from farm to table. This includes slaughtering, the full processing chain, packaging, labelling, cold chain logistics, quality control, hygiene, IoT and automation, waste water treatment and more. The inaugural edition will open its doors at IMPACT, Bangkok – Thailand.

Online business potential to be unlocked at the first China (Shenzhen) Cross Border E-commerce Fair

To embrace a new wave of growth in international e-commerce, Messe Frankfurt (Shenzhen) Co Ltd, China Merchants Exhibition Management (Shenzhen) Co Ltd, Shenzhen OCT Greater Bay Development Co Ltd and Beijing Talent International Exhibition Co Ltd have announced their cooperation as co-organisers of the China (Shenzhen) Cross Border E-commerce Fair (CCBEC). The inaugural edition is expected to welcome 3,000 exhibitors to present their latest products and services across 100,000 sqm of exhibition space at the Shenzhen World Exhibition & Convention Center.



Bridging Chinese businesses with the world China International Import Expo (CIIE) 2020

The 2020 edition of CIIE marked a 3rd successive participation for Messe Frankfurt. Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt Group commented: "We are delighted that, like many of our own events in China, CIIE was able to open as scheduled in 2020. It is our belief that trade fairs are one of the best solutions to provide the much needed boost to the global economy, and the strong turnout we've already witnessed at our fairs as well as over the past five days at CIIE shows there is a strong appetite for in-person business encounters once more."

Messe Frankfurt's continued presence at CIIE is a reflection of the synergy between the company's and the fair's objectives. Providing a platform to launch international trade and promoting trade liberalisation & economic globalisation are what Messe Frankfurt sets out to achieve with its own events. Besides these core tenets, at this year's CIIE the company also showcased its efforts in expanding its network of fairs along China's Belt & Road routes and in the Greater Bay Area, as well as how its events globally can support the new dual-circulation strategy by encouraging innovation, assisting Chinese firms to globalise and international companies to do business in China, and boosting domestic consumption.

Coinciding with the 40th anniversary this year of the establishment of the Shenzhen Special Economic Zone, Messe Frankfurt has put considerable resources into its operations in the city in recognition of its importance within the Greater Bay Area (GBA) initiative. The company's office in the city was restructured earlier this year to position it to take advantage of the opportunities provided by the GBA.



Our event brands in Asia & Greater China

In Asia, Messe Frankfurt (HK) Ltd organises nearly 50 trade shows and conferences with 43 of them held in the Greater China cities of Beijing, Changsha, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenzhen, Taipei and Tianjin.

1. Building Technologies

guangzhou electrical
building technology



shanghai smart
home technology

guangzhou international
lighting exhibition

parking
CHINA

thailand
building fair



shanghai intelligent
building technology

thailand
lighting fair

2. Consumer Goods



baby & stroller
CHINA



Hong Kong International
Stationery
香港國際文具展 Fair

interiorlifestyle
CHINA

paperworld
CHINA



toy & edu
CHINA



licensing
CHINA

CCBEC
SHENZHEN

3. Electronics & Automation Technologies

pcim
ASIA



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

smart
industry solutions
CHINA

4. Entertainment, Media & Creative Industries

music
CHINA

prolight+sound
GUANGZHOU

5. Environmental Technologies



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

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

secutech

secutech

INDIA

secutech

THAILAND

secutech

VIETNAM

10. Textile Care, Cleaning & Cleanroom Technologies



texcare

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: 2020
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao
 Exhibition space: 280,000 gross sqm
 Exhibitor number: 3,845
 Visitor number: 79,863

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: 2020
 Venue: China Import and Export Fair Complex, Guangzhou
 Exhibition space: 199,000 gross sqm
 Exhibitor number: 2,158
 Visitor number: 141,868

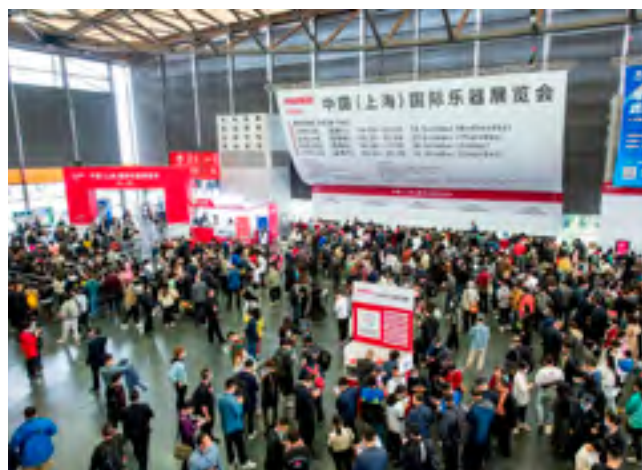


inter**textile**

SHANGHAI apparel fabrics

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

Year: 2020
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao
 Exhibition space: 200,000 gross sqm
 Exhibitor number: 3,345
 Visitor number: 73,522



music

CHINA

One of the world's largest musical instrument trade fairs

Year: 2020
 Venue: Shanghai New International Expo Centre, Pudong
 Exhibition space: 100,000 gross sqm
 Exhibitor number: 1,106
 Visitor number: 81,761

ISH

CHINA



Asia's leading HVAC exhibition

Year: 2021
 Venue: New China International Exhibition Center, Beijing
 Exhibition space: 95,000 gross sqm
 Exhibitor number: 980
 Visitor number: 69,243



Trade fairs in 11 sectors

Building Technologies

guangzhou electrical
building technology

guangzhou international
lighting exhibition

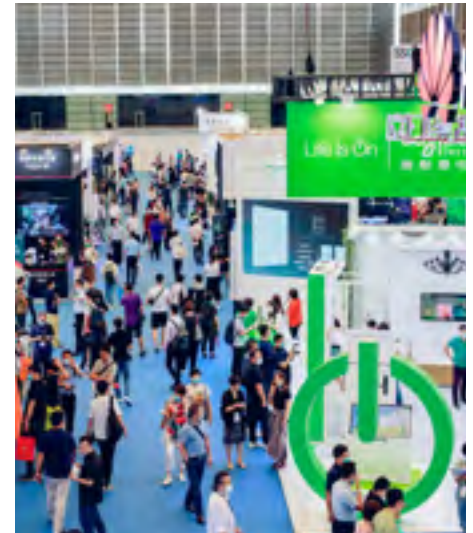
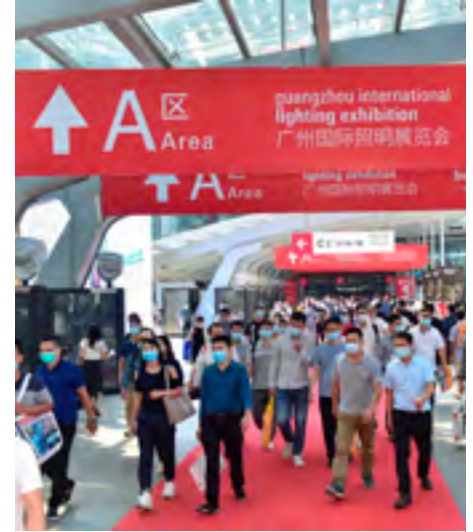
parking
CHINA

shanghai intelligent
building technology

shanghai smart
home technology

thailand
building fair

thailand
lighting fair



Guangzhou

Guangzhou International Lighting Exhibition (GILE)

- GILE is a preeminent lighting exhibition in Asia providing lighting professionals from all walks of life with a platform to conduct business, engage in dialogue and foster collaborations to counter future challenges. Alongside an exhibition where they can showcase their products and solutions, the fair's concurrent fringe programme offers a platform to shape the global responses to new technologies, through dialogue amongst key players from lighting companies and academia. The 25th edition of the fair welcomed 2,028 exhibitors from 8 countries and regions and 141,868 visitors from 55 countries and regions, spanning 18 halls and a 190,000 sqm exhibition space.

www.light.messefrankfurt.com.cn

Guangzhou Electrical Building Technology (GEBT)

- Encompassing various elements of the building sector with a special focus on the latest technologies in the developing intelligent building market, GEBT provides a much-needed platform to boost industry growth and facilitate business exchange.
- Held concurrently with GILE, in 2020 the two fairs attracted over 140,000 visitors and 2,000 exhibitors from 8 countries and regions.
- Marking its 18th edition in 2021, GEBT remains a trusted platform that buyers return to year on year to explore the latest products and innovations. As well as the range of technologies on offer from exhibitors, the dedicated fringe programme provides invaluable insights into emerging trends, consumer behaviour and market changes.

www.building.messefrankfurt.com.cn

Shanghai

Shanghai Intelligent Building Technology (SIBT)

Shanghai Smart Home Technology (SSHT)

Parking China (PKC)

- SIBT, SSHT and PKC welcomed a combined 25,837 visitors and 208 exhibitors during their 2020 editions, covering a total of 20,000 sqm.
- The fairs present new technologies and products in the smart home, intelligent building, smart parking and smart office sectors. By showcasing innovative ideas, the fairs build a bridge of communication between industry stakeholders and offer a head start in identifying future trends.
- PKC shines a spotlight on the new infrastructure scheme introduced by China, a strategic push for the adoption of technology across the region. The scheme

is set to boost the country's digital economy, providing ample opportunities across the smart home, building, office and parking sectors. The fair presents a wide range of smart parking products and solutions as well as a forum to gain insights into the latest market trends and exchange ideas with some of the leading minds from China's parking industry.

- SSOT is a dedicated zone located in SSHT, SIBT and PKC. Together, the four platforms provide a one-stop sourcing destination, encompassing the major areas of the smart industry ecosystem. An array of themes are covered, including: IoT, AI, big data, robots, smart offices, smart parking, home security, HVAC, energy conservation, 5G, smart cities and more.

www.building.messefrankfurt.com.cn

www.smartparkingchina.com

Thailand

Thailand Lighting Fair (THLF)

Thailand Building Fair (THBF)

- THLF and THBF aim to deepen the connections 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

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 Center 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.
- The 2021 fair will feature three new themes: Energy, Water and Life, which are in line with the current national developments in China. The new themes will offer business opportunities for exhibitors to meet with target buyers, helping industry professionals find their place in the progressive Chinese market.

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



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



interiorlifestyle

CHINA

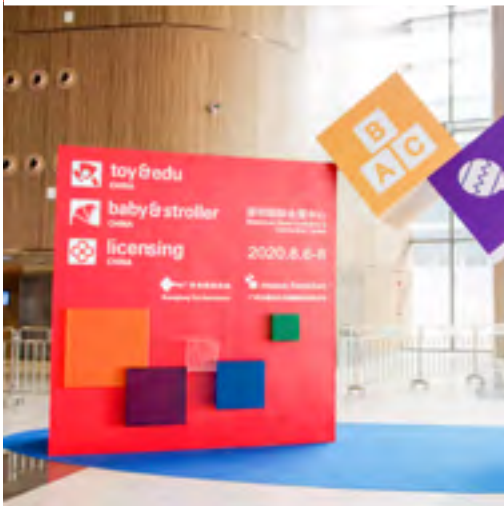
- An extension of Ambiente, the world's leading event for the consumer goods sector, Interior Lifestyle China was first held in Shanghai in 2007.
- The fair serves as an ideal platform for middle-class household and lifestyle related brands from around the globe to connect, both online and in person, with local distributors, agents and retail channels.
- A series of online and offline 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, pop up stores and live streaming promote the brand concept throughout the year.
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





baby & stroller
CHINA



toy & edu
CHINA

- Under new names, the Shenzhen International Stroller, Mother and Baby Product Fair (Baby & Stroller China), and the Shenzhen International Toy & Education Fair (Toy & Edu China), together with the first edition of Licensing China have relocated from Guangzhou to the Shenzhen World Exhibition and Convention Center, a brand new exhibition venue located in the heart of the Greater Bay area. Together, the three events deliver plenty of crossover sourcing opportunities for channel buyers.
- The first edition of Toy & Edu China was launched in 1989. Held concurrently with Baby & Stroller China and Licensing China, the three fairs together now form one of the biggest sourcing platforms in their respective industries 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 2020, the fairs were the first physical events to take place in Mainland China for their respective sectors since the pandemic, attracting a total of 1,331 exhibitors and 61,553 trade visitors, covering 140,000 sqm. Held in Shenzhen for the first time, the fairs also helped exhibitors capture the potential of the promising South China market, especially in the Greater Bay Area.

www.chinababyfair.com

www.chinatoyfair.com



licensing
CHINA

- Organised by the Guangdong Toy Association (GDTA), Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd, Licensing China has been held since 2020 at the Shenzhen World Exhibition and Convention Center, concurrently with Toy & Edu China and Baby & Stroller China.
- Licensing China had been expanded and 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.
- The 2021 show will 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.

www.licensing-china.com



CCBEC

SHENZHEN

- To embrace a new wave of growth in international e-commerce, Messe Frankfurt (Shenzhen) Co Ltd, China Merchants Exhibition Management (Shenzhen) Co Ltd, Shenzhen OCT Greater Bay Development Co Ltd and Beijing Talent-Expo Co Ltd have announced their cooperation as co-organisers of the China (Shenzhen) Cross Border E-commerce Fair (CCBEC).
- The inaugural edition is expected to welcome 3,000 exhibitors to present their latest products and services across 100,000 sqm of exhibition space at the Shenzhen World Exhibition & Convention Center.
- Shenzhen is regarded as a leading hub in the e-commerce industry and being a key part of the Greater Bay Area. International e-commerce has become a new driving force behind foreign trade in the city. With its favourable conditions, Shenzhen is developing rapidly in the fields of finance, innovative technology, as well as logistics and information technology, which has laid the perfect foundations for the international e-commerce industry.
- CCBEC is set to provide a full range of resources, services and business opportunities for industry players.
- Strategically held in September, a peak season for sourcing and a busy procurement month for regional festivals, CCBEC will cover three main product categories: manufacturers and suppliers, cross-border service providers and products, e-commerce platforms and media.
- The show will attract a full spectrum of trade visitors. This includes foreign trade e-commerce platforms, brand owners, buyers and distributors from the China Cross Border E-Commerce Comprehensive Pilot Zone (designated pilot cities for international e-commerce set up by the Chinese government), traditional B2B import and export traders, domestic agents of overseas buyers, physical retail store owners, supply chain service providers and industry associations.
- To add extra value to the show, various fringe programme events will be featured, providing an ideal platform for participants to exchange ideas and keep pace with the latest industry trends.

www.ccbec-shenzhen.com





pcim

ASIA

- As the sister show of PCIM Europe, PCIM Asia is one of the leading exhibitions and conferences in the field of Asia's power electronics industry, helping industry professionals build up their network of connections for 20 years.
- Leading enterprises and institutions from all over the world showcase cutting-edge products, technological achievements and related applications for power electronics, intelligent motion, renewable energy and energy management at the event.
- PCIM Asia will be held in Shenzhen in 2021 for the first time to meet the high demand for power electronics products and technologies in the South China market.
- The renowned PCIM Asia Conference invites power electronics professionals to share their latest research, and discuss technology developments through presentations, poster sessions, keynotes and tutorials.
- The fair's E-mobility Zone, E-energy Zone, Poster Session Area, Newcomer Pavilion and University Zone shine a light on key areas of power electronics development.

www.pcimasia-expo.com



- The original fair was launched in 1997 and was called Guangzhou International Factory Automation and Instrument Exhibition (CHIFA).
- Since 2010, Messe Frankfurt has become one of the organisers of the show. Utilising the expertise of SPS (formerly known as 'SPS IPC Drives'), one of Europe's leading electric automation fairs under Mesago Messe Frankfurt GmbH, the fair was taken to new heights under the name SIAF Guangzhou.
- With the slogan of 'Paving the way for smart manufacturing markets in South 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 2020, the two fairs welcomed 655 exhibitors, and 50,369 visits.
- The 'Smart Manufacturing + IoT Conference' and 'TSN/A Forum' are two prominent concurrent events in the 2021 exhibition. The former focuses on the new challenges and opportunities that the Industrial Internet and 5G present to IoT technologies, while the latter examines the technological aspects of time sensitive networking in industrial automation.

www.spsinchina.com





music

CHINA

- The show made its debut in 2002 in Shanghai and is now one of the largest, 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). In 2020, the fair was selected among the 'Global Top 100 Trade Shows'.
- As part of its holistic approach, the fair is engaged in on-going collaborations 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 as well as music and 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.
- The 'New Product Global Launch' offers music industry players the platform to demonstrate innovative products. 'The Music Lab' also encourages young talents to create new instrument concepts.

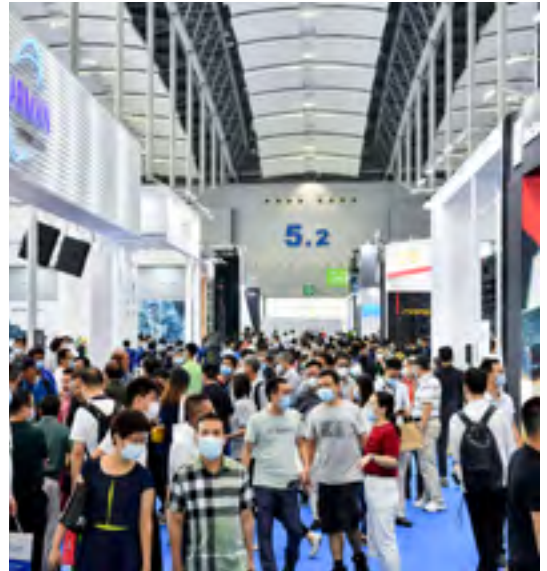
www.musikmesse-china.com

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 (PLSG) was established in 2013.
- Being the first pro lighting and audio trade fair to return to business in China following the outbreak of the pandemic, the 2020 edition reconnected 677 exhibitors and 41,556 visitors to reboot the industry with various sourcing and networking opportunities.
- As one of the world's largest trade fairs of its kind, the 19th edition covers 150,000 sqm of exhibition space in Areas A & B of the China Import and Export Fair Complex.
- As a comprehensive pro AV platform, the fair's product range has further expanded across the five main product categories of pro audio, pro lighting & stage equipment, communication & conferencing, media systems & solutions and KTV & Theatre K. pub. The fair's coverage encompasses more product applications in direct and vertical market sectors, including: entertainment, building, commercial, cultural and tourism, and education.
- Driven by collaborations between culture and technology, the show introduced the concept of 'Tech meets culture' in 2020. This relates to the combination of new digital ideas with traditional pro audio and lighting equipment to improve the audience experience and encourage user interactions.
- The show features a variety of fringe programme events, including the PLSG Annual Training Course, offering comprehensive information on technological challenges, applications, standardisation and the future of the industry. The outdoor line array creates an authentic aural experience of a professional concert for attendees.
- The physical event was actively supplemented with digital offerings garnering 165,000 views in 2020. This included product presentations, expert lectures, live streaming and on-demand content from the supporting programme which will continue at the next edition to facilitate interactions between buyers and exhibitors.

www.prolightsound-guangzhou.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 digital edition in 2020 continued to showcase innovative, green solutions, waste reduction and energy efficiency powered by an AI business matching function to encourage business interaction. The 'Hong Kong • GO Green virtual tour' allowed participants to explore waste management and recycling facilities online.
- The 'Guangdong-Hong Kong-Macao Greater Bay Area Zone' and the '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 green business development initiatives 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





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

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 2022.
- 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 and attract 10,000 visitors including processing companies, food retailers, importers, exporters, wholesalers, manufacturers, agents, distributors and engineering firms.

www.meatpro-asia.com.cn



Manufacturing Technologies & Components

asiamold ^{ASIA} 3D printing

- 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.
- Apart from its trading platform, Asiamold offers an extensive fringe programme of events for fairgoers to exchange professional insights and explore market opportunities with industry academics and experts.

www.asiamold-china.com

www.3dprintingasiaexpo.com



formnext
SOUTH CHINA



- Newly introduced as a gateway to additive manufacturing opportunities in the region, Formnext + PM South China covers an array of advanced technology, equipment and products under the categories of materials, powder metallurgy, additive manufacturing, design, software and processing technologies.
- The fair 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.
- Formnext + PM South China's concurrent programme serves as an information exchange hub to shed light on technology, industry trends and market outlook in additive manufacturing, powder metallurgy, advanced ceramics and more.

www.formnext-pm.com

wire & cable

GUANGZHOU

- Wire and Cable Guangzhou was established in 2009. The fair is influential as an 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



automechanika

SHANGHAI

- Recognised as one of the most influential trade fairs in the automotive industry, Automechanika Shanghai (AMS) continues to build up an automotive ecosystem.
 - In 2020, AMS introduced its new hybrid platform, AMS Live, to establish business and information gateways for onsite and overseas players. AMS Live reached 578,000 page views from 150 countries and regions, and 652 online and onsite business matching appointments were carried out to connect exhibitors and visitors. The physical show welcomed 3,845 exhibitors and 79,863 visitors throughout 280,000 sqm of exhibition space.
 - The 17th edition will feature more depth of coverage across the entire industry and many future tools and technologies, as well as collaborations with a wider range of auxiliary players triggering a host of new services, business models, solutions and development opportunities.
- 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 2022 show's conference and workshop covers Diagnostics & Repair, Body & Paint, Industry 4.0, Truck & Bus and Logistics that offer a set of high quality solutions and services in the passenger, commercial vehicle and IoT segments.
- www.automechanika-kl.com

automechanika

HO CHI MINH CITY

- The 4th edition of Automechanika Ho Chi Minh City is driven by passion and fueled by local and international 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 and 10 product groups will be showcased, including automotive manufacturing and automation, in addition to the passenger vehicle, commercial vehicle and motorcycle sectors.
 - 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 so on.
- www.automechanika-hcmc.com





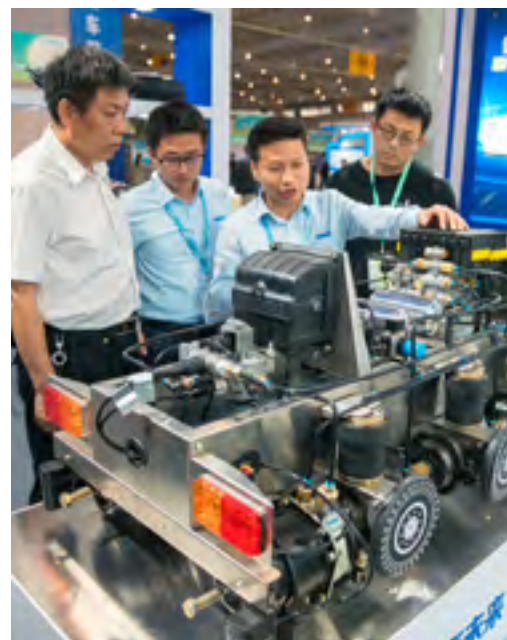
AUTO MAINTENANCE & REPAIR

- Auto Maintenance and Repair Expo (AMR) enjoys a strong reputation in China and Asia Pacific with a 38-year history as a leading exhibition and trading platform providing comprehensive solutions for repair and maintenance, as well as car care and spare parts. To fulfill new consumer needs and keep industry players up to speed with transformations in the aftermarket, the expo is extending its scope across numerous industry segments and introducing new technologies in response to evolving supply chains and sourcing patterns. As the premium choice for the Chinese aftermarket, the expo 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-organiser 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 customisation, new energy vehicle repair and after-sale service and training.
- The next edition of AMR, held at the new National Convention & Exhibition Center (Tianjin), will introduce specialised zones to highlight new technologies, including a connected experience zone, a 5G applications zone, an EV aftersales services zone and a car tuning and customising zone.
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 Center. It is expected to feature some 500 international exhibitors in an exhibition space of 35,000 sqm. In 2019, the fair welcomed 18,916 trade visitors.
- The fair's scope has been widened across a total of seven themed zones including the Chengdu-Chongqing Dual-city Economic Rim zone, New Energy and Connected Mobility, Parts & Components, Commercial Vehicles, Repair/Supply Chain & Chain Stores, Accessories & Customising and Tyres.

www.capas-chengdu.com





secutech

secutech

THAILAND

secutech

INDIA

secutech

VIETNAM

- The organiser of the Secutech fairs, a&s Group, was acquired in 2009 and Messe Frankfurt New Era Business Media Ltd was then formed.
- The fairs leverage the resources of the company 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 features the most in-demand products, including security, ICT and IoT, artificial intelligence, big data, edge computing, intelligent video analytics and other advanced technologies to provide visitors with solutions across a number of fast growing vertical markets. This includes safe city, smart building and living, smart transportation, smart logistics, smart factory and industrial 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) ranging from railway, logistics and road; and 'Fire & Safety' serving as Asia's regional platform for intelligent fire safety and disaster prevention.
- Secutech is launching a digital platform to supplement its 23rd edition to allow international participants to network and conduct business meetings despite travel restrictions caused by COVID-19.

www.secutech.com

www.secutechexpo.com

www.secutechthailand.com

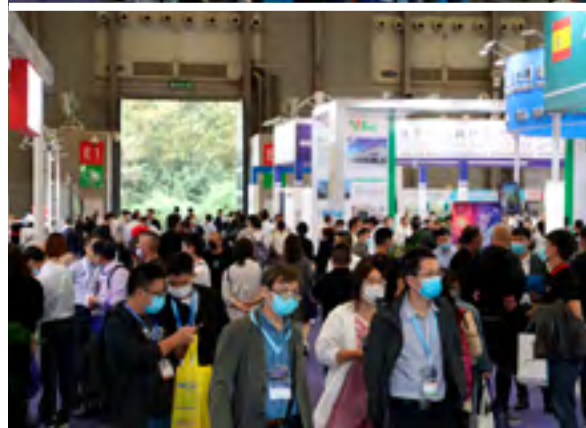
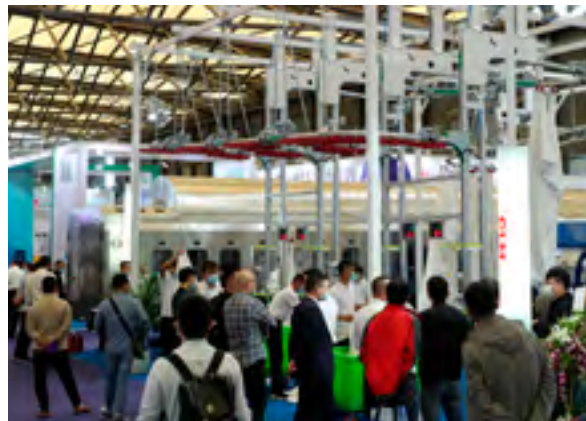
www.secutechvietnam.com

Textile Care, Cleaning & Cleanroom Technologies



- TXCA & CLE represents a highly anticipated date in the event calendar of Asia's laundry industry professionals. The expo provides a one-stop business platform for suppliers specialised in machinery, systems and accessories, chemicals and consumables, energy saving and environment protection, boilers, digital and intelligent solutions, leather care products, cleaning machinery, tools and chemicals and rental services.
- The 2020 edition was successfully held from 14 – 16 October at the Shanghai New International Expo Centre. The three-day fair presented the latest technologies and products from the textile care industry and gathered a total of 14,413 visitors and 122 exhibitors.
- Being the only large scale exhibition in the global textile care industry in 2020, the fair supported market recovery and boosted market confidence through its platform despite the uncertainties that the industry has faced.
- The 2020 fringe programme was headlined by post-pandemic reform and development, as well as textile hygiene, tailored networking events and celebrations of industry role models. Fairground activities were streamed online for the first time as part of an 'Online + Offline' model.

www.texcare-asia.com





intertextile

SHANGHAI apparel fabrics

The global apparel textile flagship

- The Autumn 2020 edition of Intertextile Shanghai Apparel Fabrics was a great success with nearly 3,400 exhibitors from 20 countries and regions, and over 73,500 visitors participating in 200,000 sqm of exhibition space. The fair has successfully integrated into a hybrid level with O2O services, and continues to stimulate industry recovery and solidify its global apparel textile flagship status.
- In 2020 the fair first introduced its 'Hybrid Exhibition' concept including a Hybrid Showcase and its powerful business matchmaking platform – Connect PLUS, supporting online exhibitors and buyers to connect and do business matching in real time with those who were not able to be present at the fairground due to travel restriction during the pandemic period.
- The show keeps global trade buyers up to date with the latest innovations in the market and stays ahead of ever-changing fashion trends. With extensive product solutions on offer, Intertextile as a comprehensive sourcing platform provides endless potential in the evolving apparel textile market.
- The fair focuses on the core of the industry: technology, fashion and sustainability. Especially during the pandemic period, up-to-date information regarding antiviral technology became essential. To provide textile industry professionals with the best the industry has to offer, the fair brings key elements to the show floor with an extensive selection of fringe programme events.
- Some highlighted events in 2020 included the new 'Fabric to Fashion' Buyer Forum, 'The Wool Industry and e-Commerce Forum: Upgrading Supply Mode for e-Commerce'; and COVID-19 focused discussions such as the 'Analysis of Current Textile Industry Environment and Emerging Covid-19 Success Story Sharing Forum'.
- 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

intertextile

SHENZHEN apparel fabrics

- Under the Intertextile Fair series, Intertextile Shenzhen Apparel Fabrics was launched in 2006 to capture market opportunities and fulfill sourcing demand in the South China region.
- For its 2020 edition, the show moved to a brand new venue – the Shenzhen World Exhibition and Convention Center. A total of 886 exhibitors from 8 countries and regions, together with 24,463 visitors from 28 countries and regions participated at the fair, in an exhibition area of 50,000 sqm.
- As part of its fringe programme events, the fair's seminars and Trend Forum cover everything from fabric insights to sustainable fashion.
- The fair helps its participants take advantage of opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area, which comprises the two Special Administrative Regions of Hong Kong and Macao, and the nine municipalities of Guangzhou. As part of key strategic planning in China's development blueprint, the Greater Bay Area has great significance in the implementation of innovation-driven development especially in Southeast Asia apparel textile sourcing activities.

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 the 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 2020, the fair attracted 643 exhibitors from 11 countries and regions as well as 26,673 visitors from 43 countries and regions in an exhibition area of 73,000 sqm.
- 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



cinte techtexsil

CHINA

- Cinte Techtexsil China was launched in Beijing in 1998 in cooperation with the Sub-Council of Textile Industry (CCPIT) and the China Nonwoven & Industrial Textiles Association (CNITA). The fair was moved to Shanghai in 2002.
- With the growing success of the fair over recent years, Cinte Techtexsil will switch to an annual event starting in 2021. It continues to take advantage of China's rapid development potential in the technical textiles sector.
- Being one of the leading technical textiles and nonwovens trade fairs in Asia, covering 12 application areas, the 2020 edition attracted 409 exhibitors and 15,326 visits across an exhibition space of 38,000 sqm.

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 2020 Autumn Edition attracted 419 exhibitors and 15,707 visitors in an exhibition space covering 26,000 sqm.
www.yarnexpo-autumn.com

Yarn Expo Spring

- The 2020 Spring Edition was merged with the debut of Yarn Expo Shenzhen alongside other concurrent fairs.
www.yarnexpo-spring.com

Yarn Expo Shenzhen

- Yarn Expo launched a new Shenzhen edition in 2020. Covering 10,000 sqm of exhibition space, the fair attracted 125 exhibitors and over 42,000 visits at the four concurrent fairs.
www.yarnexpo-shenzhen.com

DS printech

CHINA

- Co-organised by Messe Frankfurt (HK) Ltd, the China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service (GZ Teyin), DS printech China is a rebranding of the 30 year-plus CSGIA and the concurrent Textile Digital Printing China.
- This fair offers textile players a dedicated space to explore the rapidly growing screen and digital printing sector further, while also being well positioned to meet major manufacturers in South China.
- DS Printech China 2020 attracted 200 exhibitors with more than 400 brands and presented the full spectrum of the digital and screen printing supply chain at the Shenzhen World Exhibition & Convention Center. The three-day fair attracted 8,853 visitors, while there were over 130,000 online participants.
www.dsprintech.com



A sustainable future

Messe Frankfurt aiming for €500 million in sales in 2022

Messe Frankfurt is ready to start up again. Speaking at the Corporate Press Conference earlier, Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said: “In spite of the strict cutbacks, the backing of our shareholders – the City of Frankfurt and the State of Hesse – means that, in times like these, we are in a position to seize opportunities and invest counter-cyclically. With outside capital and a shareholder loan, Messe Frankfurt’s financial position has been secured for the current financial year and well into 2022.” He added: “If the pandemic situation continues to improve, we have every confidence that we will be able to get fully started again in all areas in 2022. We are aiming for sales of over €500 million.”

Mayor Peter Feldmann, Chairman of the Messe Frankfurt Supervisory Board, stressed: “Our trade fairs, congresses and other events are central elements in the global economy and part of the economic lifeblood of Frankfurt and the Rhine-Main region in particular. I firmly believe that, once the pandemic has passed, Messe Frankfurt will be one of the top players in the international trade fair sector.”

In spite of very difficult conditions, a total of 153 events were held over the past financial year – these including 46 trade fairs and exhibitions (2019: 155) with more than 33,000 (2019: 99,246) exhibiting companies and 1.2 million visitors.

Wolfgang Marzin summed up: “The need to hold all events entirely in digital form illustrated the importance of face-to-face interaction for success in business.” And Detlef Braun, Member of the Executive Board of Messe Frankfurt, added: “The digital working environment and long distance interaction that have been our everyday reality for over a year have led to a certain digital fatigue among many people. In the overall context of our events, hybrid events will continue to play an important part and to add value for the sectors.” It is not possible at present to predict exactly how the demand for digital and hybrid formats will actually develop. Wolfgang Marzin: “Changes will be of an evolutionary but lasting nature, with great advances being made in integrating valuable digital elements. Aspects relating to sustainability, growing environmental awareness and experience in digital interaction will lead to changes in behaviour – which, incidentally, was already happening before the coronavirus broke out.”

Messe Frankfurt’s great strengths – including during a pandemic – are its diversification strategy and the global presence that has been established in all world markets for over 30 years. This means that the Group is one of the few global trade fair organisers capable of running events under their established brands at international, national and regional level in all key regions of the world. With subsidiaries and sales partners for some 190 countries, the company’s international sales network is of crucial importance for this and a key interface to the sectors, particularly in the current crisis.

Mayor Peter Feldmann concluded: “Even in challenging times, Messe Frankfurt continues to invest in its future and in expanding its portfolio, having added a total of 23 events worldwide since 2020. These include, for example, the Cross Border E-Commerce Fair in Shenzhen – the first event of its kind in China – which was added during the current financial year. As well as this, the Group will be stepping up its activities in the North Chinese city of Tianjin. Located in the centre of the Circum-Bohai-Sea Economic Zone, the city’s economic importance is on a par with that of the Greater Bay Area and Yangtze River Delta and it is set to be a new global trade fair hotspot.”



Eight 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.

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