

messe frankfurt

# Messe Frankfurt Group Greater China

## Corporate Brochure 2022

Company  
introduction

Event  
brands

A promising  
future

# Contents



<b>02</b>	Messe Frankfurt Group
<b>06</b>	Messe Frankfurt in Greater China
<b>09</b>	New business
<b>11</b>	Our event brands in Asia & Greater China
<b>13</b>	Flagship trade fairs in Greater China
<b>15</b>	Trade fairs in 11 sectors
<b>34</b>	A sustainable future



# 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 the 'Exhibition Capacities 2021' figures unveiled 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 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  
**2,200**  
active workforce

**187**  
events worldwide

**28**  
subsidiaries

Around EUR  
**154m**

**50+**  
sales partners

Around  
**180**  
countries

# Events made by Messe Frankfurt around the world

With the help of around 2,200 employees, Messe Frankfurt organises 64 trade fairs worldwide, resulting in a group turnover of around EUR 154 million in 2021, after having been as high as €736 million in 2019 before the pandemic.

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 Techtexsil. 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 50 trade fairs are organised throughout the region.

light+building

prolight+sound

heimtextil

automechanika

creativeworld

paperworld

ambiente

techtexsil

tendence

texcare  
international

christmasworld

texprocess

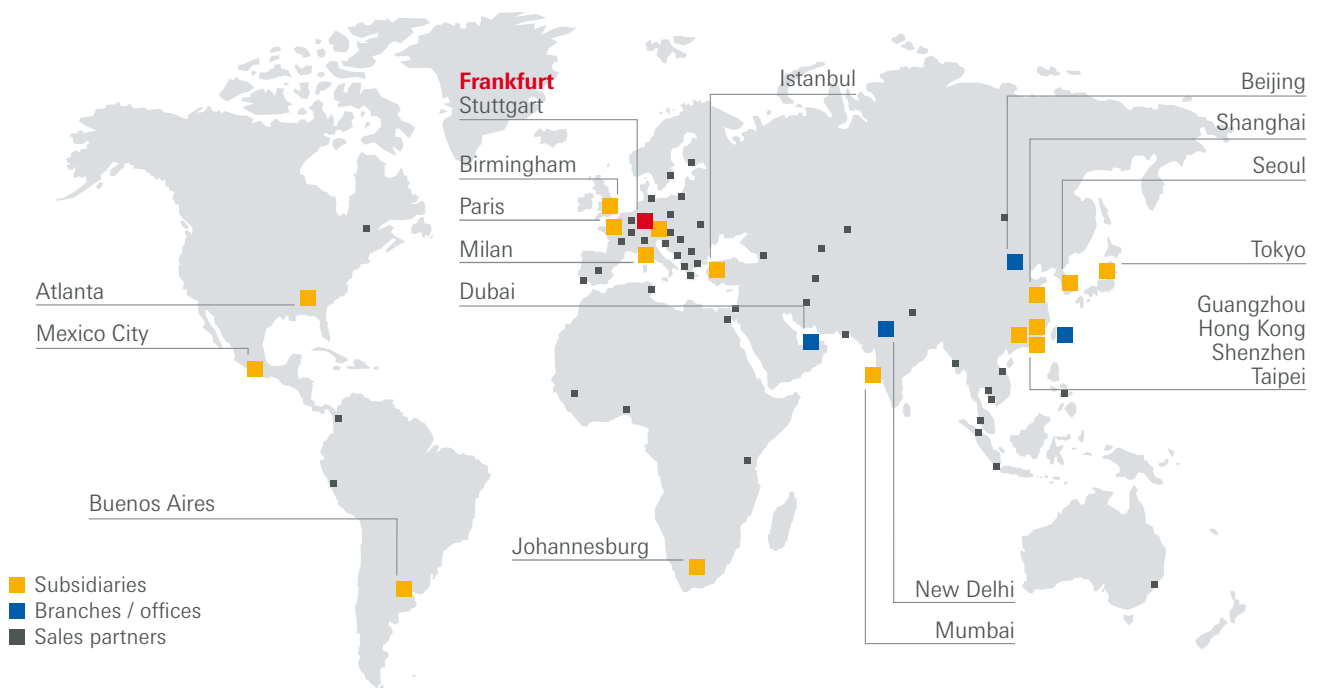
IFFA

TEXWORLD

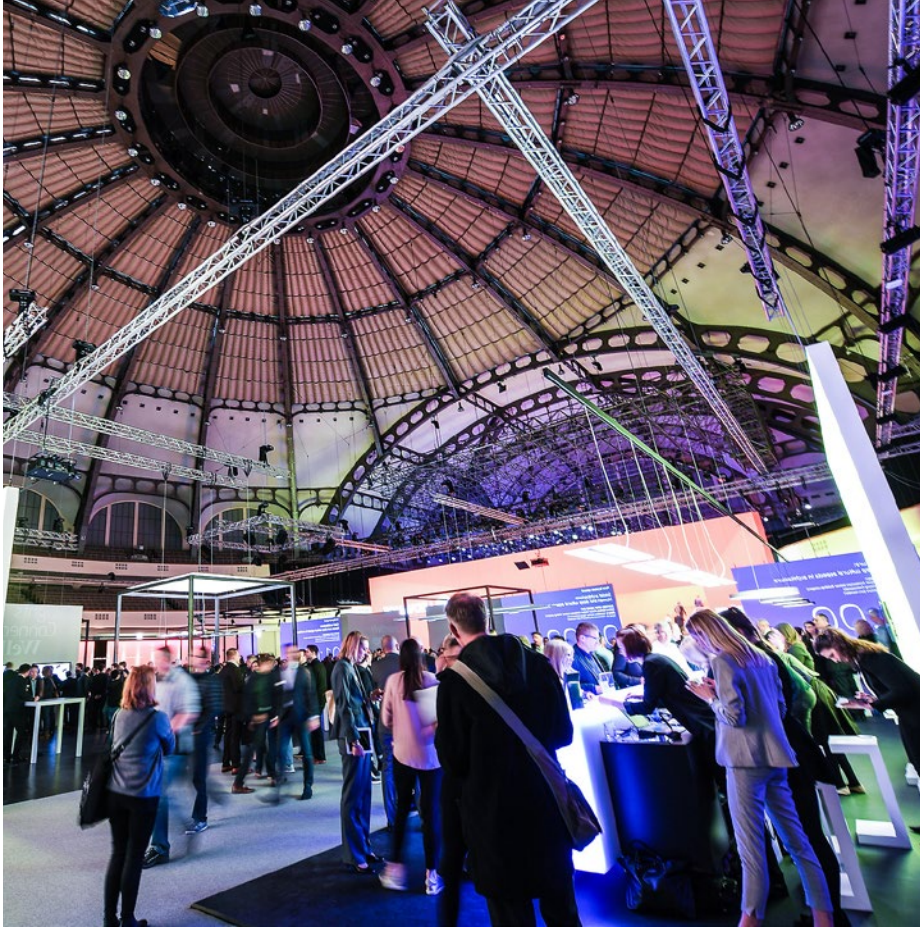
ISH

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**

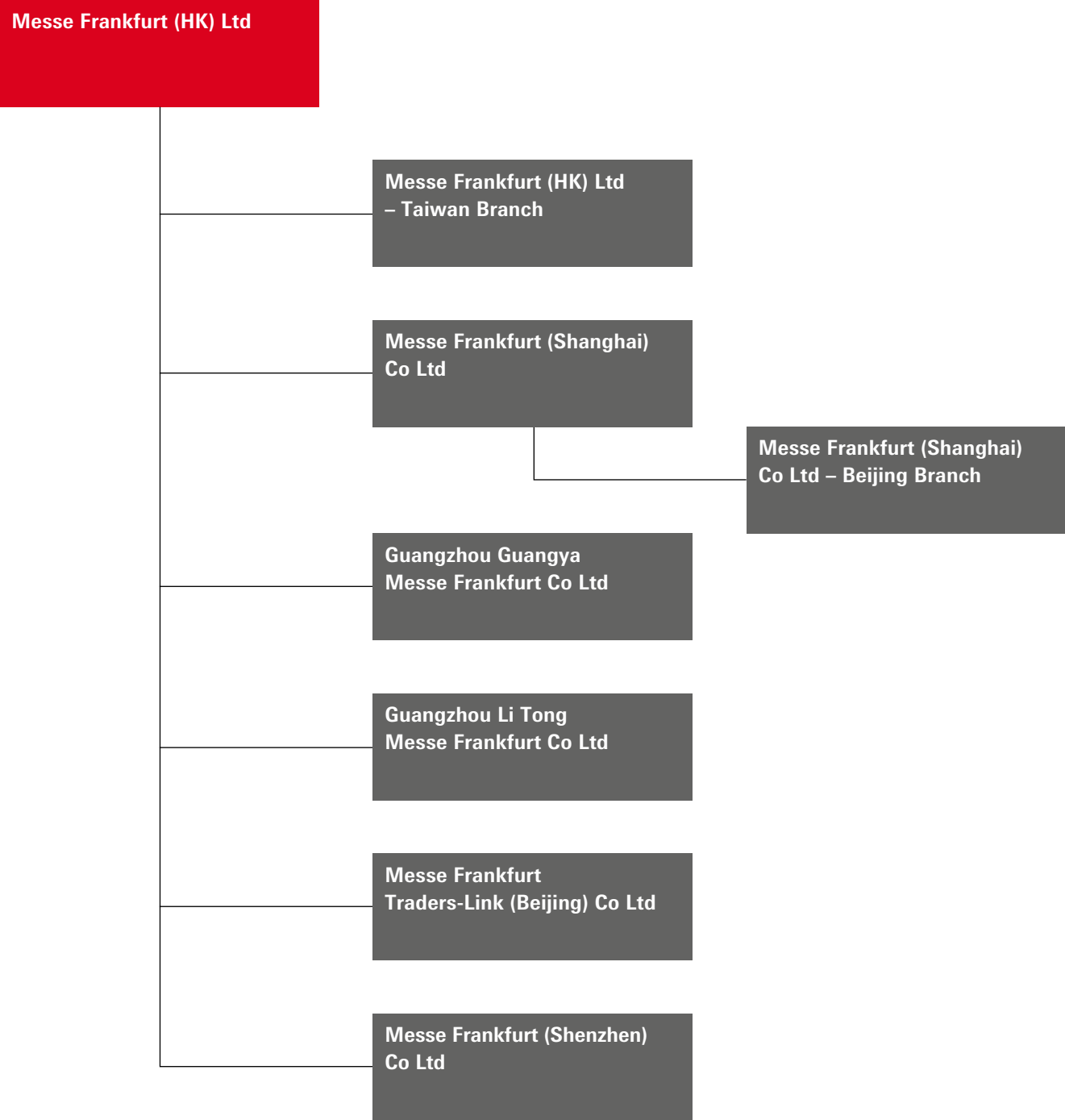
Messe Frankfurt understands customers' products, requirements and business potential and as a result in some market sectors our show brands help to set the industry agenda. We know the ins and outs of the market sectors and carefully track their development to create optimal concepts at all times. Importantly, 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 of 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
- 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





## 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 more than 30 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, Event & Entertainment Technologies 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

### China (Shenzhen) Cross Border E-commerce Fair to roll out two editions per year

Launched successfully in 2021, the inaugural edition of China (Shenzhen) Cross Border E-commerce Fair (CCBECC) received huge support and compliments from industry partners, exhibitors and visitors, confirming the enormous potential of China's cross-border e-commerce industry as well as the show's effectiveness.

Following the positive response to the inaugural edition and in line with the needs of the sector, CCBECC will take place on a biannual basis. Besides the September fair, there will be an additional Spring edition catering more effectively to consumers during important Chinese and international sourcing seasons each year. As two of the region's most comprehensive cross-border e-commerce platforms, the events will cover almost every aspect of the industry.

The next CCBECC will gather a collective of quality Chinese suppliers and internationally renowned e-commerce platforms. It will occupy 100,000 sqm of exhibition space and welcome 2,500 exhibitors from the entire industry chain, including manufacturers and suppliers, cross-border service providers and products, as well as e-commerce platforms and media.



# AMR welcomes new support in its new host city

The Auto Maintenance and Repair Expo (AMR) is co-organised by Messe Frankfurt Traders-Link (Beijing) Co Ltd, the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA). The fair is also one of the some 40 global events under Messe Frankfurt's Mobility and Logistics sector. Its next edition will be relocated to the new state-of-the-art National Convention & Exhibition Center in Tianjin.



On the strength of nearly 40 years in the Jing-jin-ji (Beijing, Tianjin, Hebei) region, AMR has developed into a highly internationalised annual event for China's automotive aftermarket industry. Its relocation from Beijing to Tianjin brings along new supporting organisations. The move aims to propel the business platform forward, offering opportunities to showcase products and exchange information alongside the country's latest economic development strategy for domestic and international markets.

In recent years, supportive policies have boosted the development of the Jing-jin-ji city cluster. As the host city of AMR, Tianjin, in particular, is one of China's major car manufacturing hubs covering the entire auto supply chain from parts manufacturing to car making and aftermarket services.

Ms Fiona Chiew, Managing Director of Messe Frankfurt Traders-Link (Beijing) Co Ltd, said: "Relocating AMR to Tianjin aims to assist various stakeholders in the auto repair and maintenance sector take on the region's rising opportunities. As a result, players from the entire aftermarket value chain can collaborate and grow together by taking advantage of the comprehensive resources from this high-quality business platform."

The upcoming AMR is welcoming new industry associations and supporting organisations as an upshot of branching out in the new host city. They will introduce product zones at the show that shine a light on growing trends and address unique local market needs. AMR also aims to connect players from not only the Jing-jin-ji region, but with those across the whole nation and globally.

To illustrate, the next edition will host an expected 1,000 domestics and overseas exhibitors, showcasing 8,000 leading brands across 100,000 sqm of exhibition space. Displays will cover auto maintenance, repair, parts and components, car care, accessories and customising, supply chain, new energy vehicle aftersales service and commercial vehicle.





# Our event brands in Asia & Greater China

In Asia, Messe Frankfurt (HK) Ltd organises nearly 50 trade shows with 41 of them held in the Greater China cities of Beijing, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenzhen, Tianjin and Taipei.

## Building Technologies

guangzhou electrical  
building technology

guangzhou international  
lighting exhibition

**ISH** **CIHE**  
CHINA

**ISH** **CIHE**  
SHANGHAI

parking  
CHINA

shanghai intelligent  
building technology

shanghai smart  
home technology

thailand  
building fair

thailand  
lighting fair

## Consumer Goods

 baby & stroller  
CHINA

**CCBEC**  
SHENZHEN

 Hong Kong International  
Stationery & School Supplies Fair  
香港國際文具及學習用品展

interiorlifestyle  
CHINA

 licensing  
CHINA

**music**  
CHINA

paperworld  
CHINA

 toy & edu  
CHINA

## Electronics & Automation Technologies

**pcim**  
ASIA

**SIAF**  
GUANGZHOU

smart  
industry solutions  
CHINA

## Event & Entertainment Technologies

prolight+sound  
GUANGZHOU

## Environmental Technologies

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

Food  
Technologies

meat pro  
ASIA

Manufacturing  
Technologies &  
Components

asiamold

3D printing  
ASIA

wire & cable  
GUANGZHOU

formnext  
SOUTH CHINA



Mobility &  
Logistics

automechanika  
SHANGHAI

automechanika  
KUALA LUMPUR

automechanika  
HO CHI MINH CITY

AUTO  
MAINTENANCE & REPAIR

CAPAS  
CHENGDU

Safety,  
Security &  
Fire

secutech

secutech  
THAILAND

secutech  
VIETNAM

Textile Care,  
Cleaning &  
Cleanroom  
Technologies

  
texcare  
ASIA

Textiles &  
Textile  
Technologies

cinte  
techtexsil  
CHINA

inter textile  
SHANGHAI apparel fabrics

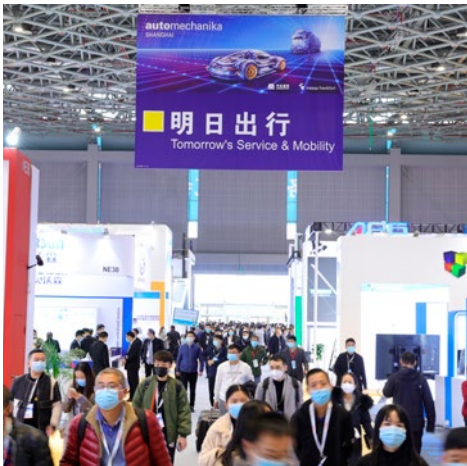
inter textile  
SHENZHEN apparel fabrics

inter textile  
SHANGHAI home textiles

yarn expo

DS printech  
CHINA

# Flagship trade fairs in Greater China



## 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

**automechanika**  
 SHANGHAI



## 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 and intelligent building markets

Year: 2021  
 Venue: China Import and Export Fair Complex, Guangzhou  
 Exhibition space: 185,000 gross sqm  
 Exhibitor number: 2,036  
 Visitor number: 97,688

**guangzhou international lighting exhibition**

**guangzhou electrical building technology**

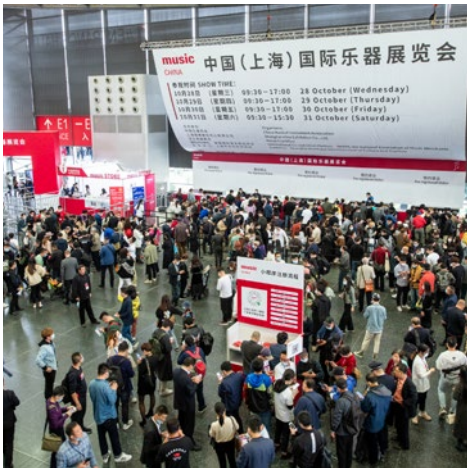




**One of the world's leading industry events for apparel fabrics and accessories**

Year: 2021  
 Venue: National Exhibition and Convention Center (Shanghai), Hongqiao  
 Exhibition space: Nearly 200,000 gross sqm  
 Exhibitor number: Nearly 3,300  
 Visitor number: Over 67,000

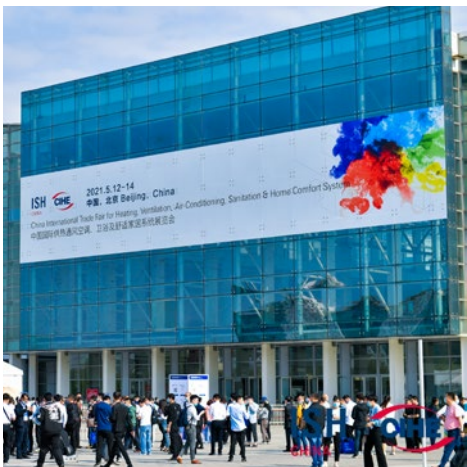
**inter**textile  
 SHANGHAI apparel fabrics



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

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

**music**  
 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

**ISH**  
 CHINA 

# Trade fairs in 11 sectors



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)

- As the industry's trendsetter, GILE has a responsibility to contribute to the sustainable development of the lighting industry. The fair strives to provide a platform for the lighting industry to communicate effectively and share the latest market trends. It also helps companies explore new ideas and business models, in order to respond effectively to changes on the horizon.
- The show focuses on its four key goals of technological innovation, strengthening individual market segments, promoting cross-industry collaboration and adding value to the lighting industry. In addition, the organisers work with the sector to promote a transition towards personalisation, digitalisation, energy-saving and quality improvement.
- The 27th edition of GILE held concurrently with GEBT featured 1,288 exhibitors and 128,202 visitors. The four-day fair promoted optimism within the lighting industry, seeking to share the latest developments and technological breakthroughs.

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

Guangzhou Electrical Building Technology (GEBT)

- Converging various technologies for the intelligent building and smart home sectors such as customised home theater systems and 'smart solutions' for homes, hotels, healthcare and community. Electrical engineering comes together with the latest solutions and technology in the market at GEBT, providing a platform for information exchange and industry growth.
- In 2022, GEBT held its 19th edition concurrently with GILE. Together the two fairs attracted 128,202 visitors and 1,288 exhibitors.

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

## Shanghai

Shanghai Intelligent Building Technology (SIBT)

Shanghai Smart Home Technology (SSHT)

Parking China (PKC)

- As platforms for 'connected intelligent systems', SIBT, SSHT and PKC are held concurrently, presenting the integration between the IoT, AI, AIoT, 5G and big data. The fairs demonstrate the application of these smart technologies in communities, buildings, offices, parking facilities, homes and hotels, as well as for home security, audio-visual applications, energy conservation and more. By showcasing innovative ideas and facilitating cross-industry integration, the fairs also provide a comprehensive overview of new development trends.



- With the Chinese government spearheading parking facility development, Parking China presents a wide range of smart parking products and solutions. The fair hosts a series of forums for industry players to get insights about the latest market trends as well as exchange ideas from China's parking industry.
- 'Shanghai Smart Office Technology' (SSOT) is a dedicated zone at SIBT which showcases smart office solutions. Together, SIBT, SSHT and PKC form a one-stop sourcing destination, encompassing the major areas of the 'smart ecosystem'.  
[www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn)  
[www.smartparkingchina.com](http://www.smartparkingchina.com)



### Thailand

Thailand Lighting Fair (THLF)

Thailand Building Fair (THBF)

- Technologies for smart, green and sustainable development in Thailand are showcased at THLF and THBF. This includes digital technologies, data solutions and new energy applications to improve quality of life everywhere from indoor spaces to cities. Together with the concurrent Secutech Thailand, the fairs attract a wide variety of local and overseas exhibitors and visitors.  
[www.thailandlightingfair.com](http://www.thailandlightingfair.com)  
[www.thailandbuildingfair.com](http://www.thailandbuildingfair.com)





- The first ISH China took place in 1996 in Beijing. In 2011, ISH China merged with one of the biggest local HVAC fairs, CIHE, and was renamed ISH China & CIHE, becoming Asia's leading HVAC exhibition.
  - ISH China & CIHE 2021 attracted 69,243 visitors and 980 exhibitors, covering 95,000 sqm of exhibition space at the New China International Exhibition Centre in Beijing.
  - Reflecting the rising international impact of ISH China & CIHE, in 2021 the 'Overseas Area' in hall E1 & W2 gathered renowned global companies to present a comprehensive array of exhibits. The German Pavilion impressed visitors with cutting-edge European HVAC technologies in hall E2. The 'Water Pump Zone' in hall W1 accommodated the growing demand for top brands of water pumps from all over the world, while the 'Clean Energy District Heating Area' in hall W3 showcased creative technologies and products for district energy heating.
- [www.ishchina-cihe.com](http://www.ishchina-cihe.com)



- To meet the heating market demand in Eastern and Central China, the first ISH Shanghai & CIHE took place in September 2012. The 2019 edition covered 11,500 sqm and attracted 197 exhibitors and 19,326 visitors from 41 countries and regions.
  - Leading domestic and overseas brands exhibited a complete range of the latest technologies including floor cooling and heating systems, surface heating and electric heating systems. The European Pavilion participated to capitalise on the rapid development of the HVAC market. Renowned HVAC brands from Germany, Italy and the UK brought top-of-the-range European heating products and technologies. The 'Premium Area' was also introduced to display outstanding technologies and products under the themes of technology, quality, design and technical skills.
- [www.ishshanghai-cihe.com](http://www.ishshanghai-cihe.com)



- Jointly organised with the Hong Kong Trade Development Council, the Hong Kong International Stationery & School Supplies Fair is well established in Asia as the first show in the calendar year for the region's stationery sector.
- It gains continuous support from industry associations including those from Korea, Malaysia, Taiwan and Thailand in the form of pavilion participation and delegation visits.
- The fair provides a one-stop sourcing platform for industry players and welcomes over 20,000 international buyers every year, especially from the South China region and the rest of Asia.

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

## interiorlifestyle

CHINA



- An extension of Ambiente, the world's leading event for the consumer goods sector, Interior Lifestyle China was first held in Shanghai in 2007.
- The fair serves as an ideal platform for middle-class household and lifestyle related 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](http://www.il-china.com)

## paperworld

CHINA



- Beginning in 2020, Messe Frankfurt (Shanghai) Co Ltd joined 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 stationery, office supplies and hobby & craft items.
- 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 editions, the number of visitors has grown by more than 15%, with the 2019 fair 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 330 entries from 14 countries and regions in 2021, the awards have developed into the most professional of their kind for the Chinese stationery industry.

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



**The leading toy, baby and licensing fairs in South China**

- The next annual fairs will see a new and improved exhibition featuring the latest products and IPs. Located in the world’s toy trading hub – Guangdong province, the Shenzhen International Stroller, Mother and Baby Product Fair (Baby & Stroller China), the Shenzhen International Toy & Education Fair (Toy & Edu China), and the Shenzhen International Licensing & Licensed Product Fair (Licensing China) are a one-stop platform for global industry insiders to get a foothold in the huge China market.

**Greater Bay, greater play**

- Since 2020, the fairs 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. Shenzhen is the most economically vibrant city in the area and the newest technological hub in China. With the strong momentum of the city’s development, the fairs proved to be the key platforms for winning back business and identifying market developments. Held across 130,000 sqm of exhibition space, the 2021 shows attracted a total of 1,413 exhibitors who crossed paths with 82,481 visitors.



**Milestones**

- 1989: The first edition of Toy & Edu China was launched.
- 2010: Baby & Stroller China is introduced as a concurrent fair with Toy & Edu China.
- 2015: Messe Frankfurt joins as a co-organiser of the two fairs alongside the Guangdong Toy Association (GDTA), building up a solid reputation both domestically and internationally. Benefiting from the booming demand in China, the size of both fairs continues to increase each year.
- 2020: The fairs relocate to Shenzhen from Guangzhou.
- 2020: Licensing China makes its debut.
- 2020: The fairs become the first physical events to take place in Mainland China for their respective sectors since the outbreak of the pandemic.
- 2021: The fairs attract 82,481 visitors, up 34% from the previous year, marking the biggest jump in 5 years.

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







## CCBEC

SHENZHEN

- As one of the largest cross-border e-commerce trade fairs in the country, China (Shenzhen) Cross Border E-commerce Fair (CCBEC) attracts quality suppliers from almost every category, together with internationally renowned brands. With participation from a vast number of local and international e-commerce platforms and service providers, the show connects Chinese suppliers to global markets, and the world to China.
- A series of educational events cover topical e-commerce issues. In addition, experts dive into practical problems that industry practitioners are facing and provide effective solutions.
- In order to cater more effectively to consumers during important Chinese and international sourcing seasons each year, CCBEC will launch a new Spring edition at the Shenzhen World Exhibition & Convention Center, with the scale of its Spring edition exceeding 50,000 sqm and the September edition surpassing 100,000 sqm.

[www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com)

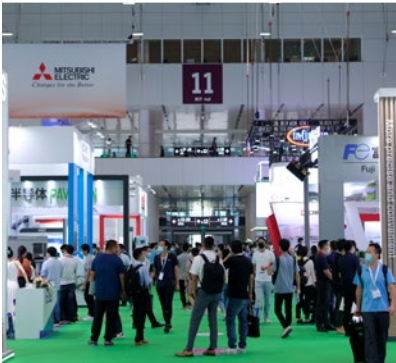


## music

### 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](http://www.musikmesse-china.com)

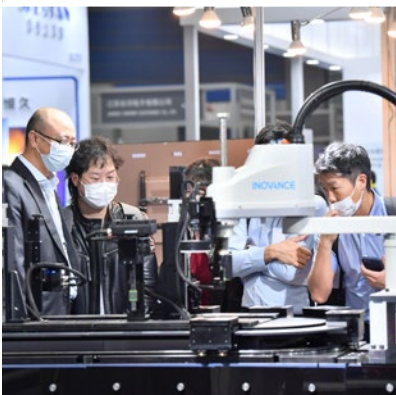


## pcim ASIA

### Power the Intelligent Motion & Renewable Energy

- As the sister show of PCIM Europe, PCIM Asia is one of the leading exhibitions and conferences in the field of Asian power electronics, and has built up connections between professionals in the industry for over 20 years.
- Leading enterprises and institutions from all over the world showcase cutting-edge products, technological achievements and related applications of power electronics, intelligent motion, renewable energy and energy management.
- The 'PCIM Asia Conference' invites power electronics professionals to share their latest research, and discuss the latest trends in technology development through oral session, poster sessions, keynotes, special sessions and tutorials.
- Theme pavilions including 'E-mobility', 'Renewable Energy Pavilion' and 'Third-generation Semiconductor', 'Poster Session Area' (part of the conference), 'Newcomer Pavilion' and 'University Zone' shine a light on key areas of progress in power electronics.

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

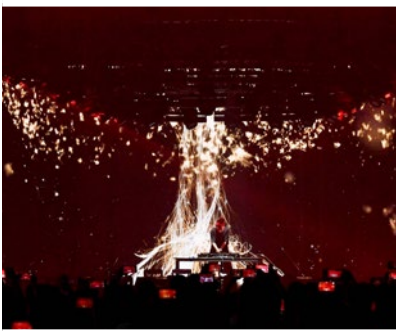
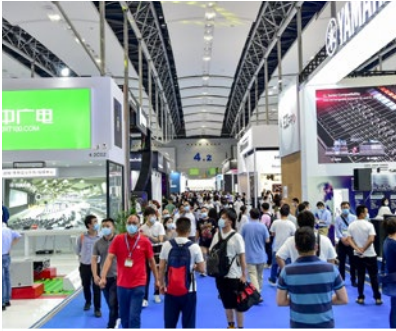


## SIAF GUANGZHOU

- 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 (Smart Production Solutions, 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 2022, the two fairs welcomed 408 exhibitors and 23,825 visits.
- 'The Carbon Neutrality Boosts the Development of Industrial Internet Conference' and 'TSN/A Forum' are two prominent concurrent events scheduled for the next exhibition. The former focuses on the new challenges and opportunities that carbon neutrality presents to the industrial internet, while the latter examines the technological aspects of time-sensitive networking in industrial automation.

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





## prolight+sound GUANGZHOU

- First held under Guangdong International Science & Technology Exhibition Company (STE) in 2003, a strategic cooperation with Messe Frankfurt to co-organise Prolight + Sound Guangzhou (PLSG) was established in 2013.
  - The 2021 edition ended on a high note in terms of industry participation. 1,386 exhibitors and 82,740 visitors across the global entertainment and pro AV industry trusted PLSG as the platform to access the promising China market.
  - With a core focus on digitalisation, the fair's halls are arranged across the five main product categories of pro audio, lighting & stage equipment, communication & conferencing, media systems & solutions and KTV & Theatre K. Pub. In recent years the fair's footprint has extended to encompass more product applications in direct and vertical market sectors, including: entertainment, building, commercial, cultural and tourism, and education. This wide coverage creates more opportunities through vertical and horizontal integration across the entire value chain.
  - 'Tech meets culture' is one of the show's key spotlights. To bring more attention to the latest innovations and system integrations, PLSG formulates new methods for exhibitors to present their products, solutions and technologies. PLS Unicorn Series: 'Xtage' and 'Immersive Entertainment Space' welcome specialist exhibitors to combine advanced lighting, sound and digital technology to create a unique, interactive and entertaining cultural experience for audiences.
  - Digital innovation is an ever present theme of the fringe programme, including the 'PLSG Annual Training Course' which offers comprehensive information on technological challenges, applications, standardisation and the future of the industry. It provides an overview of pro audio and lighting technology as well as advances in entertainment, integrated systems and creative industries.
  - Amid the pandemic, 'PLSG: Live and Online' garnered over 169,000 views with bilingual exhibitor interviews, live streamed expert lectures, online product search and business matching services. This helped domestic brands explore wider business opportunities and expand their footprint in overseas markets to promote dual circulation and entertainment and pro AV industry development.
- [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com)



- Launched in 2006, Eco Expo Asia is jointly organised by Messe Frankfurt and the Hong Kong Trade Development Council. It has received support from the Environment and Ecology Bureau of the HKSAR Government as a co-organiser since 2009 and becomes one of the HKSAR 25th anniversary celebration events in 2022.
- The show has adopted a hybrid format with the digital exhibition spanning over two weeks supporting wider international participation. The 16th edition of the expo welcomed 211 exhibitors from 9 countries and regions; and 16,127 buyers attended the physical exhibition.
- The 'Guangdong-Hong Kong-Macao Greater Bay Area' 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 from their respective regions. The Province's National Development and Reform Commission agreement established an environmental development alliance which will further strengthen collaboration among the cities within the Greater Bay Area.
- The 'Eco Asia Conference' presents a wide range of topics around the latest government policies, industry trends and green technologies as well as the development of circular economies.
- The fair is supported by nearly 40 local and international trade associations and government agencies. Future development involves capturing opportunities in Asia's fast-growing markets, especially China.

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

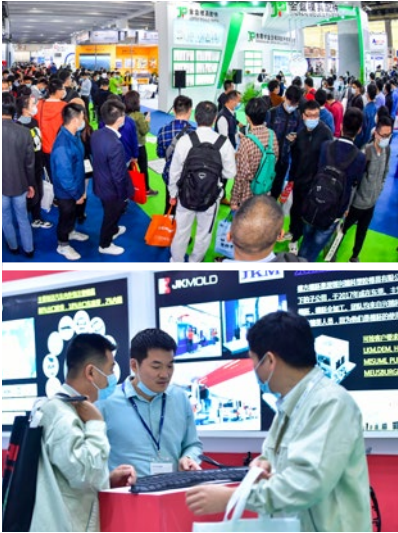


## meat pro ASIA

- In an expansion into the fast growing meat processing sector, in 2020 Messe Frankfurt announced a partnership with VNU Group to launch Meat Pro Asia.
- Strategically positioned in Bangkok, the fair is a gateway to opportunities not just in Thailand but also the wider Asia market.
- Held on a biennial basis concurrently with VIV Asia (one of the largest feed to food trade fairs in Asia), 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 slaughterhouse, meat processing industry, butchery trade, foreign trade (import/export), retail, wholesale, food and non-essential provisions industry, catering, restaurants, hypermarkets, suppliers and other industries.

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





## asiamold 3D printing

ASIA

- Since its launch in 2007, Asiamold has become 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 smart manufacturing sector.
- In 2022, Asiamold and SIAF collectively welcomed 408 exhibitors. In-line with China's industrial manufacturing development targets, special thematic areas including mould making, 3D printing, die casting and forging, laser welding and metal processing technologies were featured to expedite fairgoer's sourcing needs.

[www.asiamold-china.com](http://www.asiamold-china.com) [www.3dprintingasiaexpo.com](http://www.3dprintingasiaexpo.com)



## formnext

SOUTH CHINA



- Formnext + PM South China aims to assist industry players to unlock extensive business opportunities in both the fields of advanced materials and innovative manufacturing technologies & equipment. Leveraging the success of Formnext in Frankfurt and PM China in Shanghai (the leading industry platform for additive manufacturing, powder metallurgy and advanced ceramics), the synergy from the two fair brands facilitates the exchange of ideas between industry professionals and brings a positive impact to the manufacturing sector.
- The debut edition of Formnext + PM South China concluded successfully on 11 September 2021 at the Shenzhen World Exhibition and Convention Center. Held across 15,000 sqm of exhibition space, the fair attracted 199 exhibitors and 9,330 visitors to participate. 80 concurrent events were successfully held sharing the latest industry insights.

[www.formnext-pm.com](http://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.
- The platform serves as one of the largest events in its sector in South China, attracting 220 exhibitors and 11,824 visitors in 2021.
- The fair features an array of product zones to address the ever increasing industry demands in the region.

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



## automechanika

SHANGHAI

- Recognised as one of the most influential trade fairs in the automotive industry, Automechanika Shanghai (AMS) continues to bring together and build up the automotive ecosystem.
- In 2020, AMS welcomed 3,845 exhibitors and 79,863 visitors throughout 280,000 sqm of exhibition space.
- The digital platform, 'AMS Live', offered industry players a digital toolkit to connect seamlessly and help them stay on-trend with 2,900 potential suppliers and over 50 video recordings and livestreamed events. The platform marked 286,937 page views from 141 countries and regions in 2021.
- The next edition will feature more in-depth of coverage across hot themes including technological innovations, green repair, alternative drives and smart logistics, as well as collaborations with a wider range of auxiliary players triggering a host of new services, business models and development opportunities.

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



## automechanika

KUALA LUMPUR

- Automechanika Kuala Lumpur (AMKL) is Malaysia's leading regional trade fair for the automotive industry targeting trade visitors from ASEAN. The 12th edition will be held at the Kuala Lumpur Convention Centre and carries the theme 'Sourcing • Entertainment • Training'. More than 300 exhibitors will showcase their latest products and services in five exhibition halls.
- The show's conference and workshops will cover diagnostics & repair, body & paint, Industry 4.0, truck & bus as well as logistics, offering a set of high quality solutions and services in the passenger, commercial vehicle and IoT segments.

[www.automechanika-kl.com](http://www.automechanika-kl.com)



## automechanika

HO CHI MINH CITY

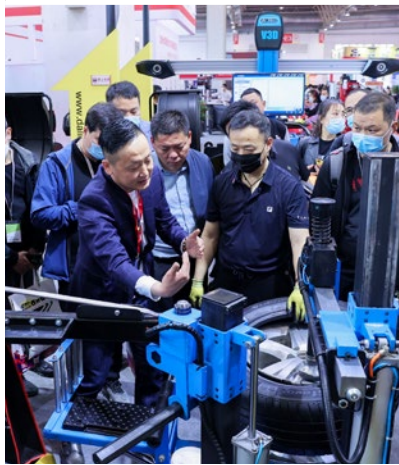
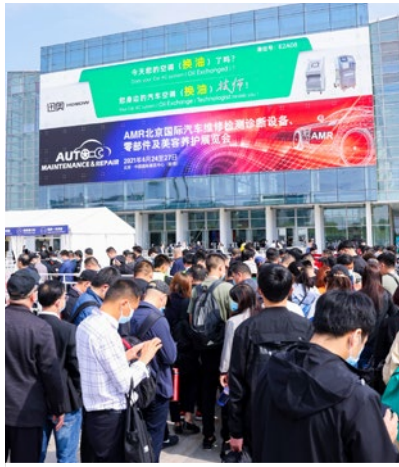
- Automechanika Ho Chi Minh City is driven by passion and fueled by local and international participants, ranging from original equipment to the aftermarket. This wide coverage places the fair as an influential growth engine at the heart of Vietnam's automotive community.
- Four industry segments with their related products and services are showcased, including automotive manufacturing and automation, in addition to the passenger vehicle, commercial vehicle and motorcycle sectors.
- A series of unique industry events offer fairgoers an unforgettable experience. These comprise of the 'Automechanika Connected Exchange Conference', 'Match Up – A year-round business matching programme', 'Smart Factory and Industry 4.0 Conference', 'AutoFest@HCMCity', 'Auto Service & Maintenance Workshop', 'Drift & Stunt show', 'Networking Happy Hour and Auto NITZ Party' and more.

[www.automechanika-hcmc.com](http://www.automechanika-hcmc.com)





**AUTO**  
MAINTENANCE & REPAIR



- The Auto Maintenance and Repair Expo (AMR) is a leading business platform for China's automotive aftermarket. The show has had roots in the Jing-jin-ji (Beijing, Tianjin, Hebei) region for nearly 40 years and continues to expand its influence in the interest of automotive development.
- In recent years, supportive government policies have led to the rapid development of the region and the continuous increase in the supply and demand of vehicles. To usher in new opportunities and further exert the show's influence in the region, the next AMR will be relocated from Beijing to Tianjin with a rejuvenated outlook.
- The National Convention & Exhibition Center (Tianjin) is the new flagship exhibition ground in North China. The fairground is strategically positioned and serves as a crucial component in Tianjin's role for advancing the Jing-jin-ji region by sharing trade and economic activities with the capital city.
- AMR 2021 attracted 952 exhibitors and 46,352 visits, occupying an exhibition area of 90,000 sqm and achieving 186 onsite-to-online business matching meetings through 'AMR Online', and 406 new product launches during the show days.
- Responding to the rise of emerging technologies and changing consumption patterns, AMR will introduce new specialised zones (including the 'Commercial vehicle zone', the 'Car wash zone', and the 'Automotive culture & customising zone') on top of the fair's staple areas in auto maintenance, repair, parts and components, and car care.

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

**CAPAS**  
CHENGDU



- The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) made its debut in 2014. It is the first show for the industry in Southwest China in the company's portfolio and has become one of the top 10 exhibition brands in Sichuan Province.
- In 2022, the 8th edition attracted 407 exhibitors and 10,269 trade visitors, spanning across an exhibition space of 35,000 sqm at the Chengdu Century City New International Exhibition & Convention Center. A total of 14 fringe events were organised to provide comprehensive industry information and networking opportunities. A number of these events were broadcasted live, receiving some 34,850 online views.
- Catering to the Chengdu and Chongqing automotive industry as well as the regional economy and local demands, CAPAS focuses on three themes. These include the coordinated development of the Chengdu and Chongqing automotive industry, new energy and AIoT technological innovation, and diversified products and services to fulfill demand from the domestic aftermarket.

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



secutech

secutech

THAILAND

secutech

VIETNAM



- In 2009, Messe Frankfurt acquired a&s Group and Messe Frankfurt New Era Business Media Ltd was then formed as the new organiser of the Secutech fairs. The company name was changed to Messe Frankfurt (HK) Ltd – Taiwan Branch in October 2021.
- 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 the internet of vehicles; and ‘Fire & Safety’ serving as Asia’s regional platform for intelligent fire safety and disaster prevention.
- After a warm reception to its online services in 2022, Secutech provides a digital platform to supplement the physical fair. This allows international participants to network and conduct business meetings despite travel restrictions caused by COVID-19.

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

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

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



- 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 one of the largest exhibitions 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](http://www.texcare-asia.com)



## intertextile

SHANGHAI apparel fabrics

### The global apparel textile flagship

- The Autumn 2021 edition of Intertextile Shanghai Apparel Fabrics was a great success with nearly 3,300 exhibitors from 19 countries and regions, and over 67,000 visitors participating in nearly 200,000 sqm of exhibition space. The fair has successfully integrated into a hybrid platform with O2O services, and continues to stimulate industry recovery and solidify its global apparel textile flagship status.
- Following the success in the 2020 fair, the 2021 edition has also introduced the 'Intertextile Hub', which brings together all of the fair's digital tools to enhance efficiency and user-experience for online buyers and exhibitors. It includes: Live streaming of fringe events, an interactive sourcing platform and 'Connect PLUS'.
- 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, 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 2021 included: the 'intertextile FORUM', the 'e-commerce Forum: How e-Commerce is adapting post-pandemic and scaling up'; and the 'Sustainable Fashion Forum' exploring how to make sustainable fashion accessible to everyone.

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



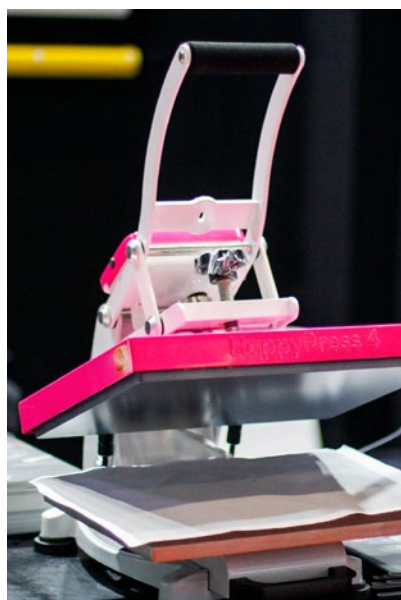
## intertextile

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.
- Since the 2020 edition, the show moved to a brand new venue – the Shenzhen World Exhibition and Convention Center. A total of 886 exhibitors from eight countries and regions, together with 24,463 visitors from 28 countries and regions participated in the fair, spanning across 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 Guangdong. 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](http://www.intertextileapparel.com)





## intertextile

SHANGHAI home textiles

### Autumn Edition

- The first fair was held in 1995 in cooperation with the Sub-Council of Textile Industry (CCPIT) and 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 2021, the fair attracted 749 exhibitors from 10 countries and regions as well as 20,106 visitors from 41 countries and regions in an exhibition area of 99,099 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 2021 edition attracted 18,951 visitors to source from a total of 216 exhibitors when it was held alongside the Group's other textiles fairs: Intertextile Shanghai Apparel Fabrics and Yarn Expo Spring.

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

## DS printech

CHINA

### Shanghai and Guangzhou Editions

- Co-organised by Messe Frankfurt (HK) Ltd, 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 allows industry players to explore the fast growing digital and screen printing markets in China, with alternating locations to cover regions that are important to the sector.
- The next DS Printech China is estimated to attract over 200 exhibitors and more than 10,000 visitors at the China Import and Export Fair Complex. An online platform will also be available for overseas participants.

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



## yarnexpo

### Yarn Expo

- 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.
- The 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 fiber products on offer.

### Yarn Expo Autumn

- The 2021 Autumn Edition attracted 429 exhibitors and 13,037 visitors in an exhibition space covering 26,000 sqm.  
[www.yarnexpo-autumn.com](http://www.yarnexpo-autumn.com)

### Yarn Expo Spring

- The 2021 Spring Edition attracted 386 exhibitors and 21,204 visitors in an exhibition space covering 26,000 sqm.  
[www.yarnexpo-spring.com](http://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](http://www.yarnexpo-shenzhen.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 switched 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 2021 edition attracted 366 exhibitors and 14,868 visits across an exhibition space of 26,000 sqm.  
[www.techtexsilchina.com](http://www.techtexsilchina.com)



# Sustainability drives sales

## Messe Frankfurt aiming for €400 million

Messe Frankfurt is back on the international trade fair stage, including at its Frankfurt base. In spite of the difficult economic situation in financial years 2020 and 2021 owing to the pandemic, the company continued to invest and took important strategic decisions for its future. In addition to digitalisation, Messe Frankfurt is working to make its business practices even more sustainable.

Speaking at a Corporate Press Conference, Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, was optimistic: “The high level of interest in events held under the Messe Frankfurt umbrella, both in Germany and internationally, permits us to look to the future with confidence and optimism. If everything goes according to plan, if we are free to organise trade fairs – and, in turn, if the event business continues to return to normal – we expect sales for the current financial year to be more than €400 million.”

### **Sustainable for future generations**

The Messe Frankfurt Group is continuing to drive forward sustainability as a central pillar of

its corporate strategy and part of its corporate DNA. The Group, which has been a member of UN Global Compact since 2010, has continued to lay important groundwork for a green future this year. With the Sustainability Board, it set up a company body that drives forward sustainable development at Messe Frankfurt – from goals and measures to ultimate implementation by the relevant departments. As Wolfgang Marzin explains: “Our company aims to generate profits in a socially and environmentally compatible way so that future generations will be able to engage in responsible business development as well.”

### **Space and capacity for new ventures**

As Detlef Braun, Member of the Executive Board of Messe Frankfurt, stresses: “Messe Frankfurt believes that it is far better to be active than passive. Our core brands are assets with which we generate growth. Every now and then, we also need to undertake some ‘hygiene measures’ to keep our events healthy.” The consumer goods fairs at the company’s Frankfurt base are being strategically restructured. As

of February 2023, Ambiente, Christmasworld and Creativeworld will be grouped together under one roof. Paperworld will be merged with this new format.

Other key events have returned in new dates to better accommodate the trade fair calendar. The power house textile trio Techtexsil, Texprocess and Heimtextil successfully restarted during a summer special at the company’s Frankfurt base. With around 60 textile events in all, Messe Frankfurt is helping to increase the visibility of the UN’s Sustainable Development Goals. As part of its Texpertise network, the company has been working closely together with the Conscious Fashion and Lifestyle Network and the United Nations Office for Partnerships since 2019.

Automechanika – which will be held between 13 and 17 September – is well on its way back to a size befitting an international event. An estimated 2,500 exhibiting companies are expected. 80 percent of manufacturers are coming from outside Germany – including the most important key accounts.



# 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](http://www.messefrankfurt.com.hk).

## **Messe Frankfurt (HK) Ltd**

35/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong  
Tel: +852 2802 7728  
Fax: +852 2598 8771  
[info@hongkong.messefrankfurt.com](mailto:info@hongkong.messefrankfurt.com)

## **Messe Frankfurt (Shanghai) Co Ltd**

11/F, Office Tower 1, Century Metropolis, 1229 Century Avenue  
Pudong New Area, Shanghai 200122, P.R. China  
Domestic tel: 400 613 8585  
Overseas tel: +86 21 6160 1155  
Fax: +86 21 6168 0788  
[info@china.messefrankfurt.com](mailto:info@china.messefrankfurt.com)

## **Messe Frankfurt (Shanghai) Co Ltd, Beijing Branch**

Room 1721, Tower 2, Bright China Chang An Building  
No. 7 Jian Guo Men Nei Avenue, East District  
Beijing 100005, P.R. China  
Domestic tel: 400 613 8585  
Overseas tel: +86 21 6160 1155  
Fax: +86 10 6510 2799  
[info@china.messefrankfurt.com](mailto:info@china.messefrankfurt.com)

## **Messe Frankfurt Traders-Link (Beijing) Co Ltd**

Room 1202, Building E, ULO Park  
601 Wangjingyuan, Chaoyang District  
Beijing 100102, P.R. China  
Tel: +86 10 8471 0628 / +86 10 8472 8428  
Fax: +86 10 8472 3019  
[info@china.messefrankfurt.com](mailto:info@china.messefrankfurt.com)

## **Guangzhou Guangya Messe Frankfurt Co Ltd**

Unit B 3107, Centre Plaza, No.161 Linhexi Rd, Tianhe District  
Guangzhou, 510620, P.R. China  
Tel: +86 20 3825 1558  
Fax: +86 20 3825 1400  
[info@china.messefrankfurt.com](mailto:info@china.messefrankfurt.com)

## **Guangzhou Li Tong Messe Frankfurt Co Ltd**

Room 1520, Dongshan Plaza  
No 69 Xian Lie Zhong Road, Yuexiu District  
Guangzhou 510095, P.R. China  
Tel: +86 20 8358 7037  
Fax: +86 20 8358 7016  
[info@china.messefrankfurt.com](mailto:info@china.messefrankfurt.com)

## **Messe Frankfurt (Shenzhen) Co Ltd**

609, Building C, Dongfang Xin Tiandi  
Caitian Road, Futian Street, Futian District  
Shenzhen 518026, P.R. China  
Tel: +86 755 8299 4989  
Fax: +86 755 8299 2015  
[info@china.messefrankfurt.com](mailto:info@china.messefrankfurt.com)

## **Messe Frankfurt (HK) Ltd, Taiwan Branch**

8/F, No. 288, Sec. 6  
Civic Boulevard, Xinyi District  
Taipei 110, Taiwan  
Tel: +886 2 8729 1099  
Fax: +886 2 2747 6656  
[info@taiwan.messefrankfurt.com](mailto:info@taiwan.messefrankfurt.com)