

Press release

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Messe Frankfurt announces participation in inaugural China International Import Expo

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Messe Frankfurt Group, the world's largest trade fair, congress and event organiser with its own exhibition grounds, will participate as an exhibitor itself in the inaugural China International Import Expo (CIIE) to be held in Shanghai this 5 to 10 November. The fair is considered a major diplomatic event for China, supported by the highest levels of the Chinese government, and will feature around 2,800 exhibitors from more than 130 countries and regions.

Taking place on the 40th anniversary of China's economic opening to the world, CIIE is intended to usher in a new round of Chinese economic liberalisation. As the organiser of over 50 trade fairs and exhibitions in Greater China across 11 diverse industry sectors, and with 31 years' experience in the region of doing so, Messe Frankfurt is gearing up to showcase how these trading platforms excel at connecting China to global markets, and the world to China.

Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt Group elaborated: "A key reason we are participating in the first-ever China International Import Expo is that our core business activities align so closely with the objectives the Chinese government has set for the fair. These include a further opening up of the Chinese market to the world, providing a platform to launch international trade, and promoting trade liberalisation and economic globalisation, all of which our global network of events help facilitate."

He continued: "As we have steadily expanded our business from our German base to more and more worldwide regions, China has remained one of our most important international markets, and we expect it to become even more integral for our business as the country embarks on this new effort to develop stronger economic ties with trading partners around the world. That is why we are proud to organise this corporate booth at an overseas event."

As a major aspect of CIIE will be telling China's import story, the fair has attracted a strong international exhibitor profile, including more than 200 of the Fortune Global 500 companies. Messe Frankfurt will participate in hall one of the National Exhibition and Convention Center, the Trade in Services hall, with a 300 square metre booth located at 1C3-002. The fair also features six Trade in Goods areas, namely High-end Intelligent Equipment; Consumer Electronics & Appliances; Automobiles; Apparel, Accessories & Consumer Goods; Food & Agricultural Products; Medical

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Equipment & Medical Care Products. A National Trade Investment Zone includes the much-anticipated China Pavilion, as well as participation from 80 other countries, while the Hongqiao International Economic and Trade Forum takes place on day one of the fair, with a focus on topics related to the overall objectives of the fair.

The company will use the fair as an opportunity to promote its global network to a largely Chinese audience. In 2017, a total of 146 trade fairs and exhibitions were held under the Messe Frankfurt umbrella, 98 of these taking place outside Germany. Every year, the company's fairground plays host to some 280 trade fairs, exhibitions, congresses, events and conferences, including international flagship events such as Automechanika, IFFA, ISH, Light + Building, Musikmesse, Prolight + Sound and Texcare. The consumer goods industry comes together in Frankfurt for Ambiente, Christmasworld, Creativeworld, Paperworld and Tendence, while the portfolio of textile fairs includes Heimtextil, Techtexsil and Texprocess.

For further information, please visit

<https://www.hk.messefrankfurt.com/hongkong/en/company/CIIE.html>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de