

Press release

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Messe Frankfurt returns to second China International Import Expo

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Following the success in 2018 of both the inaugural fair and the Messe Frankfurt Group's participation, the company will once again exhibit at the 2019 China International Import Expo (CIIE) alongside more than 3,000 other international companies from 150 countries and regions. The second CIIE will be held in Shanghai from 5 to 10 November.

With the fair once more focusing on providing a platform to launch international trade and promoting trade liberalisation & economic globalisation, Messe Frankfurt, with a network of events in 30 countries around the world, is well poised to showcase how these trade platforms excel at connecting China to global markets, and the world to China. The company will participate in the newly renovated hall 1.1 of the National Exhibition and Convention Center, the Trade in Services hall, with a 300 square metre booth located at 1.1C5-03.

Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt Group commented: "Our participation in the inaugural CIIE last year was a great success, and provided the ideal platform to foster closer relations with our partners in the public sector, and our existing business partners in China. We were also highly satisfied with the opportunities the fair provided to meet with many potential partners who were looking to expand their business abroad. There is a clear interest from Chinese companies to internationalise further, and CIIE is highly regarded throughout the private and public sectors as one of the best platforms to explore these opportunities."

The organisers of CIIE, the China International Import Expo Bureau, also visited Messe Frankfurt headquarters in May this year. Discussions around potential areas of cooperation between the two organisations were held, with both sides resolving to continue to explore possibilities to work together in the future.

China International Import Expo 2019

Hosted by the Ministry of Commerce of the People's Republic of China and the Shanghai Municipal People's Government, the fair's partners include the World Trade Organization, United Nations Conference on Trade and Development and United Nations Industrial Development Organization.

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In addition to Trade in Services, other product categories include Automobiles, Equipment, Sci-tech Life, Lifestyle, Medical Equipment & Health Care Products and Food & Agricultural Products. The organisers have announced that this year's fair will expand in size from 270,000 to 300,000 square meters, with two additional halls and a new outdoor area in use this edition. New elements, such as autonomous driving technology and elderly care services, will also be added, while around 60 country pavilions will feature. The Hongqiao International Economic Forum, which focuses on open economy, innovation and cooperation, will also be held as part of the expo.

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds, and will utilise its participation at CIIE to promote the company's global network of events. In 2018, some 150 trade fairs and exhibitions were held under the Messe Frankfurt umbrella, around 100 of these taking place outside Germany. Last year, the company's fairground played host to 39 world leading shows, and Messe Frankfurt organised in total 507 trade fairs, exhibitions, congresses, events and conferences worldwide, 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, Techtexil and Texprocess. In 2018, more than 101,000 exhibitors and about 4.8 million visitors attended shows in Frankfurt and made by Messe Frankfurt around the globe.

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 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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.