

ISH 2019: proportion of international visitors climbs to record level

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ISH, the world's leading trade fair for HVAC + Water, once again gave an impressive demonstration of its importance for German and international visitors and exhibitors. Achieving the climate targets is only possible by interconnecting systems and trades. With innumerable solutions, the global meeting place generated a plethora of fresh and future-oriented impulses.

From 11 to 15 March, around 190,000 visitors (2017: 198,810*) from 161 countries (2017: 153) made their way to Frankfurt Fair and Exhibition Centre to discover the latest innovations and trends at ISH 2019. For five days, 2,532 exhibitors (868 from Germany, 1,664 from abroad) from 57 countries presented their new products for the first time in Frankfurt am Main. At the same time, a significantly higher level of internationality meant that ISH became even more relevant: 66 percent of exhibitors (2017: 64 percent) and almost 48 percent of visitors (2017: around 40 percent) came from outside Germany.



ISH, the world's leading trade fair for HVAC + Water, presented progressive building-services technology to visitors from 161 nations. Source: Messe Frankfurt / Pietro Sutera

“ISH has once again demonstrated that it connects all international players from the sector. Only together is it possible to achieve the climate targets – naturally in a personal dialogue here at ISH. The change in the sequence of days to Monday to Friday has also contributed to this”, said Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt.

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The biggest visitor nations were China, Italy, the Netherlands, France, Switzerland, the United Kingdom, Poland, Belgium, Austria and the Czech Republic. The largest visitor target groups were the industry and installation trade. Moreover, the results of the market research confirmed the high level of visitor satisfaction with the fair's offer at 97 percent.



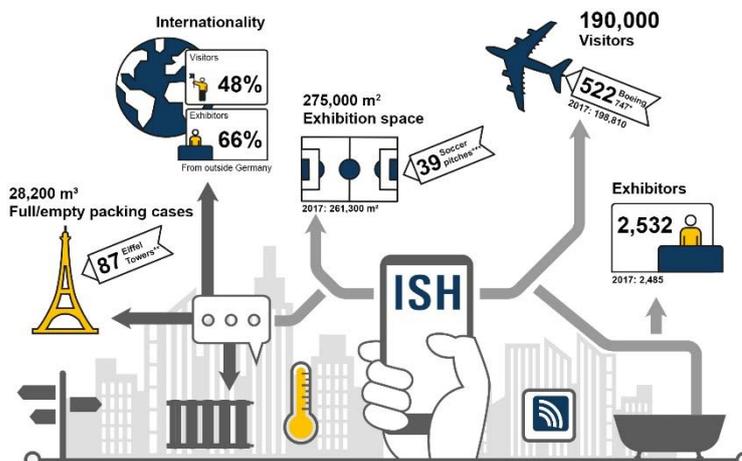
According to a representative poll, 97 percent of visitors were satisfied with the results of their time at ISH 2019. Source: Messe Frankfurt / Petra Welzel

Both exhibitors and visitors rated the economic outlook in positive terms. On the exhibitor side, 92 percent said it was satisfactory to good. In the case of German exhibitors, this value was even higher, at 93 percent. On the visitor side, the overall level of satisfaction was 92 percent; in the case of German trade visitors, 94 percent.

Intersec Forum: safety and security on the up and up

Held concurrently to ISH, the fourth conference for connected security technology ended after two intensive days on Wednesday (13 March). 320 German and international specialists from the fields of planning, installation and the operation of connected building-services systems took part in the conference (2017: 180 participants).

The next ISH will be held in Frankfurt am Main from 22 to 26 March 2021.



* 522 Boeings 747 would be needed to carry all ISH visitors.
 ** 28,200 boxes transported goods with a height of 28.2 km make 87 times the height of the Eiffel Tower.
 *** 275,000 m² is equivalent to 39 soccer pitches (68x105 m).

ISH
 The world's leading trade fair for
 HVAC + Water,
 Frankfurt am Main, 11 to 15 March 2019

Additional information: www.ish.messefrankfurt.com

Press releases & images

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500* employees at 30 locations, the company generates annual sales of around €715* 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).

Further information is available at: www.messefrankfurt.com

* provisional figures 2018