

Press release

October 2019

Messe Frankfurt supports Hong Kong's newest arts and cultural festival – Projekt Berlin

Angel Ho
Tel. +852 2238 9924
angel.ho@hongkong.messefrankfurt.com
www.hk.messefrankfurt.com

Messe Frankfurt has announced its support for Hong Kong's newest arts and cultural festival, Projekt Berlin, by becoming one of the official sponsors. Scheduled from 4 to 17 November 2019, Projekt Berlin will showcase a diverse array of Berlin's cultural landscape through both classical and contemporary arts. Tai Kwun, the Centre for Heritage and Arts, will be home to the festival as its heritage buildings and public spaces play host to a special line-up of events.

100 years of the Bauhaus design movement, 70 years of the Federal Republic of Germany and 30 years since the fall of the Berlin Wall, 2019 marks the anniversaries of some major historical and cultural milestones of modern Germany and its people. This year is also an important date in the history of Messe Frankfurt as the company celebrates the 25th anniversary of the establishment of Messe Frankfurt (HK) Ltd.

Projekt Berlin, in partnership with the Consulate General of the Federal Republic of Germany Hong Kong, Goethe-Institut Hong Kong and visitBerlin, will give visitors to Tai Kwun a unique insight into Berlin and some of its most significant arts and culture icons. Messe Frankfurt is an Enlightenment Sponsor of the event and is delighted to be a part of this opportunity to showcase German arts and culture internationally in Hong Kong.

Mr Stephan Buurma, Member of the Board of Management of Messe Frankfurt Group, said: "Steeped in nearly 800 years of history, Messe Frankfurt has played an important role in the evolution of modern trade and is now one of the world's leading trade fair organisers. With local expertise, shows like Automechanika Shanghai, Guangzhou International Lighting Exhibition, Intertextile Shanghai Apparel Fabrics and Music China promote China's distinct automotive, fashion, lifestyle and entertainment sectors. As such, we not only support business growth, but also carry forward dynamic market opportunities in the host country's culture." Mr Buurma added: "Projekt Berlin offers the perfect outlet to acknowledge our company's journey, its footprint outside of Germany and our commitment to Greater China's socio-economic development too."

Some of the highlights of the Projekt Berlin programme include the performances by the renowned Württemberg Chamber Orchestra Heilbronn, one of Germany's most esteemed ensembles. Olivier Award-winning singer and actress Ute Lemper will revive the underground Berlin

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

of the 1920s and 1930s with her dazzling Berlin cabaret performances at Tai Kwun's Prison Yard. An eclectic mix of films, television dramas, as well as live music and light and sound performances complete the diverse programme assembled by the Projekt Berlin organisers.

How it started in Hong Kong and expanded to Greater China

In 1994, Messe Frankfurt opened its first office in Asia and Hong Kong was a natural choice thanks to its key location and reputation for business and commerce. The company's first foray into Hong Kong and indeed outside of Germany was, however, much earlier as in 1987 the trade fair Interstoff Asia was launched.

Today, the regional headquarters now supports nine subsidiaries holding over 70 fairs across the region. The company is the co-organiser of two Hong Kong-based shows – Eco Expo Asia and the Hong Kong International Stationery Fair. Its portfolio of shows in Greater China meanwhile currently extends 33 fairs as its offices not just in Hong Kong but also Taipei, Guangzhou, Shanghai and Beijing have greatly expanded. In total, over 500 people are now employed across the Messe Frankfurt offices in Greater China.

For more information about Projekt Berlin, please visit the official website at www.taikwun.hk/projektberlin.

For more information about Messe Frankfurt, please visit www.messefrankfurt.com.hk.

– End –

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.