

Press release

December 2019

## Diversity of guest events

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**Since 1949, Messe Frankfurt has been an established partner for some 250\* guest events per year at its Frankfurt base. With its unmistakable architecture and highly functional and flexible halls and conference facilities, the Frankfurt exhibition grounds is the ideal location for all kinds of event formats. At the same time, Messe Frankfurt is a strong service partner, providing individual consulting and services and one of the most state-of-the-art infrastructures of any trade fair worldwide.**

As one of Europe's leading business centres, Frankfurt is an international and cosmopolitan host city. Excellent transport connections with cities all over the world and first-class infrastructure within walking distance of the exhibition grounds with some 11,500 hotel rooms make Frankfurt a hotspot for the international trade fair and congress sector. Accordingly, many high-profile international guest fairs have been held in Frankfurt for decades, including the International Motor Show (IAA), the Frankfurt Book Fair, IMEX and ACHEMA. The portfolio also features international events such as CPHI Worldwide, Food Ingredients Europe and Optatec.

The events held in 2019 included international congresses such as the EBMT, 45th annual meeting of the European Society for Blood and Marrow Transplantation, the 54th annual convention of the German Society of Neuroradiology together with the 27th annual convention of the Austrian Society of Neuroradiology. The variety and international character of congresses and conferences from the realms of science and medicine, banking and finance, IT and digitisation make them a valuable addition to the city's event portfolio and, in turn, help to further increase the attractiveness of Frankfurt and the Rhine-Main region as a location for congresses and conferences.

In this way, the congress business has established itself as a key component of Messe Frankfurt's business. With the Congress Center, the Forum, the Festhalle and Kap Europa, Messe Frankfurt offers a wide range of extremely flexible locations for individual solutions above and beyond its trade fair halls. While the Congress Center is ideal for large-scale events requiring extensive space and offers direct access to the trade fair halls, Kap Europa, which is situated right next to the Skyline Plaza shopping centre, is perfect for smaller gatherings with its plenary halls and selection of smaller rooms.

\* preliminary figures 2019

The Festhalle is a historic jewel and an ideal venue for major events. Hardly any other event location is a match for the charm and versatility of the Festhalle. Now over 100 years old, the building with its trademark domed structure has an impressive history to its credit and is now a top location for international events of all kinds. Whether innovative product shows and presentations at international trade fairs or concerts, shows and major sporting events, the Festhalle is an impressive venue for any occasion. These range from events such as Night of the Proms to the International Horse-Riding Tournament and the Frankfurt Marathon. In 2018, the Festhalle was singled out as the “Hall/Arena of the Year 2017” as part of the PRG Live Entertainment Award.

#### **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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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](http://www.messefrankfurt.com)

\* preliminary figures 2019