

Press release

June 2019

## At home in global markets

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**For more than 30 years, Messe Frankfurt has been active in growth markets worldwide with its sector expertise. A total of 101 trade fairs were held outside Germany in 2018. The events allow SMEs in particular to gain a foothold in emerging markets.**

Based on the successful flagship events at its Frankfurt base, the company is present for its customers at some 50 locations with its brands and brand families, using the familiar product groups and nomenclature. With customised solutions and concepts, the individual events are coordinated in terms of schedule and geographic location in the various regions. For instance, Automechanika in Buenos Aires, Light Middle East in Dubai and Prolight + Sound Shanghai offer exhibitors and visitors the same high quality standards as their respective parent events in Frankfurt. The success of this model can be seen in the fact that many of our foreign events are the second- or third-largest in their respective sectors worldwide – the largest being the corresponding flagship event at our Frankfurt base. The Messe Frankfurt Group has a powerful global network consisting of 30 subsidiaries and more than 50 sales partners serving some 190 countries.

In Asia, Messe Frankfurt is one of the few foreign trade fair companies that, by means of a number of subsidiaries, is in a position to organise trade fairs throughout China as well as in India, Japan, Korea and Taiwan. Hong Kong is the headquarters of Asian holding company Messe Frankfurt H.K., from where the entire Asian business is run. The Group is the largest trade fair organiser in China with some 50 events as well as being the largest offshoot of a German trade fair company. With more than 20 events to its credit, Messe Frankfurt is also the largest organiser in India.

Messe Frankfurt's activities outside Germany have a positive effect on its events in Frankfurt. More than three-quarters of exhibitors and over half of visitors to the Group's events come from outside Germany. This international component is well above average in the trade fair sector.

## Messe Frankfurt subsidiaries abroad

	Established in
<b>Japan:</b> Messe Frankfurt Japan Ltd., Tokyo, 1990 Messe Frankfurt K.K.; 2000 Merger Mesago Japan Corp.; 2018 Messe Frankfurt Japan Ltd.	06/1990
<b>USA:</b> Messe Frankfurt Inc., Atlanta	10/1991
<b>China:</b> Messe Frankfurt (H.K.), Ltd., Hong Kong incl. the companies Messe Frankfurt Shanghai Co. Ltd. Guangzhou Guangya Messe Frankfurt Ltd. and Messe Frankfurt New Era Business Media Ltd.	07/1994
<b>India:</b> Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai	07/1998
<b>Italy:</b> Messe Frankfurt Italia, Srl., Milan	12/1998
<b>Turkey:</b> Messe Frankfurt Istanbul L.S., Istanbul	10/2000
<b>Korea:</b> Messe Frankfurt Korea Ltd., Seoul	07/2001
<b>Mexico:</b> Messe Frankfurt Mexico S. de R. L. de C.V., Mexico City	08/2001
<b>France:</b> Messe Frankfurt France S. A. S., Paris	02/2002
<b>United Arab Emirates:</b> Messe Frankfurt Middle East GmbH, Dubai	06/2002
<b>Brazil:</b> Messe Frankfurt Feiras Ltda., São Paulo, Brazil	Dormant company
<b>Russian Federation:</b> O.O.O. Messe Frankfurt RUS, Moscow	09/2002
<b>Argentina:</b> Indexport Messe Frankfurt, S. A., Buenos Aires	07/2003
<b>Asia:</b> Messe Frankfurt Asia Holding Ltd. Hong Kong, with: Messe Frankfurt Shanghai Co. Ltd. Messe Frankfurt Trade Fairs India Pvt. Ltd. Messe Frankfurt Japan Ltd. Messe Frankfurt Korea Ltd. Messe Frankfurt (H.K.) Ltd. Guangzhou Guangya Messe Frankfurt Co. Ltd., Guangzhou Messe Frankfurt New Era Business Media Ltd., Hong Kong Messe Frankfurt New Era Advertising Co. Ltd., Shenzhen Guangzhou Li Tong Messe Frankfurt Co. Ltd., Guangzhou Messe Frankfurt Traders-Link (Beijing) Co. Ltd., Beijing (70%)	12/2003 07/2002     01/2006 12/2009 09/2013 11/2014 11/2017
<b>Africa:</b> Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
<b>Russian Federation:</b> ITEMF Expo A. O., Moscow	02/2015
<b>United Kingdom of Great Britain:</b> Messe Frankfurt UK Ltd., Godalming/Surrey	03/2018

**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](http://www.messefrankfurt.com)