

Press release

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At home in global markets

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For over 30 years, Messe Frankfurt has been active in growth markets worldwide with its sector expertise. The Group's events outside Germany allow SMEs in particular to gain a foothold in emerging markets. The Messe Frankfurt Group has a powerful global network consisting of 30 subsidiaries and more than 50 sales partners serving some 190 countries.

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.

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.

Financial year 2020 brought about a historical break in Messe Frankfurt's stable growth. Owing to the global coronavirus pandemic and the ensuing travel restrictions and quarantine regulations, physical events around the world were cancelled or restricted locally. Around two thirds

of the events under the Messe Frankfurt umbrella had to be cancelled or postponed. A series of events were held as additional digital formats.

Messe Frankfurt subsidiaries abroad

	Established in
Japan: Messe Frankfurt Japan Ltd., Tokyo, 1990 Messe Frankfurt K.K.; 2000 Merger Mesago Japan Corp.; 2018 Messe Frankfurt Japan Ltd.	06/1990
USA: Messe Frankfurt Inc., Atlanta	10/1991
China: 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
India: Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai	07/1998
Italy: Messe Frankfurt Italia, Srl., Milan	12/1998
Turkey: Messe Frankfurt Istanbul L.S., Istanbul	10/2000
Korea: Messe Frankfurt Korea Ltd., Seoul	07/2001
Mexico: Messe Frankfurt Mexico S. de R. L. de C.V., Mexico City	08/2001
France: Messe Frankfurt France S. A. S., Paris	02/2002
United Arab Emirates: Messe Frankfurt Middle East GmbH, Dubai	06/2002
Russian Federation: 0.0.0. Messe Frankfurt RUS, Moscow	09/2002
Argentina: Indexport Messe Frankfurt, S. A., Buenos Aires	07/2003
Asia: 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 Shenzhen 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
Africa: Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
Russian Federation: 0.0.0. ITEMF Expo, Moscow	02/2015
United Kingdom of Great Britain: Messe Frankfurt UK Ltd., Godalming/Surrey	03/2018
USA: PE Events LLC, Atlanta	11/2020

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020