

Press release

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## Messe Frankfurt showcases its global network of resuming fairs at this week's CIIE

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**With the company's own trade fairs in China already undergoing successful resumptions since July while a number of its global events adopt hybrid or virtual models, Messe Frankfurt enjoyed a positive first day at the third edition of the China International Import Expo (CIIE). The global trade fair organiser is utilising CIIE to showcase its global platform of some 155 trade fairs and exhibitions to the Chinese market. CIIE takes place from 5 – 10 November at Shanghai's National Exhibition and Convention Center, with over 3,800 international exhibitors from 180 countries and regions present.**

Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt Group commented: "We are delighted that, like many of our own events in China, CIIE has been able to open as scheduled this year. It is our belief that trade fairs are one of the best solutions to provide the much needed boost to the global economy, and the strong turnout we've already witnessed at our fairs as well as day one of CIIE shows there is a strong appetite for in-person business encounters once more."



Messe Frankfurt's booth in hall 8.2 of CIIE 2020

Messe Frankfurt's continued participation in CIIE is a reflection of the

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synergy between the company's and the fair's objectives. Providing a platform to launch international trade and promoting trade liberalisation & economic globalisation are what Messe Frankfurt sets out to achieve with its own events. This year the company will also showcase its efforts in expanding its network of fairs along China's Belt & Road routes and in the Greater Bay Area, as well as how its events globally can support the new dual-circulation strategy by encouraging innovation, assisting Chinese firms to globalise and international companies to do business in China, and boosting domestic consumption.

Coinciding with the 40<sup>th</sup> anniversary this year of the establishment of the Shenzhen Special Economic Zone, Messe Frankfurt has put considerable resources into its operations in the city in recognition of its importance within the Greater Bay Area (GBA) initiative. The company's office in the city was restructured earlier this year to position it to take advantage of the opportunities provided by the GBA. What's more, seven events are currently held at the brand-new Shenzhen World Exhibition & Convention Centre, including Formnext + PM South China, Toy & Edu China, Baby & Stroller China, Licensing China, Intertextile Shenzhen Apparel Fabrics, Yarn Expo Shenzhen and DS Printech China.



### **Onsite, digital and hybrid: Messe Frankfurt adapts to get its events up-and-running**

To assist its stakeholders to resume their international business as quickly as possible, Messe Frankfurt has adopted a flexible approach to the resumption of its events based on local conditions. This onsite, digital and hybrid model has ensured that in China 24 events have already or are scheduled to take place in the second half of this year. In the rest of Asia, Formnext Forum Tokyo marked the recommencement of trade fair activities in Japan in late September, while three further events are taking place in the fourth quarter of the year, including Beautyworld Japan West.

In Germany in early September, Nordstil, an important order platform for a wide range of consumer goods, took place successfully, while

Formnext will bring together the international additive manufacturing sector digitally from 10 – 12 November. The international cleanroom community will also gather in an exclusively virtual format at Cleanzone on 18 and 19 November.

In another effort to support the companies that rely on its events, Messe Frankfurt has been commissioned to organise and run 25 German Pavilions in 2021. The company focuses on organising German Pavilions at its own events, namely trade fairs that are being organised by its local subsidiaries abroad. The first German Pavilion since the start of the coronavirus pandemic was held in late September in China at Intertextile Shanghai Apparel Fabrics – Autumn Edition, with further pavilions in the country at Music China in late October and at Automechanika Shanghai in early December.

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds, and will utilise its participation at CIIE to promote the company's global network of events. In 2019, 155 trade fairs and exhibitions were held under the Messe Frankfurt umbrella, over 100 of these taking place outside Germany. Last year, the company's fairground played host to 41 world leading trade fairs and exhibitions, and Messe Frankfurt organised in total 423 trade fairs, exhibitions, congresses, events and conferences worldwide, including international flagship events such as Automechanika, IFFA, ISH, Light + Building, Musikmesse, Prolight + Sound and Texcare. The consumer goods industry comes together in Frankfurt for Ambiente, Christmasworld, Creativeworld, Paperworld and Tendence, while the portfolio of textile fairs includes Heimtextil, Techtextil and Texprocess. In 2019, more than 99,000 exhibitors and 5.1 million visitors attended shows in Frankfurt and made by Messe Frankfurt around the globe.

For further information, please visit  
<https://www.hk.messefrankfurt.com/hongkong/en/company/CIIE.html>.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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)