

Press release

June 2022

At home in global markets

Markus Quint
Tel. +49 69 75 75-59 05
press@messefrankfurt.com
www.messefrankfurt.com

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 28 subsidiaries and more than 50 sales partners serving some 180 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 Guangzhou 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.

In financial year 2021, Messe Frankfurt had to contend with the effects of the pandemic for the second time. Once again, this severely disrupted the Group's growth, which had been stable up to 2019. Owing to the coronavirus pandemic and the ensuing travel restrictions and quarantine regulations, physical events around the world were cancelled or restricted locally. Events under the Messe Frankfurt umbrella had to be

cancelled or postponed. A series of events were held as additional digital formats or as hybrid events.

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
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 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 09/2013 11/2014 11/2017
Africa: Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
United Kingdom: Messe Frankfurt UK Ltd., Guildford/Surrey	03/2018
USA: PE Events LLC, Atlanta	11/2020
Germany: Fairnamic GmbH	11/2021

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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