

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 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. Around 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.

After more than two years of pandemic and a cautiously optimistic restart in April, successful events were held again in financial year 2022. Nonetheless, volatile overall conditions and the after-effects of COVID-19 have continued to impact the worldwide event business to varying degrees.

## 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>Turkiye:</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>Argentina:</b> Indexport Messe Frankfurt, S. A., Buenos Aires	07/2003
<b>Asia:</b> Messe Frankfurt Asia Holding Ltd. Hong Kong, with:	12/2003
Messe Frankfurt Shanghai Co. Ltd.	07/2002
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	01/2006
Messe Frankfurt Shenzhen Co. Ltd., Shenzhen	09/2013
Guangzhou Li Tong Messe Frankfurt Co. Ltd., Guangzhou	11/2014
Messe Frankfurt Traders-Link (Beijing) Co. Ltd., Beijing (70%)	11/2017
<b>Africa:</b> Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
<b>United Kingdom:</b> Messe Frankfurt UK Ltd., Guildford/Surrey	03/2018
<b>USA:</b> PE Events LLC, Atlanta	11/2020
<b>Germany:</b> Fairnamic GmbH	11/2021

**Background information: Sustainable 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 some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](https://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022