

Press release

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Messe Frankfurt South Africa acquires Hobby-X

Messe Frankfurt South Africa, a subsidiary of one of the world's leading trade fair organisers, is proud to announce the acquisition of Hobby-X, the premier event for the hobby, arts and crafts supplies sectors in South Africa.

In March 2020, Hobby-X celebrated 23 years. It is a visual, interactive, creative and entertaining event. In 2020, the event featured around 140 exhibitors across the hobby, craft and leisure industries and welcomed more than 14,500 trade and public visitors.

The first **Hobby-X** edition under the new owners will take place **from 4 to 7 March 2021**. The sellers of the event will continue to support the efforts of Messe Frankfurt for the 2021 show.

„We are convinced that Hobby-X is a great addition to our South African events portfolio. It shows that even with the currently challenging market conditions, we do invest in the future and believe in personal encounters”, says Detlef Braun, Member of the Executive Board, Messe Frankfurt.

“Expo Trends, former organizer of Hobby-X, has done an incredible job of establishing the show as a solid platform for independent business owners to find suppliers and source relevant products for their stores. For hobbyists and crafters, Hobby-X is the place to find all the equipment, supplies & ideas they need to take their hobbies to the next level. Lockdown has seen many more people turning their hobbies into income generating opportunities as well as pastime activities and this platform satisfies that need. Messe Frankfurt is excited at the prospect of taking this event to the next level,” says Joshua Low, Managing Director of Messe Frankfurt South Africa.

“We are delighted to be working with Messe Frankfurt and are confident in their ability to take the show to new heights. With a strong consumer show portfolio and the experience of organising events in related industries, we believe Messe Frankfurt to be the organiser of choice and ideal partner for this event,” says Elizabeth Morley, CEO of ExpoTrends.

The acquisition represents an expansion of Messe Frankfurt's portfolio of events in the country with an additional consumer show and

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complements the international portfolio of Messe Frankfurt in the consumer goods segment. Comprising trade events such as Creativeworld and Christmasworld as well as the worldwide portfolio of Paperworld with events in Frankfurt, Shanghai, Dubai, Mumbai and Hong Kong.

“We pride ourselves in putting together high standard events with a strong complement of resources across the sales, marketing and operations disciplines. We have exciting new initiatives planned for the event including a significant additional investment in marketing and content. We believe that there is great potential to add new elements and solidify Hobby-X as the premier Hobby, Craft and Leisure event in the country,” finishes Low.

For more information or to book your exhibition space at the 2021 show, please contact: Annelie Reynolds, Show Director, Hobby-X on annelie.reynolds@za.messefrankfurt.com or for media related queries, please contact Melissa Bender, Head of Marketing, Messe Frankfurt South Africa on melissa.bender@za.messefrankfurt.com

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