

Press release

Frankfurt am Main,
13 November, 2020

Messe Frankfurt's Digital Editions off to a great start

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Messe Frankfurt's New Digital Experience has drawn rave reviews: large numbers of exhibitors and visitors have taken advantage of the digital programmes for Hypermotion and Formnext Connect to share ideas, network and strengthen their business relationships. Participants at Cleanzone (18-19 November) and SPS Connect (24-26 November) will also be able to enjoy the benefits of live streams, real-time chats, speed networking and AI-supported matchmaking.

Messe Frankfurt and its Mesago Messe Frankfurt subsidiary have created a technical framework that makes business encounters possible for their customers even during lockdowns – and have done so in record time. Exhibitors and visitors at Hypermotion, the multimodal innovation platform for mobility and logistics, took advantage of the wide-ranging online programme and features to network with business partners and find out more about the latest trends. Formnext, an additive manufacturing trade fair organised by Mesago Messe Frankfurt, also succeeded in bringing exhibitors and visitors as close together as is possible at this time with video meetings, matchmaking and an interactive programme.

Both events had been planned as hybrid formats combining a physical trade fair with online content and components, yet each was forced to move entirely online as a result of government decrees issued in response to rising infection rates. Martina Bergmann, Managing Director of Messe Frankfurt Medien und Service GmbH and Vice President Digital Products & Web Solutions for the Messe Frankfurt Group: "The organisational and technical challenges were immense, but thanks to our colleagues' commitment, we were able to find solutions in record time. The new digital formats present us with huge opportunities to expand the reach of our event brands and to generate new revenue streams. They also allow us to give our exhibitors and trade visitors our full support for their own lead generation activities. Our customers will continue to enjoy the benefits of our digital programme even after we resume holding physical trade fairs."

Cleanzone (18-19 November), the international trade fair for contamination control and cleanroom technology, and SPS Connect (24-26 November), the digital meeting place for the international automation industry, will also be making use of live streaming, AI-supported matchmaking, speed networking and real-time communication.



Digital Face-to-face communication: impressions from Hypermotion 2020.

All the presentations, sessions and start-up pitches for Hypermotion will be available as videos on demand until 10 December 2020, while the digital Formnext programme and features will be available until 31 December 2020:

<https://messefrankfurt.digital/hypermotion/>

<https://messefrankfurt.digital/formnext/>

You will find more information on SPS Connect at:

<https://sps.mesago.com/events/de.html>

You will find more information on Cleanzone at:

<https://cleanzone.messefrankfurt.com/frankfurt/de.html>

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €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 Federal State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com