

Press release

6 October 2020

## On-site, hybrid and digital: Messe Frankfurt begins its fourth quarter

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**Trade fairs are starting up again in Frankfurt: in the last quarter of 2020, a series of events is taking place on Messe Frankfurt's exhibition grounds – including Hypermotion, the first hybrid event to be held at its Frankfurt base. Numerous guest events will also be opening their doors to visitors, adhering to the strictest hygiene and security standards at all times.**

Hypermotion is to take place in Frankfurt from 10 to 12 November – as a multimodal innovation platform, it will be focusing on the future of mobility and logistics. As Messe Frankfurt's first ever hybrid trade fair, the event features a wide range of digital technology, including AI-assisted matchmaking and live streams. Detlef Braun, Member of the Executive Board of Messe Frankfurt, explains: "Trade fairs can be held now: in Frankfurt, we have everything we need to allow visitors and exhibitors to attend trade fairs safely, complying with all relevant safety and hygiene standards. At Hypermotion, we combine the best of both worlds, both physically and virtually: personal interaction and virtual networking options." The renowned keynote speakers at Hypermotion include whistleblower Edward Snowden and best-selling author Marc Elsberg.

From 10 to 12 November, Formnext will also be held in an exclusively digital format. As the central platform for business and knowledge transfer, the trade fair will bring together the international additive manufacturing sector virtually under the name "Formnext Connect". The international cleanroom community will also be coming together in an exclusively virtual format at Cleanzone on 18 and 19 November, where this year's main focus will be on contamination control and cleanroom technology.

Messe Frankfurt has always been a strong partner for guest organisers. The Frankfurt Book Fair will be held as a digital format between 14 and 18 October and will be presenting its extensive live programme on the ARD Book Fair stage in the Festhalle. From 29 October to 1 November, some 100 exhibitors will be showcasing a diverse range of contemporary art at the Discovery Art Fair in Hall 1.2. As Jörgen Golz, organiser of the Discovery Art Fair, puts it: "Art is not something that you can experience digitally – it thrives on direct experience. Particularly given current conditions, it is all the more important for gallery owners and artists to explore new avenues, to find new partners and to generate sales." bfp Forum 2020 will be held parallel to Hypermotion on 10 and 11

November, centring on commercial mobility and fleet management. As an international trade fair for optical technologies, components and systems, Optatec will be bringing the entire optical industry to Frankfurt between 17 and 19 November. Parallel to this, the event will also be offering a virtual format. From 17 to 20 December, the Festhalle will be playing host to a veritable equestrian classic: the International Frankfurt Festhalle Riding Tournament.

All events held on the Frankfurt exhibition grounds will be subject to rigorous hygiene and security precautions. In addition to spacious hall planning, strategic crowd management and online visitor registration prior to events, these include Messe Frankfurt's state-of-the-art ventilation system, which guarantees a constant supply of fresh air.

### **Trade fair business in Asia is gaining momentum**

In China, the third quarter ended with a successful Intertextile Shanghai Apparel Fabrics, where approximately 3,400 exhibitors presented their latest textile products to over 73,000 visitors between 23 and 25 September. The physical event was accompanied by a virtual one. The fourth quarter has picked up greatly in China, where the events held in October included the Guangzhou International Lighting Exhibition, the Texcare Asia & China Laundry Expo and Music China. Paperworld China and Automechanika Shanghai will be following in November and December respectively. Formnext Forum Tokyo on 24 and 25 September marked the recommencement of trade fair activities in Japan. Three further events are planned for the fourth quarter, including Beautyworld Japan West.

Messe Frankfurt's event calendar provides an overview of all events worldwide:

<https://www.messefrankfurt.com/frankfurt/en/event-search.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 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 State of Hesse (40 percent).

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