

Press release

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Messe Frankfurt reschedules Indoor-Air and Tendence

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As a result of the continuing difficulties posed by the pandemic and even stricter national regulations being imposed by the German government, it will not be possible to hold the Indoor-Air and Tendence trade fairs in early summer 2021 as planned. Indoor-Air has been postponed until 5 to 7 October 2021, while Tendence will not be taking place in 2021.

Indoor-Air, the trade fair for ventilation and air quality, was slated to take place in Frankfurt for the first time in June 2021. Messe Frankfurt has been working closely with the industry, and they are holding fast to their decision for the physical trade fair to be held in 2021, setting a date in the second half of the year. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: "Right from the start, the event has been warmly welcomed by the industry, and there is no denying how relevant Indoor-Air's focus is for society at large. As a result, the decision to postpone the event was a difficult one, but the current status of the pandemic and additional official restrictions that have been imposed as a result have made this step necessary. This is the time when exhibitors would have to begin investing in their presentations, and that is why we have joined with our partners to make this decision."

The Indoor-Air trade fair from 5 to 7 October 2021 is aimed at the German-speaking ventilation and air-conditioning industry and all decision-makers, planners and users confronting the issue of clean and healthy indoor air. The products on offer range from ventilation and air-conditioning technology, systems and equipment to mobile air purifiers.

No Tendence in 2021

The consumer goods industry was already forced to forgo the networking and order platform offered by Tendence last year on account of the coronavirus pandemic. Now, the increasingly serious situation and stricter regulations being imposed in response mean that it will not be possible to hold Tendence in early summer 2021 as had been planned. Current conditions have made reliable short- and medium-term planning virtually impossible for domestic and international retailers. That is why Messe Frankfurt has decided to ensure that there is, at least, planning certainty for this event for everyone involved. With the trade fair being scheduled so close to Consumer Goods Digital Day, which Messe Frankfurt held digitally on 20 April 2021, and Nordstil, which is taking place from 24 to 26 July in Hamburg, there are no plans to hold a digital Tendence this year.

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Even so, Messe Frankfurt's Nextrade business portal has been giving customers and business partners the opportunity to digitally network, place orders, and stay in contact since 2019. The platform has enjoyed strong growth since the start of the coronavirus pandemic, and now boasts over 6,000 retailers and 400 suppliers with some 500,000 different products. In conjunction with this, the Conzoom Solutions portal for the retail sector compiles information from across the industry, including practical tips and assistance for dealing with the wide-ranging impacts of the coronavirus pandemic.

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Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020