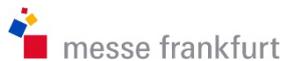


news +++ Messe Frankfurt back in international guest event business



In 2022, Frankfurt is once again a favourite destination for the international event sector

Frankfurt am Main, 23 05 2022

The restrictions on holding events necessitated by the spread of COVID-19 were lifted at the beginning of April. Since then, it has been business as usual on the Messe Frankfurt exhibition grounds. 35 guest events with a total of 110,000 participants are taking place in May. While almost 70 percent of guest events had to be postponed or cancelled in 2021, around 140 trade fairs, congresses, concerts and other events are scheduled to be held in Messe Frankfurt locations in the second half of 2022. This is on a par with a normal six-month period before the last two challenging years.

As Michael Biber, Vice President of Guest Events at Messe Frankfurt, explains: “We are delighted that the event sector is now free of all restrictions on personal interaction. As a venue operator that plays host to all event formats – from traditional trade fairs (in the B2B and B2C area) to congresses, conferences, concerts and sporting and corporate events – we need a dynamic MICE sector. We will have an ideal platform for the restart when the global meeting and event sector comes together at IMEX on our exhibition grounds between 31 May and 2 June 2022.”

Leading experts will once again be coming to the Congress Center for various specialist events – for example at the Battery Experts Forum and the international CSI Frankfurt congress on catheter-based techniques for treating heart disease.

As a place of interaction and business, Messe Frankfurt is the venue of choice for leading international fairs like Achema (process industries), CPhI Worldwide (pharmaceuticals industry), Optatec (optical technologies) and Formnext (additive manufacturing and industrial 3D printing).

As well as this, international classics like the Frankfurt Book Fair and newer events like Eurobike – the central platform for the bicycle and future mobility sector, which is being held in Frankfurt for the first time – are set to make waves beyond the exhibition grounds themselves. Both of these events will also be accompanied by a colourful programme of activities throughout the city.

Music, culture and sports enthusiasts can look forward to 50 different concerts, shows and sporting events in the Festhalle.

In its function as host, Messe Frankfurt not only provides event organisers with a wide range of locations but also with customised service solutions. This includes professional project management assistance, creative trade fair construction, safety and logistics

concepts, media and streaming technology, event engineering and suitable catering options. Messe Frankfurt's central guidelines take into account the environmental impact and focus on resource efficiency and promoting ecological solutions. Visitors to IMEX can find out more about this at the Messe Frankfurt stand (F030).

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021