

## At home in global markets

### Frankfurt am Main, 28 11 2024

**For over 35 years, Messe Frankfurt has been active in growth markets worldwide with its sector expertise. The Group's events outside Germany allow SMEs in particular to gain a foothold in emerging markets. The Messe Frankfurt Group has a powerful global network consisting of 28 subsidiaries and more than 50 sales partners serving some 180 countries.**

Based on the successful flagship events at its Frankfurt base, the company is present for its customers at more than 50 locations with its brands and brand families – such as Automechanika in Buenos Aires, Light Middle East in Dubai or Prolight + Sound Guangzhou – using the familiar product groups and nomenclature. With customised solutions and concepts, the individual events are coordinated in terms of schedule and geographic location in the various regions. The success of this model can be seen in the fact that many of our foreign events are the second- or third-largest in their respective sectors worldwide – the largest being the corresponding flagship event at our Frankfurt base.

In Asia, Messe Frankfurt is one of the few foreign trade fair companies that, by means of a number of subsidiaries, is in a position to organise trade fairs throughout China as well as in India, Japan, Korea and Taiwan. Hong Kong is the headquarters of Messe Frankfurt Asia Holding Ltd., from where the entire Asian business is run. The Group is the largest trade fair organiser in China with some 50 events as well as being the largest offshoot of a German trade fair company. With more than 20 events to its credit, Messe Frankfurt is also the largest organiser in India.

Messe Frankfurt's activities outside Germany have a positive effect on its events in Frankfurt. Around three-quarters of exhibitors and over half of visitors to the Group's events come from outside Germany. This international component is well above average in the trade fair sector.

## Messe Frankfurt subsidiaries abroad

	Established in
<b>Japan:</b> Messe Frankfurt Japan Ltd., Tokyo, 1990 Messe Frankfurt K.K.; 2000 Merger Mesago Japan Corp.; 2018 Messe Frankfurt Japan Ltd.	06/1990
<b>USA:</b> Messe Frankfurt Inc., Atlanta	10/1991
PAACE Automechanika Mexico LLC, Atlanta	03/2006
PE Events LLC, Atlanta	11/2020
Kingpins LLC, Atlanta (35% stake)	08/2023
<b>China:</b> Messe Frankfurt (H.K.), Ltd., Hong Kong incl. the companies Messe Frankfurt Shanghai Co. Ltd. and Guangzhou Guangya Messe Frankfurt Ltd.	07/1994
<b>India:</b> Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai	07/1998
<b>Italy:</b> Messe Frankfurt Italia, Srl., Milan	12/1998
<b>Turkiye:</b> Messe Frankfurt Istanbul L.S., Istanbul	10/2000
<b>Korea:</b> Messe Frankfurt Korea Ltd., Seoul	07/2001
<b>Mexico:</b> Messe Frankfurt Mexico S. de R. L. de C.V., Mexico City	08/2001
<b>France:</b> Messe Frankfurt France S. A. S., Paris	02/2002
<b>United Arab Emirates:</b> Messe Frankfurt Middle East GmbH, Dubai	06/2002
<b>Argentina:</b> Indexport Messe Frankfurt, S. A., Buenos Aires	07/2003
<b>Asia:</b> Messe Frankfurt Asia Holding Ltd. Hong Kong, with:	12/2003
Messe Frankfurt Shanghai Co. Ltd.	07/2002
Messe Frankfurt Trade Fairs India Pvt. Ltd.	
Messe Frankfurt Japan Ltd.	
Messe Frankfurt Korea Ltd.	
Messe Frankfurt (H.K.) Ltd.	
Guangzhou Guangya Messe Frankfurt Co. Ltd., Guangzhou	01/2006
Messe Frankfurt Shenzhen Co. Ltd., Shenzhen	09/2013
Guangzhou Li Tong Messe Frankfurt Co. Ltd., Guangzhou	11/2014
<b>Africa:</b> Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
<b>United Kingdom:</b> Messe Frankfurt UK Ltd., Guildford/Surrey	03/2018

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