

At home in global markets

Frankfurt am Main, 24.06.2024

For around 40 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 29 subsidiaries and more than 50 sales partners serving some 180 countries.

Building on the success of its flagship trade fairs at its home base, the company has developed a global portfolio of brands and brand families. These include, among others, Automechanika Buenos Aires, Light + Intelligent Building Middle East in Dubai, and Techtexil North America. By applying established product categories and a consistent brand architecture, the company maintains a presence at around 60 locations worldwide. 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 around 50 events, and represents the largest overseas subsidiary of any German trade fair company. It also holds a market-leading position in India, where it organises more than 20 trade fairs and over 30 conferences.

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
Japan: Messe Frankfurt Japan Ltd., Tokyo, 1990 Messe Frankfurt K.K.; 2000 Merger Mesago Japan Corp.; 2018 Messe Frankfurt Japan Ltd.	06/1990
USA: Messe Frankfurt Inc., Atlanta PAACE Automechanika Mexico LLC, Atlanta PE Events LLC, Atlanta Kingpins LLC, Atlanta (35% stake)	10/1991 03/2006 11/2020 08/2023
China: Messe Frankfurt (H.K.), Ltd., Hong Kong incl. the companies Messe Frankfurt Shanghai Co. Ltd. and Guangzhou Guangya Messe Frankfurt Ltd.	07/1994
India: Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai	07/1998
Italy: Messe Frankfurt Italia, Srl., Milan	12/1998
Turkiye: Messe Frankfurt Istanbul L.S., Istanbul	10/2000
Korea: Messe Frankfurt Korea Ltd., Seoul	07/2001
Mexico: Messe Frankfurt Mexico S. de R. L. de C.V., Mexico City	08/2001
France: Messe Frankfurt France S. A. S., Paris	02/2002
United Arab Emirates: Messe Frankfurt Middle East GmbH, Dubai	06/2002
Argentina: Indexport Messe Frankfurt, S. A., Buenos Aires	07/2003
Asia: Messe Frankfurt Asia Holding Ltd. Hong Kong, with: Messe Frankfurt Shanghai Co. Ltd. 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 Messe Frankfurt Shenzhen Co. Ltd., Shenzhen Guangzhou Li Tong Messe Frankfurt Co. Ltd., Guangzhou	12/2003 07/2002 01/2006 09/2013 11/2014
Africa: Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
United Kingdom: Messe Frankfurt UK Ltd., London	03/2018
China: Messe Frankfurt (Zhuhai) Airshow Co. Ltd.	05/2025
Saudi Arabia: Messe Frankfurt Saudi Arabia, Riyadh	09/2025

Press information and photographic material:

www.messefrankfurt.com/journalists

Visit us online:

www.instagram.com/messefrankfurt

www.linkedin.com/company/messe-frankfurt-gmbh

www.youtube.com/user/messefrankfurt

Your contact:

Markus Quint

Tel.: +49 69 75 75-5905

markus.quint@messefrankfurt.com

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information