

Messe Frankfurt strengthens its long-term commitment to India

Frankfurt am Main, 16 02 2026

Messe Frankfurt is continuing to expand its presence in India by strengthening its portfolio through new strategic partnerships. The company's approach in the Indian market is built on a combination of sector-focused trade fairs and strong local collaborations that directly support the country's dynamic economic growth. In the technical and advertising sector, the newly formed partnership between Messe Frankfurt Trade Fairs India and BusinessLive Trade Fairs marks a significant milestone for Media Expo, India's leading international trade fair for indoor and outdoor advertising, printing and signage solutions. With the acquisition of five Sign India Expo events, Media Expo will now be staged at five major exhibition hubs across the country, significantly increasing its reach and relevance within the Indian market. The Sign India Expo brand will be fully integrated into Media Expo and continued under this unified format.

"India is a market full of opportunities for Messe Frankfurt, where we aim to actively help shape the future landscape of global trade and industry as an important strategic partner," emphasizes Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, underlining the company's increased commitment on the subcontinent. "Not least, the free trade agreement between the European Union and India – once it enters into force – will provide noticeable momentum for trade and investment between Europe and India, thereby further strengthening trade fairs as central marketplaces and communication platforms for businesses on both continents," Marzin is convinced. "We are investing long term in a globally diversified presence; new free trade areas such as Mercosur now also create additional opportunities – and trade fairs are the key to market access, contacts and growth, especially for SMEs," Marzin adds.

Messe Frankfurt has been active in India since 1998 through its subsidiary, Messe Frankfurt Trade Fairs India Pvt. Ltd., with offices in Mumbai and New Delhi. The company is part of the Messe Frankfurt Asia Holding, which oversees all Asian operations. "Today, Messe Frankfurt is among the top five trade fair organisers in India. With revenues of EUR 11.5 million in 2024 and a team of more than 140 professionals, we have built deep local market expertise and long-standing relationships with industry stakeholders and government bodies across the country," says Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd.

Messe Frankfurt's Indian portfolio currently includes more than 20 trade fairs and over 30 conferences, serving a broad range of industries and attracting about 2.200 exhibitors and about 147.000 trade visitors in 2025. The strong Indian market presence also contributes to Messe Frankfurt's global platforms: in 2025, 1.200 Indian exhibitors and about 6.300 visitors from India participated in trade fairs at the Frankfurt exhibition grounds.

Strategic partnerships are a key pillar of Messe Frankfurt's India strategy, enabling synergies between established flagship brands and new, high-potential formats. The expansion of Media Expo is a prime example of this approach. Through the integration of five Sign India Expo editions, Media Expo will significantly broaden its footprint and offering. In 2026, the number of exhibiting companies under the Media Expo brand is expected to increase by around 140 to approximately 480 exhibitors, with an estimated 44,000 visitors.

With over 70 editions held across India, Sign India Expo has built a strong legacy, particularly in South Indian markets such as Bengaluru, Chennai, Kochi and Hyderabad. The integration of Sign India Expo with Media Expo brings together two of the most respected trade fair brands in the printing and signage sector, creating a single, powerful platform. Media Expo, with 56 successful editions to date, will further strengthen its national presence—especially in South India—and reinforce its position as India's central meeting point for printing, signage, branding and advertising solutions. Going forward, Media Expo will be held in Chennai, Hyderabad, Kochi, Mumbai and New Delhi.

South India is among the fastest-growing and most opportunity-rich regions for the printing and signage industry. Through the collaboration between Messe Frankfurt and BusinessLive Trade Fairs, Media Expo is expanding its reach and offering the industry a stronger, more integrated platform that supports sustainable growth, innovation and long-term business networking. The positive outlook for the sector is reflected in market forecasts: according to IMARC Group, the Indian printing and signage market is projected to grow from USD 1,074.5 million in 2025 to USD 3,494.3 million by 2034. Meanwhile, Mordor Intelligence estimates that the out-of-home (OOH) advertising market, including digital out-of-home (DOOH) formats, will grow from USD 519.93 million in 2025 to USD 656.13 million by 2030.

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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