

Press

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At home in global markets

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For 30 years, Messe Frankfurt has been active in growth markets worldwide with its sector expertise. A total of 99* trade fairs were held outside Germany in 2017*. The events allow SMEs in particular to gain a foothold in emerging markets.

Based on the successful flagship events at its Frankfurt base, the company is present for its customers at some 50 locations with its brands and brand families, 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. For instance, Automechanika in Buenos Aires, Light Middle East in Dubai and Prolight + Sound Shanghai offer exhibitors and visitors the same high quality standards as their respective parent events in Frankfurt. 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. The Messe Frankfurt Group has a powerful global network consisting of 28 subsidiaries and more than 50 sales partners serving 178 countries.

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 Asian holding company Messe Frankfurt H.K., from where the entire Asian business is run. The Group is the largest trade fair organiser in China with over 30 events as well as being the largest offshoot of a German trade fair company. With 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. Three-quarters of exhibitors and half of visitors to the Group's events come from outside Germany. This international component is well above average in the trade fair sector.

*preliminary numbers 2017

Messe Frankfurt subsidiaries abroad

	Established in
Japan: Messe Frankfurt KK, Tokyo, Converted to Mesago Messe Frankfurt Corporation, Tokyo, in 10/2000	06/1990
USA: Messe Frankfurt Inc., Atlanta	10/1991
China: Messe Frankfurt (H.K.), Ltd., Hong Kong incl. the companies Messe Frankfurt Shanghai Co. Ltd. Guangzhou Guangya Messe Frankfurt Ltd. and Messe Frankfurt New Era Business Media Ltd.	07/1994
India: Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai	07/1998
Italy: Messe Frankfurt Italia, Srl., Milan	12/1998
Turkey: 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
Brazil: Messe Frankfurt Feiras Ltda., São Paulo, Brazil	Dormant company
Russian Federation: O.O.O. Messe Frankfurt RUS, Moscow	09/2002
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. Mesago Messe Frankfurt Corp. Messe Frankfurt Korea Ltd. Messe Frankfurt (H.K.) Ltd. Guangzhou Guangya Messe Frankfurt Co. Ltd., Guangzhou Messe Frankfurt New Era Business Media Ltd., Hong Kong Messe Frankfurt New Era Advertising Co. Ltd., Shenzhen Guangzhou Li Tong Messe Frankfurt Co. Ltd., Guangzhou	12/2003 07/2002 01/2006 12/2009 09/2013 11/2014
Africa: Messe Frankfurt South Africa (Pty) Ltd., Johannesburg	07/2014
Russian Federation: ITEMF Expo A. O., Moscow	02/2015

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). *preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de