

Press release

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Guangzhou Guangya Messe Frankfurt commemorates the opening of its new office

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As Messe Frankfurt continues to expand its presence in the Greater China region, Guangzhou Guangya Messe Frankfurt – one of nine offices the company has in China – has moved to new premises as a result of ongoing expansion plans. An opening ceremony was held on 19 August to commemorate the official beginning of office operations.

The new office, located in the central business district of Guangzhou, will accommodate the requirements of Messe Frankfurt's continued growth in the Greater Bay Area. Reflecting the company's vision for future focused exhibition services, the office is equipped with state of the art facilities and modern décor, providing a working environment fit for tomorrow.

Speaking of the significance of the new opening, Mr Hubert Duh, Chairman, Guangzhou Guangya Messe Frankfurt Co Ltd, said: "I am delighted to witness yet another landmark in the evolution and expansion of Messe Frankfurt in the Greater China region. This new modern office located in the heart of Guangzhou is testament to the progress and achievements accomplished by Guangzhou Guangya Messe Frankfurt. It also signifies the important role our operations have to play in Guangzhou in the coming years as we continue to expand our business horizons in China."



Guangzhou Guangya Messe Frankfurt management and staff members mark the opening of their new state of the art office with a traditional roasted pig – symbolic of good business and fortune in China

From six members of staff in 2005, Guangzhou Guangya Messe Frankfurt now has over 40 employees. Ambitious plans for growth in the Greater

Messe Frankfurt (HK) Ltd
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Bay Area and beyond have been a key driver behind the move to new office space, which can accommodate up to 60 people.

The company was established in 2005 after a joint venture was formed combining the forces of Messe Frankfurt and Guangzhou Guangya Exhibition Company. The union followed a fruitful collaboration between the two companies in 2004, when they successfully co-organised Electrical Building Technology China, and Guangzhou International Lighting Exhibition – now the largest fair of its kind in Asia.

With combined resources, the joint venture has moved from strength to strength over the past 14 years, adding a number of industry leading events to its portfolio.

A strengthening position in East China and the Greater Bay Area through a focus on technology trade fairs

Expanding its footprint into mold and die technologies, the company launched Asiamold in 2007 before acquiring the industrial automation focused 'SIAF Guangzhou' in 2010. Leveraging the expertise of Guangzhou Guanya Messe Frankfurt and capitalising on South China's position as a global hub for high-tech manufacturing, both fairs have grown significantly to become prime sourcing platforms in the Greater Bay Area.

Keeping sector players up to date with the latest technologies, the two fairs are now held concurrently, while the addition of a '3D Printing Asia Zone' (held in conjunction with Asiamold) in 2013 allows professionals to find greater sourcing opportunities within the industrial automation sector.

Having extended its presence into different industry sectors, Guangzhou Guangya Messe Frankfurt focused on broadening its geographical reach. Utilising resources from its flagship building technology fairs, the company launched Shanghai Intelligent Building Technology in 2012, followed by Shanghai International Lighting Fair in 2014. At the same time, the company bolstered its portfolio of electronics and automation trade fairs with the addition of PCIM Asia – Shanghai's business hub for power electronics solutions.

In the same year, the adoption of Wire and Cable Guangzhou helped to cement the company's leadership position as a provider of trade fairs for manufacturing technologies and components.

Following a successful entry into the East China market, the company looked to the future, as new technologies emerged in different industry sectors. Shanghai Smart Home Technologies was launched in 2015 to accommodate the market for smart devices, communication and IoT technology; while a year later in 2016, Parking China was launched in Shanghai as a dedicated exhibition for intelligent parking solutions.

Throughout its expansion, the company has retained its core presence in the Greater Bay Area. In 2018, the company made a foray into South China's safety, security and fire sectors with involvement in Guangzhou

Public Security Technology, a business destination for smart security solutions.

Amidst the Chinese Government's plans to make the Greater Bay Area an even more significant business hub, Guangzhou Guangya Messe Frankfurt aims to capitalise on new opportunities in cities such as Shenzhen. In 2020, the inaugural Formnext + PM South China will take place at the new Shenzhen World Exhibition and Convention Center, delivering a business exchange platform for manufacturing materials, design, software and processing technologies.

For further information, please visit www.guangzhou-messefrankfurt.com.cn.

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 30 locations, the company generates annual sales of around €718 million. 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. 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