

Press release

16 September 2020

## Messe Frankfurt confirms participation in China International Import Expo as its own fairs resume in China

Angel Ho  
Tel. +852 2238 9924  
angel.ho@hongkong.messefrankfurt.com  
www.hk.messefrankfurt.com

**The global trade fair organiser Messe Frankfurt has confirmed its participation in this year's China International Import Expo (CIIE) for the third consecutive edition. The company will participate alongside more than 3,800 other international exhibitors from 180 countries and regions. The 2020 edition of CIIE will be held in Shanghai from 5 – 10 November at the National Exhibition and Convention Center.**

Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt Group commented: "2020 has undoubtedly been a challenging year so far for everyone involved in global trade, but we believe that every crisis also presents an opportunity for change, as well as the prospect of gaining new perspectives. As we begin to resume our own trade fairs in China, we are already seeing this is especially relevant this year, while people's desire to experience face-to-face business encounters again is also abundantly clear. CIIE is also the perfect opportunity to further explore these new perspectives and encounters, with nearly every country and region of the world represented during this week in Shanghai."

Mr Marzin continued: "Our participation in CIIE over the last two years has been extremely valuable for us as a trade fair organiser with a diverse portfolio of international events. The fair is extremely well positioned within China to tap into the increasing demand for imported products, while the opportunity for us to meet Chinese companies who are looking to expand their business abroad through trade fairs is second-to-none."

With the fair once more focusing on providing a platform to launch international trade and promoting trade liberalisation & economic globalisation, Messe Frankfurt, with a network of events in 30 countries around the world, is well poised to showcase how these trade platforms excel at connecting China to global markets, and the world to China. The company will participate in the Trade in Services section (hall 8.2, booth C4-05), with a 300 square metre booth.

### Back to business in China

Messe Frankfurt has successfully organised 13 fairs in China since the resumption of events in July – held in Guangzhou, Shanghai and Shenzhen – with another 11 planned for the remainder of the year. Many of these fairs have added an online sourcing element to allow buyers who cannot travel to China to interact with the fairs' exhibitors. Mr Stephan Burma, Member of the Board of Management of Messe Frankfurt Group

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

and Managing Director, Messe Frankfurt Asia Holding Ltd explained: “It is clear from the high participation rates of exhibitors and visitors that the desire to meet in-person again is strong. While the new online elements of our fairs have been appreciated by those who cannot travel to China at present, the feedback from participants has been that meeting in-person is preferred, and irreplaceable. We will work closely with the Chinese authorities to ensure our upcoming fairs also take place safely, while we look forward to having these valuable face-to-face encounters in November at CIIE as well.”

### **China International Import Expo 2020**

Hosted by the Ministry of Commerce of the People's Republic of China and the Shanghai Municipal People's Government, the fair's partners include the World Trade Organization, United Nations Conference on Trade and Development and United Nations Industrial Development Organization.

In addition to Trade in Services, other product categories include Food & Agricultural Products, Automobiles, Intelligent Industry & Information Technology, Consumer Goods and Medical Equipment & Health Care Products. The fair will take place over an expected 360,000 square metres this year, up from 300,000 square metres last year, in 14 halls. Four special sections, dedicated to public health and anti-epidemic products and services, smart transportation, energy conservation and sporting goods, have been added this year.

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds, and will utilise its participation at CIIE to promote the company's global network of events. In 2019, 155 trade fairs and exhibitions were held under the Messe Frankfurt umbrella, over 100 of these taking place outside Germany. Last year, the company's fairground played host to 41 world leading trade fairs and exhibitions, and Messe Frankfurt organised in total 423 trade fairs, exhibitions, congresses, events and conferences worldwide, including international flagship events such as Automechanika, IFFA, ISH, Light + Building, Musikmesse, Prolight + Sound and Texcare. The consumer goods industry comes together in Frankfurt for Ambiente, Christmasworld, Creativeworld, Paperworld and Tendence, while the portfolio of textile fairs includes Heimtextil, Techtextil and Texprocess. In 2019, more than 99,000 exhibitors and 5.1 million visitors attended shows in Frankfurt and made by Messe Frankfurt around the globe.

For further information, please visit

<https://www.hk.messefrankfurt.com/hongkong/en/company/CIIE.html>.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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](http://www.messefrankfurt.com)