

Press release

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## Messe Frankfurt renames its Shenzhen subsidiary with eye on future expansion in Greater Bay Area

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**Messe Frankfurt has made a change to its China operations, renaming its Shenzhen subsidiary and appointing a new head of the management team. Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd will now be known as Messe Frankfurt Shenzhen Co Ltd. In addition, Mr Edward Che was appointed the new General Manager of Messe Frankfurt Shenzhen on 1 April.**



Mr Edward Che (left) and Ms Wendy Wen (right)

Messe Frankfurt has been present in Asia since 1987, and the region was the company's first overseas expansion. Today, the company organises more than 50 events around the region. Messe Frankfurt New Era Advertising (Shenzhen) began operations in 2013, and the changes to the Shenzhen office reflect the growing economic potential in, and importance for the company of, the South China region. This has become particularly pronounced in recent years with the formation of the Greater Bay Area initiative, and the recent completion of the world-class Shenzhen World Exhibition & Convention Center.

In addition to Messe Frankfurt Shenzhen's existing support of the group's Safety and Security portfolio, the company will now look for opportunities to expand its events in the region, particularly those presented by the Greater Bay Area initiative. The new fairground, one of the world's largest, also provides more opportunities for the company's expansion in the city. Messe Frankfurt already plans to host seven new or relocated fairs at the venue in 2020.

**Messe Frankfurt (Shenzhen) Co Ltd**  
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“As an active player in the Chinese market for more than three decades, Messe Frankfurt is constantly on the lookout for opportunities to help grow our clients’ businesses in the country. The Greater Bay Area initiative is one such opportunity, and the changes to our Shenzhen operation will help us to leverage this more for their benefit,” explained Ms Wendy Wen, Chairman of the Board of Management of Messe Frankfurt Shenzhen Co Ltd.

“I would also like to thank Ms Carol Guan for her service as General Manager of Messe Frankfurt New Era Advertising over the last six years, and wish her well in her retirement,” Ms Wen continued. “Looking forward, we are delighted to have someone of Edward’s knowledge and expertise on board as we look to grow our Shenzhen operation’s capabilities. Edward has many years of experience in trade fairs and global trade, which will serve us and our stakeholders well.”

Mr Che said: “During my time working in the Asia Pacific region, I have come to know Messe Frankfurt very well, and their capabilities and vision for this market have always impressed me. There is much potential for international companies in the South China market at present, and I look forward to expanding on the opportunities available to them, as well as promoting our network of global fairs to local companies.”

Messe Frankfurt Shenzhen Co Ltd is one of the nine offices established by the German exhibition organiser in Greater China headed by Messe Frankfurt (HK) Ltd. As the first overseas subsidiary of Messe Frankfurt Exhibition GmbH, one of the world’s oldest and largest trade fair organisers, the Hong Kong regional office has a portfolio of over 50 trade events in 12 major cities throughout Asia, and provides high-quality platforms for companies wishing to expand or improve their business in the region.

For more details about the company, please visit [www.hk.messefrankfurt.com](http://www.hk.messefrankfurt.com).

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#### **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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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).

\*preliminary figures 2019