

Press release

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Successes in Asia and France

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Following a successful new start in China, Messe Frankfurt has now also held physical events in Japan and France. The regional Beautyworld Japan Fukuoka trade fair and Texworld Evolution Showroom Paris each made face-to-face business encounters possible while complying with hygiene and safety standards. In Germany, Messe Frankfurt's digital platforms have played host to lively international gatherings even during the pandemic.

At Beautyworld Japan Fukuoka, Messe Frankfurt's first physical event in the 2021 calendar year, 122 exhibitors presented their products and services. The regional event for the beauty industry welcomed 3,818 visitors who were eager to discover the latest trends and products in the fields of cosmetics, perfumes, personal care and wellness.

As Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said: "We trade fair organisers are still prohibited from pursuing our profession in Germany. No one knows what the future holds, and it would be irresponsible to pretend otherwise. Yet following the resumption of trade fair operations in China last year, we have now demonstrated with our events in Japan and France that trade fairs can be held in compliance with hygiene and safety standards."

Stephan Buurma, Managing Director Asia, Messe Frankfurt: "The success of these events makes it clear that trade fairs can also be held in Japan during the pandemic. The event followed up on the success of its sister event Beautyworld Japan West, which was held in October 2020 with 224 exhibiting companies and over 22,000 visitors."

3,235 enquiries from visitors at Texworld Evolution Paris

Texworld Evolution Paris – Le Showroom welcomed more than 500 buyers and experts from the fashion, textile and apparel industries to Atelier Richelieu in early February who were looking to identify the trends for spring and summer 2022. The industry got together in the refined and safe setting offered by the showroom to discover over 2,500 selected samples from 75 international manufacturers from some ten countries. To ensure that visitor numbers could be controlled, advance reservations for specific admission slots were required. Visitors to the showroom enjoyed direct contact with manufacturers, submitting a total of 3,235 enquiries and requests for information, offers and orders.

"Beyond the simple pleasure of getting together and working together again, this showroom "enriched" with an inspiring trends forum meets the market's

expectations”, says Frédéric Bougeard, President of Messe Frankfurt France. “The sourcing necessities of the fashion industry will become more and more linear; they want more regular meetings and are in favour of intermediate solutions such as this one, complementary to the trade shows which remain essential.”

‘Neonyt on Air’ and ISH digital

Wherever official regulations have made it impossible to hold physical events, Messe Frankfurt has been expanding its digital presence to ensure that it can offer its customers the best platforms for interacting with business partners even during a pandemic. In mid-January the company used Neonyt’s social media channels to invite people to take part in ‘Neonyt on Air’, a series of talks and panel discussions broadcast live that delved into the latest developments in the sustainable fashion and textiles industry. ISH, the world’s leading trade fair for HVAC and water, has also been active in the digital realm. From 22 to 26 March 2021 it will be holding the first-ever ISH Digital, where international players will be presenting their latest products and innovations, discussing trends and expanding their networks. ISH Digital’s top themes include ‘Air: the vital element’, which looks at ventilation technology that can help to reduce the concentration of COVID aerosols in indoor air. Another topic, ‘Bathroom hygiene’, explores themes that include dirt- and bacteria-resistant surfaces in bathrooms, hands-free fixtures, and deluxe hygienic toilets.

Marzin: “We realise that nothing can replace personal encounters, but until we can once again hold our international industry gatherings in the form of physical events worldwide, we will continue offering our customers the opportunities they need to stay in contact with one another in these difficult times – always with an eye to what is possible and beneficial for the industries involved.”

Press information and photographic material:

<https://messefrankfurt.com/journalisten>

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020