

Press release

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Global trade fair operations off to a successful start

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Messe Frankfurt has held its first trade fairs since the multi-month global lockdown – with great success. Taking place from 15 to 17 July, Intertextile Shenzhen Apparel Fabrics and the Yarn Expo demonstrated just how important personal encounters are, highlighting the increased need for face-to-face meetings in the current situation.

These two events sent a very clear signal during the ongoing pandemic: industries are ready for trade fairs to return. 886 exhibitors were on hand for Intertextile Shenzhen Apparel Fabrics, while 125 exhibitors were at the Yarn Expo taking place alongside it, an event with many thematic interfaces. CHIC and PH Value also took place at the same time. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: “Trade fairs have always helped the economy recover after crises, and we are delighted that we can once again start bringing industries together – something they greatly appreciate in the present situation.” More than 1,000 exhibitors presented their innovations to the interested trade public, and a total of 42,000 visits were recorded. “Intertextile Shenzhen kicks off the global resumption of our event operations, demonstrating just how great the demand is for face-to-face encounters and professional platforms. This is a good signal not only for the textile industry – in which Messe Frankfurt is a market leader with over 50 trade fairs worldwide covering the entire value added chain – but also for the event industry as a whole,” said Detlef Braun, Member of the Executive Board of Messe Frankfurt, adding that: “Preparations for further events this year are already in full swing in Germany as well, including Nordstil, Formnext and Hypermotion.”

The trade fairs in Shenzhen were held in strict compliance with hygiene and safety standards that included not only distancing and the mandatory wearing of masks, but also a requirement that all visitors register in advance online.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €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