Messe Frankfurt Greater China

Corporate Brochure 2019

Company introduction  Event brands  A promising future
## Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Messe Frankfurt GmbH</td>
</tr>
<tr>
<td>06</td>
<td>Messe Frankfurt (HK) Ltd</td>
</tr>
<tr>
<td>10</td>
<td>The contribution to the exhibition industry in Greater China and new business</td>
</tr>
<tr>
<td>11</td>
<td>Our event brands in Greater China &amp; Asia</td>
</tr>
<tr>
<td>13</td>
<td>Flagship trade fairs in Greater China</td>
</tr>
<tr>
<td>15</td>
<td>Trade fairs in 11 sectors</td>
</tr>
<tr>
<td>33</td>
<td>A promising future</td>
</tr>
</tbody>
</table>

### Global network

- German state-owned trade fair corporation
- Greater China’s fast development
Born out of a centuries-old tradition
Germany has a rich history in trade and exhibitions. With a trade fair tradition which began more than 800 years ago, the German city of Frankfurt is now the modern day hub for Messe Frankfurt GmbH, one of the world’s largest trade fair corporations with its own exhibition grounds of 592,127 sqm gross area including 11 exhibition halls and two congress centres. According to figures unveiled in ‘Exhibition Centres Worldwide 2018’ by the Association of the German Trade Fair Industry (AUMA), the exhibition capacity of Messe Frankfurt’s hall area is 366,637 sqm, and is one of the three biggest exhibition centres worldwide. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

With solid roots in Frankfurt, Messe Frankfurt has extended its influence and expertise to create a global presence for its customers in 188 countries via a network of 30 subsidiaries and over 50 international Sales Partners.
Global business

We define the marketplace for entire industries
Messe Frankfurt’s vision and strategy is to build trade fairs by concentrating on areas of expertise to create the best and most professional brand name trading platforms for its customers. In many cases, these brand name trade fairs are exported to local markets around the world.

Click on the logo below for a video overview of our global shows

www.messefrankfurt.com
With the help of more than 2,500 employees, Messe Frankfurt organises almost 150 trade fairs worldwide, resulting in a group turnover of around EUR 715 million in 2018 (preliminary numbers).

Without a doubt, our international flagship fairs are industry leaders and set the trends. In the Consumer Goods sector we have Ambiente, Beautyworld, Christmasworld and Paperworld which are the world’s most important meeting places for the consumer goods sector. Meanwhile, Musikmesse and Prolight + Sound are leading shows in the field of Entertainment, Media & Creative Industries. The highly reputable fairs for Textiles & Textile Technologies are Heimtextil and Techtextil. Representing the Technology and Mobility & Logistics sectors are Automechanika, Light + Building, IFFA, ISH and Texcare. Many of these successful fairs have editions that take place in Asia. Today, more than 70 trade fairs are organised throughout the region.
Global competitive strengths and advantages

An international company with worldwide partners
With our headquarters in Frankfurt, Germany, we pursue a strategy of exporting our successful trade fair brands around the world to provide our exhibitors with access to relevant regional markets and promising new markets. We support our customers in internationalising their business activities by organising quality events around the world. We offer worldwide support and in areas where we are not permanently represented, we have the right local contacts.

Rooted in a tradition of global trade
Frankfurt has been an international trade centre since the Middle Ages and has successfully transitioned through the centuries to become a major and highly respected trade fair organiser with a network of international partners that spans the globe. Today, Messe Frankfurt is one of the world’s largest trade fair corporations with its own exhibition grounds, which is one of the biggest in the world, together with global offices to partner with our stakeholders to create value.

Setting the agenda by understanding our customers and their industries
Messe Frankfurt understands customers’ products, requirements and business potential and as a result in some market sectors our show brands help to set the industry agenda. We know the ins and outs of the market sectors and carefully track their development to create optimal concepts at all times. Importantly, Messe Frankfurt brings together the top decision makers and buyers to offer exhibitors international and regional demand for their products, and for visitors we offer a range of products, services and trends in their respective industries.
Messe Frankfurt (HK) Ltd
Greater China’s regional headquarters

Corporate structure
We are represented in Greater China through offices in Hong Kong, Taipei, Shanghai, Beijing, Guangzhou and Shenzhen employing around 500 employees.
Key developments in Greater China

Messe Frankfurt has 32 years’ exhibition organising experience in Greater China, starting with its first show Interstoff Asia launched in Hong Kong in 1987. Today, the company organises over 50 events, and more are planned for the future.

1987  Launch of the first trade fair outside of Germany
1994  Messe Frankfurt (HK) Ltd
1995  Messe Frankfurt (HK) Ltd – Taiwan Branch
2002  Messe Frankfurt (Shanghai) Co Ltd
2003  Messe Frankfurt (Shanghai) Co Ltd – Beijing Office
2005  Guangzhou Guangya Messe Frankfurt Co Ltd
2009  Messe Frankfurt New Era Business Media Ltd – Taiwan Branch
2013  Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
2014  Guangzhou Li Tong Messe Frankfurt Co Ltd
2017  Messe Frankfurt Traders-Link (Beijing) Co Ltd
What we offer in Greater China

The Messe Frankfurt brand in Greater China represents consistent quality together with international and domestic expertise in the dynamic and fast changing exhibition industry. That is one of the reasons why our stakeholders confidently place their trust in Messe Frankfurt. With our brand we inspire, build and affirm our stakeholders’ empathy, trust and satisfaction. As a service provider, our important values are partnership, commitment, honesty and sustainability.

**Partnership**
We believe in building long-term and trust-based relationships. This makes us a strong business partner. We offer the most relevant products, services, customer care, convenience and technology. In addition, we are familiar with our customers’ requirements and are able to create and organise exhibitions that deliver maximum business potential and value for money.

**Commitment**
For our stakeholders only the best is good enough and this motivates us to proactively take initiatives in the interests of our customers so we can continuously improve.

**Honesty**
We are proud to say that we deliver on our promises – and only promise what we can deliver. This makes us a reliable and competent partner. In our operation business, we are also committed to the protection against brand and product piracy to protect the interest of our customers.

**Sustainability**
In response to the increasing importance of sustainability in Greater China, Messe Frankfurt promotes the development of industries related to sustainability by organising various environmental-technology fairs in the region to keep customers abreast of the green trends in the aspects of water, environmental protection, solar building technologies and more.
We have 32 years of exhibition organising expertise following the first Interstoff Asia show in Hong Kong in 1987.

We have a strong connection with Chinese authorities and industry associations.

We maintain good relationships through mutual understanding and consensus using our advanced exhibition management expertise.

We are recognised by reputable convention and exhibition industry associations.

We offer a diversified portfolio focusing on the core industry sectors of Automotive Technology, Building Technology & Lighting, Consumer Goods, Entertainment, Media & Creative Industries and Textiles and Textile Technologies.

Our portfolio also includes environmental awareness, safety & security, toy, maternity & baby care products and meat processing events.

We have a professional team of around 500 employees in Greater China.

**Industry awards**

The below awards from various organisations recognise Messe Frankfurt’s contribution to the trade fair industry in Greater China:

**The Asian Federation of Exhibition and Convention Associations (AFECA)**
- Third place in Outstanding Trade Exhibition category of 2017 AFECA Asian Awards (Prolight + Sound Guangzhou)

**Taiwan’s Bureau of Foreign Trade**
- MEET TAIWAN Award 2016 – Exhibition Innovation Bronze Award (Secutech)

**The Shanghai Convention & Exhibition Industries Association**
- Honorary Credential – Shanghai Top International Brand Fair 2013 – 2015 (Music China)
- Honorary Credential – Shanghai Top International Brand Fair 2013 – 2015 (Prolight + Sound Shanghai)

**The 12th China Events Fortune Forum**
- Most Innovative Exhibition 2013 (Music China)
As disclosed in an agreement signed on 18 July 2018 at the Shanghai New International Expo Centre by the organisers of Texcare Asia and the China Laundry Expo, the two trade fairs merged into a single show in a win-win arrangement to integrate industry resources.

The new joint-venture fair will be the largest annual industry event covering the textile care and laundry chain in Asia. The first edition will take place from 25 – 27 September 2019 at the Shanghai New International Expo Centre and will be jointly organised by the China Laundry Association and the China Light Industry Machinery Association, as well as Messe Frankfurt (Shanghai) Co Ltd and Unifair Exhibition Service Co Ltd.

Taking place on the 40th anniversary of China’s economic opening to the world, CIIE is intended to usher in a new round of Chinese economic liberalisation.

As the organiser of over 50 trade fairs and exhibitions in Greater China across 11 diverse industry sectors, and with 32 years’ experience in the region of doing so, Messe Frankfurt showcased how these trading platforms excel at connecting China to global markets, and the world to China.
Our event brands in Greater China & Asia

In Asia, Messe Frankfurt (HK) Ltd organises more than 50 trade shows and conferences with 39 of them held in the Greater China cities of Beijing, Changsha, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenzhen and Taipei.

<table>
<thead>
<tr>
<th>1. Building Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>guangzhou electrical building technology</td>
</tr>
<tr>
<td>guangzhou international lighting exhibition</td>
</tr>
<tr>
<td>ISH SHANGHAI</td>
</tr>
<tr>
<td>parking CHINA</td>
</tr>
<tr>
<td>shanghai intelligent building technology</td>
</tr>
<tr>
<td>shanghai international lighting fair</td>
</tr>
<tr>
<td>thailand building fair</td>
</tr>
<tr>
<td>thailand lighting fair</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Consumer Goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>baby &amp; stroller CHINA</td>
</tr>
<tr>
<td>Hong Kong International Stationery Fair CHINA</td>
</tr>
<tr>
<td>paperworld CHINA</td>
</tr>
<tr>
<td>toy &amp; edu CHINA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Electronics &amp; Automation Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCIM ASIA</td>
</tr>
<tr>
<td>SIAF GUANGZHOU</td>
</tr>
<tr>
<td>smart industry solutions SHANGHAI</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Entertainment, Media &amp; Creative Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>music CHINA</td>
</tr>
<tr>
<td>proligh+sound GUANGZHOU</td>
</tr>
<tr>
<td>proligh+sound SHANGHAI</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Environmental Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO Expo Asia</td>
</tr>
</tbody>
</table>
6. Food Technologies

meat expo
CHINA

7. Manufacturing Technologies & Components

asiamold
3D printing
ASIA
wire & cable
GUANGZHOU

8. Mobility & Logistics

automobilenikawa
KUALA LUMPUR
automobilenikawa
HO CHI MINH CITY
automobilenikawa
CHENGDU

9. Safety, Security & Fire

guangzhou public
security technology
secutech
INDIA
secutech
THAILAND
secutech
VIETNAM

10. Textile Care, Cleaning & Cleanroom Technologies

texcare
ASIA

11. Textiles & Textile Technologies

CiNE
supported by Techtextil

Cinte
CHINA

tectextil

intertextile
SCHANGHAI apparel fabrics
intertextile
SCHANGHAI home textiles
yarn expo
Flagship trade fairs in Greater China

**Shanghai international trade fair for automotive parts, equipment and service suppliers**
Year: 2018  
Venue: National Exhibition and Convention Center (Shanghai), Hongqiao  
Exhibition space: 350,000 gross sqm  
Exhibitor number: 6,269  
Visitor number: 150,568

---

**guangzhou international lighting exhibition**

**guangzhou electrical building technology**

Asia’s influential and comprehensive lighting, electrical engineering, intelligent building and smart home industries exhibitions  
Year: 2018  
Venue: China Import and Export Fair Complex, Guangzhou  
Exhibition space: 210,000 gross sqm*  
Exhibitor number: 2,822*  
Visitor number: 165,998*  
*Figures include concurrent event Guangzhou Public Security Technology
**intertextile**

One of Asia’s largest musical instrument trade fairs

Year: 2018  
Venue: Shanghai New International Expo Centre, Pudong  
Exhibition space: 138,000 gross sqm  
Exhibitor number: 2,252  
Visitor number: 110,381

---

**music**

One of Asia’s largest international exhibitions and conferences for the security, mobility, building automation and fire safety solution sectors

Year: 2018  
Venue: Taipei Nangang Exhibition Centre, Taipei  
Exhibition space: 22,086 gross sqm  
Exhibitor number: 427  
Visitor number: 19,907

---

**secutech**

One of Asia’s largest international exhibitions and conferences for the security, mobility, building automation and fire safety solution sectors

Year: 2018  
Venue: Taipei Nangang Exhibition Centre, Taipei  
Exhibition space: 22,086 gross sqm  
Exhibitor number: 427  
Visitor number: 19,907
The first Guangzhou International Lighting Exhibition (GILE) was launched in 1996, followed by the addition of Guangzhou Electrical Building Technology (GEBT) in 2004. Recognised as Asia’s influential lighting and building events, and concurrently held with Guangzhou Public Security Technology (GPST), the fairs attracted 2,822 exhibitors covering 21 exhibition halls which utilised 210,000 sqm. 165,998 visitors from 129 countries and regions attended GILE and GEBT in 2018.

The core concept for this building technology platform was expanded to include sister fairs in Shanghai – Shanghai Intelligent Building Technology (SIBT) in 2012 and Shanghai International Lighting Fair (SILF) in 2014 – to cater to the needs of the Eastern China market.

By integrating four lighting and building technology events in Shanghai, the Building + IoT exhibition platform offers total solutions to construct a connected smart home ecosystem to meet market demands for energy-efficient technologies to sustain economic growth, competitiveness and environmental protection.

Responding to the market’s booming demand for smart home products and solutions in China, Shanghai Smart Home Technology (SSHT) was launched in 2015 and held concurrently with SIBT. In 2018, the two fairs attracted 272 exhibitors covering 23,000 sqm of exhibition space and welcomed 29,423 visitors from 53 countries and regions.

Parking China made its debut in May 2016. The fair serves as a comprehensive platform covering the entire parking industry supply chain where leading brands in the industry can introduce their latest smart parking systems, mechanical parking facilities and car park management services. The 2019 edition takes place from 3 – 5 September in Shanghai.

Thailand Lighting Fair is ASEAN’s leading trade fair on lighting technology, design and application. The fair is segmented into three sections: lighting accessories and electronic components; commercial, city and architectural lighting; and lighting art and designer lighting fixtures. Concurrently held with Thailand Lighting Fair, Thailand Building Fair offers an unrivalled one-stop sourcing platform in the region with a wide range of building technology and solutions.

www.light.messefrankfurt.com.cn
www.building.messefrankfurt.com.cn
www.smartparkingchina.com
www.thailandlightingfair.com
www.thailandbuildingfair.com
The first ISH China took place in 1996 in Beijing. In 2011, ISH China merged with one of the biggest local HVAC fairs, CIHE, and was renamed ISH China & CIHE, becoming Asia’s leading HVAC exhibition. Innovative home comfort and advanced water treatment systems have been introduced in recent years and these industry sectors have become key highlights at the fair.

ISH China & CIHE 2018 attracted 1,317 exhibitors and 70,202 visitors from 51 countries and regions. The fair operated on an unprecedented scale by adding two additional halls – halls E5 and E6 – to house exhibitors showcasing ‘Clean Energy Heating Solutions’. The 2018 edition utilised 10 halls, occupying 116,000 sqm of exhibition space at the New China International Exhibition Center in Beijing.

With further rising of the international impact of ISH China & CIHE, the ‘Overseas Area’ in hall E1 gathered renowned global companies to present a comprehensive array of exhibits; the German Pavilion and Italian Pavilion impressed visitors with cutting-edge European HVAC technologies at E2 and W2 respectively with an upgrading scale; and the ‘Water Pump Zone’ was also launched to accommodate the growing demand for top brands of water pumps from all over the world.

The next edition of ISH China & CIHE is held on 6 – 8 May 2019.

To meet the heating market demand in Eastern and Central China, the first ISH Shanghai & CIHE took place in September 2012. The 2018 edition covered 11,500 sqm and attracted 217 exhibitors and 18,963 visitors from 35 countries and regions.

Leading domestic and overseas brands showcased a complete range of the latest technologies including floor cooling and heating systems, surface heating and electric heating systems. The European Pavilion participated to capitalise on the rapid development of the HVAC market. Renowned HVAC brands from Germany, Italy and the UK brought top-of-the-range European heating products and technologies. The ‘Premium Area’ was also introduced to showcase outstanding technologies and products under the themes of technology, quality, design and technical skills.

The next edition of ISH Shanghai & CIHE is held on 3 – 5 September 2019.

www.ishchina-cihe.com

www.ishshanghai-cihe.com
**Stationery Fair**

- Jointly organised with the Hong Kong Trade Development Council, it is well-established in Asia as the first show in the region’s stationery business sector in the calendar year.
- It gains continuous support from industry associations including those from Korea, Malaysia, Taiwan and Thailand in the form of pavilion participation and delegation visits.
- [www.hkstationeryfair.com](http://www.hkstationeryfair.com)

**Consumer Goods**

**Ambiente**

- An extension of Ambiente, the world’s leading event for the consumer goods sector, Interior Lifestyle China was first held in Shanghai in 2007.
- The fair serves as an ideal platform for mid-range and high-end household and lifestyle related product brands from around the globe to connect with local distributors, agents and retail channels.
- A series of interactive fringe events gather global experts and professionals to share market trends and insights with industry players.
- More than just a trade fair, its vast network promotes the brand concept throughout the year.
- [www.il-china.com](http://www.il-china.com)

**Interior Lifestyle China**

**Paperworld China**

- Since its debut in Shanghai in 2005, the fair has developed into a professional trading platform for prominent brands, innovative small and medium-sized companies, as well as quality industry OEMs.
- The debut of ‘Best Stationery of China (BSOC) Awards’ and ‘Design Area’ in 2018 acknowledged and encouraged the originality and creativity of China’s stationery industry.
- A showcase named ‘Small yet Beautiful’ was set up as a mock modern stationery & retail book shop in 2016. Its size increased 50% in compared to 2017. It received tremendous positive feedback for providing stationery industry players with inspiration and direction in the aspects of product presentation, innovation and procurement formats.
- [www.paperworldchina.com](http://www.paperworldchina.com)
First held in 1989, they are now one of the biggest and most renowned toy & baby product trade fairs in South China.

Messe Frankfurt joined as a co-organiser and held the fairs together with the Guangdong Toy Association (GDTA) starting from 2015.

The 2018 edition attracted 1,105 exhibitors occupying 100,000 sqm of exhibition space and 56,549 professional trade buyers from 76 countries and regions.

Located in the heart of Pearl River Delta, the event is easily accessible to manufacturing bases and held during the prime sourcing season for both domestic and international markets.

Special features include the ‘International Zone’, the ‘Animation and Character Licensing Zone’ as well as the ‘Pre-school amusement play-set zone’.

Industry experts also come together and share their insights at the fairs’ fringe programme.

www.chinababyfair.com
www.chinatoyfair.com
The fair made its debut in 2002. It is organised by Mesago PCIM GmbH and a local partner. Riding on the expertise of PCIM Europe, one of Europe’s leading power electronics fairs organised by Mesago PCIM GmbH, Messe Frankfurt has been involved in the fair since 2014.

PCIM Asia is the prime sourcing platform in China for the latest power electronics solutions, products and services. It features a concurrent international conference on power electronics and applications in motion, renewable energy and energy management. At the 2018 fair, 91 exhibitors and 5,388 visitors from the sectors of industrial and automotive electronics, as well as motor control were in attendance.

www.pcimasia-expo.com.cn

The original fair began in 1997 and was called Guangzhou International Factory Automation and Instrument Exhibition (CHIFA).

Since 2010, Messe Frankfurt became one of the organisers of the show. They utilised the expertise of SPS (formerly known as “SPS IPC Drives”), one of Europe’s leading electric automation fairs under Mesago Messe Frankfurt GmbH, to organise SIAF Guangzhou.

With the slogan of ‘Capturing the pulse of intelligent manufacturing solutions in China’, the fair serves as the prime sourcing platform in China for manufacturers to source the latest industrial automation solutions, products and services. It has been held concurrently with Asiamold since 2017 to benefit from the business opportunities brought forth by synergistic collaboration with this moulding and 3D printing fair.

The ‘Dialogue with Hidden Champions’ and ‘Smart Industry Solutions Seminar’ are two key concurrent events highlighted in the 2019 exhibition. The former focuses on opportunities and challenges in the industrial internet era while the latter concentrates on practical applications and utilisations.

www.spsinchina.com
Entertainment, Media & Creative Industries

**music CHINA**

- The show made its debut in 2002 in Shanghai and is now one of the largest musical instrument events in Asia.
- There is an on-going collaboration with musical institutions and associations to provide advanced training for music teachers and to foster music learning in China.
- Forums, seminars and live performances offer participants an integrated experience of business networking, knowledge expansion and music & culture appreciation.
- The fair actively supports various fundraising initiatives and charity programmes to deliver a love and care message to the local community via music.
- ‘New Product Global Launch’ offers music industry players the platform to demonstrate innovative products. ‘The Music Lab’ also encourages young talents to create new concepts for musical instruments.

www.musikmesse-china.com

**prolight+sound GUANGZHOU**

- First held in 2003 under Guangdong International Science & Technology Exhibition Company (STE), a strategic cooperation with Messe Frankfurt to co-organise Prolight + Sound Guangzhou (PLSG) was established in 2013.
- Being one of Asia’s largest pro audio and lighting trade fairs, the 2018 show set new records with 1,300 exhibitors, 13 thematic halls and ‘Y-Channel demonstration area’ covering 130,000 sqm and 75,993 visitors.
- To capture the growing opportunities in new media technologies and system integration, the 2019 show featured dedicated halls for ‘Communication & Conference’ and ‘Media Systems and Solutions’, as well as the KTV Hall. It also offered the latest solutions in professional audio, lighting, entertainment systems, stage, AV, and communication equipment.
- The ‘PLSG Annual Training Course’ incorporated entertainment technology, professional knowledge and introduced Dante, AoIP networking applications, event planning and lighting design to demonstrate market trends and innovations to the industry and vertical sectors. The next PLSG takes place from 19 – 22 February 2020.

www.prolightsound-guangzhou.com
Prolight + Sound Shanghai (PLSS) made its debut in 2003 and is held concurrently with Music China to create an annual international exhibition for the music, event, media technology and entertainment industries in Asia.

The show showcases a full spectrum of products across the entire entertainment industry, including professional audio, professional lighting, stage equipment, AV and communication equipment.

The show has elevated to a comprehensive platform to accommodate the rising needs and challenges in the Asian market. To achieve this, the ‘Recording & Production Zone’ and ‘Stage Machinery and Theatre Technology Zone’ are tailored-made for event technology practitioners, and each zone comes along with dedicated expert workshops and events.

The ‘Recording & Production Zone’ covers from recording device to software and complements numerous knowledge-sharing sessions, such as the ‘9th National Music Mixing Contest Award’, the ‘Recording Software Quarters’, ‘Recording & Production Workshop’, ‘Recording Technology Forum’ and ‘Sound Studio @ PLSS’.

The ‘Stage Machinery and Theatre Technology Zone’ showcases special effects, stage technology and truss systems. It gains support from global industry associations including China Association of Performing Arts, Event Safety Alliance and Shanghai Scenography Association to jointly organise a fringe programme focusing on event safety and stage art design.

In addition to the ‘Concert Sound Arena’ held since 2009, the ‘PLSS Academy’ was introduced in 2017 to present unrivalled opportunities for demonstrating, learning, networking and exchanging ideas. The next Prolight + Sound Shanghai is held from 10 – 13 October 2019.

www.prolightsound-shanghai.com
• Launched in 2006, the fair is jointly organised with the Hong Kong Trade Development Council. It has received support from the Environment Bureau of the HKSAR Government as a co-organiser since 2009.
• The 13th edition in 2018 attracted 338 exhibitors which included 14 overseas pavilions. It also welcomed 14,824 visitors from 106 countries and regions, including over 430 government officials and representatives from Hong Kong, Mainland China and other Asian countries, while 54% of visitors were from overseas. This proved that Hong Kong is one of the best locations and markets for reaching worldwide industry experts and traders.
• The ‘Guangdong-Hong Kong-Macao Greater Bay Area Zone’ and ‘Greater Bay Area Forum’ were first launched in 2018. Government bodies and enterprises from the two Special Administrative Regions and nine municipalities in Guangdong Province were invited to showcase and share the green business development and challenges in their regions. The Province’s National Development and Reform Commission agreement established an environmental development alliance which will further strengthen collaboration among the Area cities.
• The ‘Eco Asia Conference’ presents a wide range of topics about the latest government policies, industry trends and technologies, and was well-attended by some 670 industry experts and representatives in 2018. A total of over 90 conference and seminar speakers contributed their expertise and shared their experience in different concurrent events over four days.
• The fair is supported by nearly 40 local and international trade associations and government agencies. Future development involves capturing opportunities in Asia’s fast-growing markets, especially China.

www.ecoexpoasia.com
Meat Expo China 2015 took place in Shanghai and was the inaugural joint organisation by Messe Frankfurt (Shanghai) Co Ltd and the Circulation Industry Promotion Center (CIPC) of the Ministry of Commerce of the People's Republic of China.

In 2017, the fair relocated to Changsha and was held in parallel with the China Food & Catering Expo (CFCE), a key international trade exhibition in the food and catering industry jointly supported by the Ministry of Commerce and the People’s Government of Hunan Province. The relocation maximised the resources of the two fairs and better served the complete food industry supply chain in China by gathering professionals from both upstream and downstream of the industry chain.

It showcased a full spectrum of products across several sectors of the meat market, including meat and bought-in food products, meat-related processing equipment and technology, packaging equipment, materials and technology, as well as refrigeration equipment and technology. The 2018 fair ran in conjunction with the China Food & Catering Expo and the 2018 First China Hunan Cuisine Ingredient E-commerce Festival. The three events gathered 1,500 companies and attracted 38,486 visits.

www.meatexpochina.com
**Wire and Cable Guangzhou**

- Wire and Cable Guangzhou was established in 2009. It is an influential industry trading platform that connects suppliers in South China and worldwide decision-makers from a wide range of industries. Starting from 2014, Messe Frankfurt has become a cooperating partner in the management and organisation of the fair.
- It is one of the largest events in its sector in South China. 221 exhibitors and 22,670 visitors from 41 countries and regions attended in 2018.
- The fair features an array of product zones to address the ever increasing industry demand in the region. It also enables suppliers, distributors and exporters to reach their target customers, and establish new business relationships in a single location. Wire and Cable Guangzhou 2019 is held from 11 – 13 June.

www.wire-cable-china.com

**asiamold**  **3D printing**

- Since its launch in 2007, Asiamold has become one of the most important marketing and trading events for Chinese mould and die industry players. The fair enjoys extensive attention from professionals around the world and serves as an influential and professional exhibition for mould and die development in China.
- Starting from 2017, Asiamold has been held concurrently with SPS – Industrial Automation Fair Guangzhou (SIAF) to help mould, 3D printing and other forming technology industry players discover greater business opportunities within the industrial automation sector.
- It showcases the most up-to-date solutions for China’s increasingly sophisticated manufacturing markets. The ‘3D Printing Asia Zone’ is a key highlight of the fair that offers numerous business opportunities for companies in China’s revolutionary 3D printing market.
- At the 2018 event, 250 exhibitors showcased their most advanced solutions, from product design and rapid prototyping to mould-making, while 25,521 visitors attended the fair. New elements related to mould-making, such as 3D printing, additive manufacturing, foundry and die casting, laser welding, as well as metalworking were added to provide a comprehensive solution to serve the growing production needs of global manufacturers.

www.asiamold-china.com
www.3dprintingasiaexpo.com
Automechanika Shanghai

• As one of Asia’s largest trade fairs for the automotive parts, accessories and service industries, it is recognised as an event which represents the entire supply chain for business exchange, marketing, networking and education. In 2018, the 14th edition took place at the National Exhibition and Convention Center (Shanghai) and was supported by 51 government agencies and industry associations.
• It welcomed 6,269 global and domestic exhibitors and 150,568 visitors from 145 countries and regions in an exhibition area of 350,000 sqm. Both the exhibitor and visitor numbers surpassed previous years in 2018, with 4% increase in exhibitors and 15% increase in visitors.
• The fair continues to enhance the representation of each sector according to market demands. In 2018, the fair introduced ‘Tomorrow’s Service & Mobility’ sector to highlight the increased significance of the most recent breakthroughs in car connectivity, autonomous driving, new energy vehicles, digitalisation and more. A brand new ‘Chain Stores Zone’, highlighting the transforming landscape of distribution channels of the automotive service industry was also included. The area welcomed a strong collection of chain stores, e-commerce businesses and automotive suppliers for new business models.
• The next fair is held on 3 – 6 December 2019.
www.automechanika-shanghai.com

Automechanika Kuala Lumpur

• The original fair began in 1998 and is now Malaysia’s leading regional trade fair for the automotive industry targeting trade visitors from ASEAN.
• The 11th edition of Automechanika Kuala Lumpur (AMKL), comprising five exhibition halls, opens its doors from 21 – 23 March 2019 at the Kuala Lumpur Convention Centre (KLCC). Some 300 exhibitors will showcase their latest products in an exhibition space of 9,710 sqm.
• It is an ideal platform for local and overseas industry buyers to source products and services related to the passenger and commercial vehicles sectors. Multiple fringe events highlighting the potential of IoT technologies will be featured at the show, including ‘Fleet Management Conference’, ‘Collision Repair Training Workshop’ and ‘EMMA Malaysia Final – Car Audio and Modification Competition’.
www.automechanika-kl.com

Automechanika Ho Chi Minh City

• The fair was first held in 2017 and is Vietnam’s leading regional trade fair for the automotive service industry. The 2019 edition took place from 28 February – 2 March and attracted 359 worldwide exhibitors to its 10,200 sqm of exhibition space.
• The fair has a comprehensive coverage including passenger vehicles, commercial vehicles and motorcycles. ‘Truck Competence’ is added to its growing list of exhibitor portfolios, allowing visitors to quickly identify exhibitors who specialise in commercial vehicles. The category will sit alongside the already established ‘Tyre and Motorcycle Competences’ at the show.
www.automechanika-hcmc.com
• AMR enjoys a high reputation in China and Asia Pacific with 36 years’ history as a leading exhibition and trading platform aiming to provide comprehensive solutions for repair and maintenance, as well as car care and spare parts.

• In November 2017, Messe Frankfurt (HK) Ltd and Beijing Traders-Link Plus International Exhibition Co Ltd reached an agreement in forming a joint venture company named Messe Frankfurt Traders-Link (Beijing) Co Ltd to act as the fair’s co-organisers together with the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA).

• AMR 2018 was held successfully from 1 – 4 April at the New China International Exhibition Centre housing 1,200 exhibitors across 110,000 sqm of exhibition area. There were 57,117 visits from 70 countries and regions. 90% of them were local distributors and superior end-users such as workshops, 4S shops, trading companies, chain stores, car care shops and tyre shops. 84% had full or partial influence on purchasing decisions.

• AMR 2019 takes place from 21 – 24 March in Beijing. To take advantage of the market development trends, it covers every aspect of the automotive maintenance and repair, spare parts and car care sectors. The newly expanded special zones of spare parts, lubricant oil and car care provide an extensive overview of the industry and vast business opportunities.

www.amr-china.cn

CAPAS
CHENGDU

• The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) made its debut in 2014. It is Messe Frankfurt’s first trade fair in Southwest China and the second automotive trade fair in China. CAPAS has been proactively catering to industry developments and expanding its network since its inception to create a leading platform in the region for the automotive industry. The fair has become one of the top 10 exhibition brands in the Sichuan Province, serving as a one-stop sourcing platform for business, information exchange and investment.

• The sixth edition of CAPAS takes place from 23 – 25 May 2019 at the Chengdu Century City New International Exhibition & Convention Center. It is expected to feature some 600 international exhibitors in an exhibition space of 45,000 sqm. In 2018, the fair welcomed 18,016 trade visitors.

• In 2019, the fair will widen its scope and feature a total of seven theme zones including a new ‘Tyre Zone’ which will showcase the latest tyres, wheels and rims products. Other theme zones include ‘Parts & Components’, ‘Accessories & Customising’, ‘Repair, Supply Chain & Chain Stores’, ‘Commercial Vehicles’, ‘E-mobility & Infrastructure’, as well as ‘Made in Sichuan’.

www.capas-chengdu.com
The organiser of the Secutech fairs, a&s Group, was acquired in 2009 and Messe Frankfurt New Era Business Media Ltd was then formed.

The fairs leverage the resources of Messe Frankfurt New Era Business Media Ltd with its publications, website and e-magazines, to enhance its competitive advantage.

Secutech is a leading exhibition in the security industry. With 22 years’ experience in connecting the security industry across Asia, the 2019 fair converges security, ICT and IoT, artificial intelligence, big data, edge computing, intelligent video analytics, deep learning and other advanced technologies to provide visitors with a series of solutions for smart retail, smart factory, smart transportation, smart parking, smart hotel, smart community and smart healthcare.

‘Mobility’ and ‘SMABIoT’ are the two spotlighted concurrent events in the 2019 edition. The former is Asia’s leading platform for intelligent transport systems (ITS) that showcases an extensive number of innovative products and solutions ranging from smart road, smart railway and smart parking to fleet management, whereas the latter shifts gears from smart home to focus on IoT for smart building with four major applications: residential & community, hospitality, nursing facilities and commercial buildings.

www.secutech.com www.secutechthailand.com
www.secutechexpo.com www.secutechvietnam.com

Guangzhou Public Security Technology is a vital and leading industry event for security and safety products and solutions in South China. Starting from 2018, Messe Frankfurt joined forces as the co-organiser in the management and organisation of the fair.

Together with Guangzhou Electrical Building Technology, 220 exhibitors participated across 15,000 sqm of exhibition space, and 28,417 visitors from 27 countries and regions attended in 2018.

The fair covered a diverse spectrum of products and solutions with applications across the vertical markets of smart city, public safety, smart transportation, smart community and building management. Advanced technologies involving artificial intelligence, IoT and biometric recognition have been in high demand across these verticals and were on full display to fairgoers during the fair.

www.guangzhousecurity.com.cn
• In 2019, Texcare Asia and the China Laundry Expo merged to create a one-stop exhibition for laundry equipment and technology in Asia. The new joint-venture fair will be the largest annual industry event covering the textile care and laundry chain in Asia.

• The first edition takes place from 25 – 27 September 2019 at the Shanghai New International Expo Centre which is expected to attract 300 exhibitors across 30,000 sqm of exhibition space.

• It provides coverage across the entire supply chain, including machinery, systems and accessories, chemicals and consumables, energy saving and environmental protection, digital & intelligent solutions, leather care products, cleaning machinery, tools and chemicals, rental services and other related services.

• Various fringe events enhance attendee experience by offering opportunities to catch up with the latest industry developments, learn about the current market outlook worldwide and have valuable networking with industry peers.
The fair was first launched in 1995, with cooperation from the Sub-Council of Textile Industry, CCPIT; and China Textile Information Centre. In 2002, Intertextile Shanghai Fair was renamed to Intertextile Shanghai Apparel Fabrics, and it continues to take place twice a year with its Spring and Autumn Editions.

Positioned as one of the most comprehensive and leading events in the global apparel fabrics and accessories industry, not only is the show renowned for providing exhibitors with opportunities to take advantage of the latest apparel trends and growth areas in China and the global industry, but also for its specialised product classification to enhance visitors’ sourcing experience. As such, featured product zones including ‘Accessories Vision’, ‘All About Sustainability’, ‘Beyond Denim’, ‘Functional Lab’, ‘Premium Wool Zone’ and ‘Verve for Design’ are organised and highly appreciated by all participants for accommodating market trends and global demands.

The business matching programme, buyer delegations, trend forums, display zones and fabric design competitions, together with a series of panel discussions and seminars, create vast business opportunities and offer an integrated learning platform for the industry.

**Autumn Edition**
- The 2018 edition attracted 4,480 exhibitors from 33 countries & regions, covering 240,000 sqm of exhibition space, and 78,131 visitors from 103 countries and regions.
- The fair’s large scale and strong internationalism provide unrivalled opportunities for exhibitors. High-quality trade buyers are increasingly attracted to the fair by its outstanding industry reputation, and in particular the distinctive product zones which facilitate more business onsite.
- The ‘Intertextile Consumer & Lifestyle Trends’ presentation was introduced in the 2018 Autumn Edition. It helped the apparel industry to gain a wider perspective of the consumer market by delving into the main sociocultural and innovation developments taking place today and their repercussions on business, design, creative and marketing opportunities.

**Spring Edition**
- New records were set for both visitor and exhibitor numbers in 2018. The exhibitor number reached 3,386 from 22 countries and regions, while 82,314 quality trade buyers from 104 countries and regions attended the show alongside other concurrent fairs.
- The fair continues to develop by organising featured product zones to cater to the demand of up-and-coming markets, remaining the best gateway for industry players to tap into both global as well as the booming China & Asia markets.

www.intertextileapparel.com
Autumn Edition
• The first fair was held in 1995 in cooperation with the Sub-Council of Textile Industry, CCPIT; and China Home Textile Association (CHTA). In 2015, the fair moved to a new venue, the National Exhibition and Convention Center (Shanghai). It is located near a central transportation hub and is closer to the textile manufacturing bases in areas surrounding Shanghai, ensuring more convenient access for industry buyers.
• The Autumn Edition is now one of the biggest home textile fairs worldwide. In 2018, it attracted 1,091 exhibitors from 26 countries and regions to its 170,000 sqm of exhibition space, and 39,730 visitors from 104 countries and regions.
• An industry-related fringe programme including forums and seminars about design and marketing & technology, together with a number of product display areas, offer comprehensive information, inspiration and opportunities to the industry.

Spring Edition
• The Spring Edition was launched in 2011 to meet rising domestic market demands. The 2018 edition attracted 20,870 visitors to source from a total of 232 exhibitors when it was held alongside the Group’s other textiles fairs: Intertextile Shanghai Apparel Fabrics and Yarn Expo Spring.

www.intertextilehome.com
• The China International Nonwovens Expo & Forum (CINE – supported by Techtextil) made its debut in 2015 at Shanghai Mart. The event was organised by the China Nonwovens and Industrial Textiles Association (CNITA); the Sub-Council of Textile Industry, CCPIT; the Association of Nonwoven Fabrics Industry; and Messe Frankfurt (HK) Ltd.
• The second edition of CINE took place from 21 – 23 June 2017. A total of 100 exhibitors showcased their products in the expo and 3,977 trade buyers from 16 countries and regions attended.
• CINE comprises an exhibition and a forum, providing a platform for practitioners to attain new business opportunities and utilise the forum to leverage in-depth exchanges on technological updates in the nonwovens sector. CINE is one of the premier nonwovens events in China, serving as an innovation and business hub to deliver up-to-date technology developments and commercial opportunities.

www.cine-shanghai.com

• The fair was launched in Beijing in 1998 in cooperation with the Sub-Council of Textile Industry, CCPIT; and China Nonwoven & Industrial Textiles Association (CNITA). It moved to Shanghai in 2002.
• It is one of the leading technical textiles and nonwovens trade fairs in Asia, and covers 12 application areas. The 2018 edition attracted 485 exhibitors from 22 countries and regions and 13,203 visits from 53 countries and regions.
• It continues to take advantage of China’s rapid development potential in the technical textiles sector.

www.techtextilchina.com
The Spring Edition was launched in Beijing in 2004 with the cooperation of the Sub-Council of Textile Industry, CCPIT and this was followed a year later with the launch of an Autumn Edition in Shanghai.

- The fairs create synergy with complete coverage of China’s textile supply chain when held concurrently with Intertextile Shanghai Apparel Fabrics.
- Both fairs continue to focus on specialised yarn products, and invite industry leaders to share up-to-date information about innovation and technology.

**Autumn Edition**
- The 2018 Autumn Edition had a record breaking 501 exhibitors covering 26,000 sqm of exhibition space and 19,003 visitors from 74 countries and regions.

**Spring Edition**
- The 2018 Spring Edition attracted 435 exhibitors, and 25,966 quality trade buyers from 88 countries and regions attended the show alongside other concurrent fairs.

[www.yarn-expo-autumn.com](http://www.yarn-expo-autumn.com)
[www.yarn-expo-spring.com](http://www.yarn-expo-spring.com)
A promising future

Messe Frankfurt sets new record of €715 million in sales

Messe Frankfurt has continued its growth in financial year 2018. All in all, new records were set in relevant parameters, demonstrating the highly dynamic and innovation-led activities of the Group. Messe Frankfurt is expecting sales to be in the region of €715 million. The 490-plus events held around the world under the Messe Frankfurt umbrella were attended by almost 102,000 exhibitors and an estimated 4.5 million visitors.

Peter Feldmann, Chairman of the Messe Frankfurt Supervisory Board and Mayor of Frankfurt, was delighted at the outstanding figures: “As the majority shareholder, we are proud to have a company like Messe Frankfurt in our investment portfolio.” The close historical ties between the city of Frankfurt and Messe Frankfurt have always led to advancements on both sides, not least through the economic effects generated by the events in Frankfurt and throughout the region. In 2018, around 54 percent of overall sales – approximately €385 million – can be attributed to the company’s Frankfurt base. As Mayor Feldmann stressed: “Messe Frankfurt generated almost €424 million in Germany alone. This is a new record and is roughly equivalent to the overall sales recorded by the next largest German competitors in the past.”

Messe Frankfurt continued to build on its leading position in the international trade fair and exhibition sector. On presenting the Group’s preliminary top figures for 2018, Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said: “We have further globalised our brands and stepped up the pace of our worldwide acquisition activities. At almost 150 trade fairs, some 102,000 exhibitors – more than ever before – put their trust in us and invested in interaction formats. Messe Frankfurt is a pillar of strength in the fast-moving digital age.” The strong operating business in the past financial year has also yielded record financial figures. Wolfgang Marzin: “We expect to generate consolidated sales of around €715 million, which will be the highest level of sales in Messe Frankfurt’s history to date and, at the same time, the highest ever generated by a German trade fair company.” This is an increase of around seven percent on its previous record year 2017. New records were set in annual net income with some €59 million and in EBITDA (earnings before interest, taxes, depreciation and amortisation) with approximately €133 million. As Wolfgang Marzin emphasised: “We have an expansion strategy tailored specially towards the Group and are taking it resolutely to the next level. A key USP for Messe Frankfurt is its first-class global network.”
Detlef Braun, Member of the Executive Board of Messe Frankfurt, noted: “It is essential to have a target to aim for and, in volatile times such as these, a steady hand. We have achieved this with a new exhibitor record of 102,000 companies and an estimated 4.5 million visitors at our international platforms. I for one firmly believe that the success of our work is best measured in terms of people, who are the focus of everything we do.” The international component at Group events in Frankfurt has also increased. “Roughly 78 percent of our exhibitors and 56 percent of visitors come to Frankfurt from outside Germany”, said Detlef Braun. With regard to the operating business, he explained: “There is no doubt that there is a need for face-to-face contact – in fact, the key is to find an intelligent way to bring the analogue and digital worlds together. In this connection, we are pulling out all the stops to prime our events for the future.” Messe Frankfurt makes ongoing and sustainable investments in its events around the world, often doing so counter-cyclically to great effect. With Hall 12 in operation, our entire event portfolio in Frankfurt will be starting the new year with optimised exhibition grounds concepts and clear hall structures, its sights set on further growth.

Messe Frankfurt increasingly embraces technological advancements that have the capacity to bring about extensive changes and innovations throughout the industry sector worldwide. Uwe Behm, Member of the Executive Board of Messe Frankfurt, stated: “With Formnext and SPS, we have two events in the portfolio that illustrate Industry 4.0 in a particularly striking way.

With some 280 guest events, capacity utilisation at our Frankfurt base was also very good. The congress and conference business was a great success as well, with more than 170 events playing host to 146,000 participants.” During the construction of the new Hall 5, Messe Frankfurt will be taking the opportunity to revitalise its Congress Center. Uwe Behm: “We have no doubt that this will result in further success for the congress and conference business while also increasing Frankfurt’s appeal as a conference centre.” Messe Frankfurt operates two congress venues at its Frankfurt base – the Congress Center and Kap Europa – as well as having over 90 congress and conference halls on its exhibition grounds. In 2018, the Kap Europa congress centre was booked out for the entire year. Uwe Behm: “Our Services business field has reported an extremely positive performance as well. With Messe Frankfurt Medien und Service GmbH and Accente Gastronomie Service GmbH, we are now generating sales in the region of €100 million.”

Outside Germany, Messe Frankfurt gears its core business closely to its key regions and partnerships.

With more than 30 events making their debut, Messe Frankfurt has a growing global presence. The company had over 2,500 active employees on its books worldwide in the reporting year.
Nine offices in Greater China

For further information about Messe Frankfurt’s services in Greater China, please contact us at the location closest to you or visit www.messefrankfurt.com.hk.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong
Tel: +852 2802 7728
Fax: +852 2598 8771
info@hongkong.messefrankfurt.com

Messe Frankfurt (Shanghai) Co Ltd
11/F, Office Tower 1, Century Metropolis, 1229 Century Avenue
Pudong New Area, Shanghai 200122, P.R. China
Domestic tel: 400 613 8585
Overseas tel: +86 21 6160 1155
Fax: +86 21 6168 0788
info@china.messefrankfurt.com

Messe Frankfurt (Shanghai) Co Ltd,
Beijing Office
Room 1721, Tower 2, Bright China Chang An Building
No. 7 Jian Guo Men Nei Avenue, East District
Beijing 100005, P.R. China
Domestic tel: 400 613 8585
Overseas tel: +86 21 6160 1155
Fax: +86 10 6510 2799
info@china.messefrankfurt.com

Messe Frankfurt Traders-Link (Beijing) Co Ltd
Room 1202, Building E, ULO Park
601 Wangjingyuan, Chaoyang District
Beijing 100102, P.R. China
Tel: +86 10 8471 0628 / +86 10 8472 8428
Fax: +86 10 8472 3019
info@china.messefrankfurt.com

Guangzhou Guangya Messe Frankfurt Co Ltd
Unit A2001, Center Plaza
No. 161 Linhexi Road, Tianhe District
Guangzhou 510620, P.R. China
Tel: +86 20 3825 1558
Fax: +86 20 3825 1400
info@china.messefrankfurt.com

Guangzhou Li Tong Messe Frankfurt Co Ltd
2/F, 1 Zhongping Street South, Taojin Road North
Yuexiu District, Guangzhou 510095, P.R. China
Tel: +86 20 6684 2210
Fax: +86 20 8358 7016
info@china.messefrankfurt.com

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
609, Building C, Dongfang Xin Tiandi, Caitian Road
Futian District, Shenzhen 518026, P.R. China
Tel: +86 755 8299 4202
Fax: +86 755 8299 2015
info@newera.messefrankfurt.com

Messe Frankfurt New Era Business Media Ltd, Taiwan Branch
8/F, No. 288, Sec. 6
Civic Boulevard, Xinyi District
Taipei 110, Taiwan
Tel: +886 2 8729 1099
Fax: +886 2 2747 6617
info@newera.messefrankfurt.com

Messe Frankfurt (HK) Ltd, Taiwan Branch Office
8/F, No. 288, Sec. 6, Civic Boulevard
Xinyi District, Taipei 110, Taiwan
Tel: +886 2 8729 1099
Fax: +886 2 2747 6656
info@taiwan.messefrankfurt.com