

news +++ Guest event business on upward trend



## Messe Frankfurt – Strong demand for locations and services

**Frankfurt am Main, 9 February 2023**

**In 2022, over 230 guest events took place at Messe Frankfurt's exhibition grounds – almost as many as in 2019 (250 guest events). Visitors from over 165 countries came to Frankfurt for these events. Achema, CPHI and Eurobike were among the most international guest events in 2022.**

Frankfurt is able to attract a large international contingent to these events largely due to its importance as one of Europe's leading business centres. Added to this are its key location advantages, including excellent reachability, outstanding hotel infrastructure, and the new and established sectors that are based there.

Messe Frankfurt's portfolio of flexible locations and customised service solutions is very much in demand. Customers and partners are returning to business as normal and benefiting from services provided by practised professionals.

Guest events on the 2023 calendar include Tech Show Frankfurt, IMEX (trade fair for the global meetings, events and incentive travel industry), Eurobike (central platform for the bicycle and future mobility sector), Fi Europe & Hi (meeting place for the food ingredient industry), formnext (flagship event for additive manufacturing and industrial 3D printing), the 67th Annual Conference of the Society for Thrombosis and Haemostaseological Research (GTH), the European Hematology Association (EHA) Congress, the Institutional Money Congress, the Unified International Technical Conference On Refractories (UNITECR), and well over 40 international concerts, shows and sports events in Messe Frankfurt's Festhalle.

As Michael Biber, Vice President of Guest Events, explains: "We are very optimistic about 2023 and are delighted to be welcoming new event formats. These include Inova Collection (Trade Fair for Jewellery, Gemstones, Pearls and Watches) and the Natural Disasters Expo (NDE Germany), a gathering of experts from emergency management organisations who are looking for strategies to provide protection against physical catastrophes. We expect overall demand to continue rising, which augurs well for our vision: to establish Frankfurt as Germany's leading MICE destination. We are doing everything in our power to make this a reality and have even launched a new partner model in collaboration with the Frankfurt Convention Bureau, DEHOGA Frankfurt Rhein-Main and the Frankfurt Hotel Alliance. This is called the Frankfurt MICE 2030 initiative and it is designed to create new momentum for Frankfurt's event business."

The success of Messe Frankfurt's guest event business is no accident but rather the product of years spent expanding and professionalising its operations. This includes furthering digitalisation, as with myVenue, the 24/7 online request and planning tool for the Kap Europa congress centre, and Messe Frankfurt Locations Talk, a regular live stream where industry experts discuss the latest issues. Sustainability and energy efficiency are also part and parcel of ensuring the future viability of this business. The company has

been awarded a bronze medal for its ESG (Environmental, Social, Governance) rating and is aiming to obtain an EMAS environmental management system certificate this year. The company has also signed the Net Zero Carbon Events Pledge, a sustainability initiative that requires Messe Frankfurt to make its events climate-neutral by 2050. A climate-neutral energy supply based solely on 100 percent renewable energy (primarily solar energy) has already been secured through a new contract. In the long term, Messe Frankfurt plans to cover 30 percent of its energy requirements with wind energy. The company's efforts to increase digitalisation and sustainability are designed to help event organisers make their own planning more flexible and environmentally friendly.

Messe Frankfurt is also investing in the infrastructure of its exhibition grounds. The new Hall 5 is now in operation in the eastern portion of the Frankfurt exhibition grounds. This state-of-the-art exhibition hall is connected to the Congress Center on one side and Hall 6 on the other. To the south of Hall 12, construction work has already begun on the new Messeplatz entrance in the Europaviertel district, across from the planned U-Bahn underground train stop.

### **Press information and photographic material:**

<http://messefrankfurt.com/journalisten>

### **Your contact:**

Ellen Pinkert

Tel.: +49 69 75 75-34 03

[ellen.pinkert@messefrankfurt.com](mailto:ellen.pinkert@messefrankfurt.com)

Messe Frankfurt Venue GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

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

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters 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 for 2022