

# Press

December 2017

## **Messe Frankfurt demonstrates its diversity – from world-renowned trade fairs to international congresses and other top events**

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Since 1949, Messe Frankfurt has been an established partner for some 260 guest events per year at its Frankfurt base. With its unmistakable architecture and highly functional and flexible halls and conference facilities, the Frankfurt exhibition grounds is the ideal location for all kinds of event formats. At the same time, Messe Frankfurt is a strong service partner, providing individual consulting and services and one of the most state-of-the-art infrastructures of any trade fair worldwide.

As one of Europe's leading business centres, Frankfurt is an international and cosmopolitan host city. Excellent transport connections with cities all over the world and first-class infrastructure within walking distance of the exhibition grounds with some 9,800 hotel rooms and over 16,000 beds make Frankfurt a hotspot for the international trade fair and congress sector. Accordingly, many high-profile international guest fairs have been held in Frankfurt for decades, including the International Motor Show (IAA), the Frankfurt Book Fair, IMEX and ACHEMA. The portfolio also features international events such as CPHI Worldwide, Food Ingredients Europe and Optatec.

Among the events held in 2017 were major international congresses such as the AC Forum, the 25th International Congress of the European Association of Endoscopic Surgery (EAES) and the 32nd Annual Convention of the German Society for Vascular Surgery (DGG). The variety and international character of these events make them a valuable addition to the city's event portfolio and, in turn, help to further increase the attractiveness of Frankfurt and the Rhine-Main region as a location for congresses and conferences.

In this way, the congress business has established itself as a key component of Messe Frankfurt's business. With the Congress Center, the Forum, the Festhalle and Kap Europa, Messe Frankfurt offers a wide range of extremely flexible locations for individual solutions above and beyond its trade fair halls. While the Congress Center is ideal for large-scale events requiring extensive space and offers direct access to the

trade fair halls, Kap Europa, which is situated right next to the Skyline Plaza shopping centre, is perfect for smaller gatherings with its plenary halls and selection of smaller rooms.

The Festhalle is a historic jewel and an ideal venue for major events. Hardly any other event location is a match for the charm and versatility of the Festhalle. Now over 100 years old, the building with its trademark domed structure has an impressive history to its credit and is now a top location for international events of all kinds. Whether innovative product shows and presentations at international trade fairs or concerts, shows and major sporting events, the Festhalle is an impressive venue for any occasion. These range from events such as Night of the Proms to the International Horse-Riding Tournament and the Frankfurt Marathon.

#### **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 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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). \*preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)