

Press release

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Bridging Chinese businesses with the world – Messe Frankfurt to showcase its global network at this week's CIIE

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With a presence in China since 1987, Messe Frankfurt has been helping Chinese companies to internationalise for over 30 years. At this week's China International Import Expo (CIIE), the company will demonstrate how its global network and strategically located trade fairs have propelled its capabilities to a market leading position. Gathering global trade and business leaders, CIIE takes place from 5 – 10 November at Shanghai's National Exhibition and Convention Center.

Expanding in scale from 270,000 to 300,000 square meters following a successful inaugural edition in 2018, the expo will once again serve as a melting pot in China for global goods and services, not only further opening the Chinese domestic market to the world, but also encouraging multilateral trade.



Top Messe Frankfurt Group management at CIIE on the opening morning of the fair ¹

On the first day of the expo, Mr Wolfgang Marzin, President and Chief Executive Officer of the Messe Frankfurt Group, attended the Opening Ceremony of the fair followed by the main session of the Second

¹ From the left: Mr Stephan Buurma, Board of Management; Ms Iris Jeglitza-Moshage, Board of Management; Mr Wolfgang Marzin, President & Chief Executive Officer

Hongqiao International Economic Forum, presided over by Chinese President Xi Jinping. “It was a great pleasure and outstanding privilege to attend the event with President Xi this morning,” Mr Marzin said. “I am impressed with the President’s drive to create a more open business environment in China, as well as his commitment to promote win – win cooperation in the global economy for mutual benefits. His presence at CIIE signifies the importance that the Chinese government holds towards this expo, and with so many global business and political leaders in attendance, his positive messaging during this morning’s opening ceremony has created the perfect atmosphere through which to encourage further trade and investment.”

Sharing CIIE’s objective of promoting trade liberalisation, Messe Frankfurt’s participation represents another step in the company’s China journey. Following a successful exhibition in 2018, the company returns to CIIE with a 300 square metre booth located at 1.1C5-03 in the Trade in Services Hall (hall 1.1). Hosted by Mr Marzin, the company will stage a VIP event on 6 November for its key clients in China, while a number of memorandum of understanding signings will also take place with various government and trade bodies throughout the fair.

Global exhibition services that facilitate multilateral trade

Throughout the expo, Messe Frankfurt will communicate a message that its global reach and exhibition services align strategically with the goals of CIIE, particularly with regards to promoting trade in the Belt & Road and Greater Bay Area regions.

At last year’s inaugural edition of CIIE, Messe Frankfurt received high levels of visitor interest towards its events in the Belt & Road region – a major economic reform initiative that the government continues to champion alongside the Greater Bay Area initiative.

Both policies play a vital role in further opening up the Chinese market. Therefore, at this edition of CIIE, Messe Frankfurt will once again demonstrate how the company can help Chinese enterprises leverage its platforms to explore overseas markets and promote trade through its network of some 150 global events. At the same time, the company will engage with overseas visitors at CIIE to demonstrate how its portfolio of events in China can give them valuable access to the domestic market.

From one trade fair in 1987, today Messe Frankfurt holds 33 events in China and over 70 in wider Asia. This expansion journey has seen the company shape its exhibition portfolio to align with the government’s economic policies, and specifically policies that help Chinese companies to internationalise. In fact, in 2018 over 4,800 exhibitors from China participated in 38 Messe Frankfurt trade fairs in various countries along the Belt & Road route. Serving as a trading bridge between China and the world, these events offer business and trading opportunities across diverse industry segments including building technologies, consumer goods, electronics, entertainment, media and creative industries, food technologies, manufacturing technologies, mobility and logistics, safety and security, as well as textiles and textile care.

Similarly, Messe Frankfurt continues to allocate considerable resources in the Greater Bay Area. Extending its reach into the Shenzhen Special Economic Zone, in 2020 Messe Frankfurt will hold six new or relocated trade fairs at the recently completed Shenzhen World Exhibition & Convention Centre, including Formnext + PM South China, Licensing China, Baby & Stroller China, Toy & Edu China, Intertextile Shenzhen Apparel Fabrics and DS Printech China. Stimulating new trade and innovation, the events will compliment Messe Frankfurt's portfolio of 15 trade fairs in the Greater Bay Area.

Celebrating a 25 year presence in Hong Kong

Employing more than 640 staff, Messe Frankfurt now operates 13 offices across 10 different cities throughout Asia including China, India, Japan and Korea – an expansion that began in Hong Kong 25 years ago.

“Messe Frankfurt's first overseas office was established in Hong Kong in 1994 so that we could bring our competences and trade fair experience to serve the world's most exciting growth region,” said Mr Marzin. “Today, China and Asia as a whole are home to a significant portion of our global events, a portfolio which we aim to further expand in the years ahead to better support trade in the wider region.”

For further information, please visit

<https://www.hk.messefrankfurt.com/hongkong/en/company/CIIE.html>.

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 30 locations, the company generates annual sales of around €718 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.