

Press Release

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Musikmesse 2020 postponed / the regional events 'Musikmesse Plaza' and 'Musikmesse Festival' to go ahead as planned

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Given the increasing spread of Covid-19 in Europe, Messe Frankfurt has decided to postpone Musikmesse 2020. The health of exhibitors, visitors, contractors and employees has top priority for Messe Frankfurt. The new dates will be announced in the near future. Visitor admission tickets continue to be valid.

From the current perspective, the 'Musikmesse Plaza' pop-up market (3 and 4 April) and the 'Musikmesse Festival' (31 March to 4 April 2020) can take place as planned. These events are aimed primarily at a regional audience from the greater Frankfurt area.

The ongoing spread of Covid-19 in Europe called for a reassessment of the situation in close cooperation with the public-health authorities in Frankfurt who require that steps be taken to prevent event participants from high-risk regions coming to Frankfurt and visiting the fair when ill. Given that these participants could also be infected by Covid-19, it is necessary to conduct a health check to prevent the infection spreading even further. This is an important part of the infectiological risk assessment. Messe Frankfurt is not able to implement such measures. Additional factors behind the decision include the growing number of travel restrictions, which will make it difficult for many potential visitors and exhibitors to get to Frankfurt.

"The current situation represents a major challenge for fair and exhibition companies from all over the world. We regret that the 40th anniversary edition of Musikmesse cannot open its doors from 1 to 4 April. However, we are looking forward to some great concerts for fans from the region at Musikmesse Festival, which will be held at a variety of venues throughout Frankfurt. Additionally, we continue to extend our invitation to music lovers to visit the 'Musikmesse Plaza', where they can not only see and buy instruments, recordings and lifestyle products but also take part in numerous events", says Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH.

The latest information can be found on the internet at www.musikmesse.com.

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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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

* preliminary figures 2019

Musikmesse
Internationale Messe für
Musikinstrumente und Noten,
Musikproduktion und -vermarktung
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