

Press release

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## Safe in-person trade fairs in Frankfurt

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**The first in-person trade fairs have already taken place. Messe Frankfurt is ready to resume in-person events with its proven safety and hygiene concept and requirement that everyone be vaccinated, recovered or tested. The first events have already been held successfully, and the next in-person events will be opening their doors in Frankfurt in September.**

Messe Frankfurt's exhibition halls and infrastructure are incomparable – and they are an important component of its safety and hygiene concept. To ensure that getting together in person at trade fairs is as safe as possible for all participants, Messe Frankfurt is implementing a variety of measures. These go far beyond those mandated in public areas, making Messe Frankfurt's exhibition halls excellent places for business encounters even during the time of a pandemic, something that was made clear in late July, when Eurobico was held successfully and in person. These measures include 100% fresh air supplied to the exhibition halls, spacious hall and entrance designs to ensure that minimum distancing requirements can be maintained, intensive cleaning measures, a special hygiene concept for catering and food services, and the proven method of wearing face masks. To gain admission to events on the exhibition grounds, each participant must demonstrate that they are not infected with the SARS-CoV-2 coronavirus. Everyone must present proof of vaccination, recovery or a current negative test result. In addition, the online ticketing process requires full registration that makes it possible to properly trace contacts should this be necessary.

According to Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: "We have made all the preparations necessary to ensure that people can take part safely, and we are ready for the return of in-person events. Although the situation remains volatile, both rising vaccination rates in Germany and worldwide and the loosening of travel restrictions are extremely promising developments. We are in close contact with our industries and will continue to provide them with the best platforms for their needs." Digital services continue to play an important role here, and their scope can be adjusted flexibly according to the status of the pandemic.

The next events on our trade fair calendar are Automechanika Frankfurt Digital Plus and Hypermotion Frankfurt, which are taking place with an extensive online programme and in-person exhibitions on site in

Frankfurt in September. Events planned for later on in 2021 include IndoorAir, Formnext and an array of guest events, such as the Frankfurt Book Fair, the Discovery Art Fair and Health & Food Ingredients.

A recent survey of 59,000 companies conducted by Messe Frankfurt highlights just how badly in-person encounters at trade fairs have been missed. The result: 97 percent of companies surveyed want to resume exhibiting on site at trade fairs. In fact, two-thirds of respondents would like trade fairs to take place entirely in person.



Proof of vaccination, recovery or negative test. Photo: Messe Frankfurt Exhibition GmbH / Jean-Luc Valentin

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

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

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approx. 2,450 employees at its base in Frankfurt am Main and 29 subsidiaries worldwide. The company generated annual sales of approximately €257 million in 2020, following sales of €736 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)