

Press release

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## Messe Frankfurt hosts the world's largest trade fair for books as a guest event on its exhibition grounds

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**As the world's largest trade fair, congress and event organiser with its own exhibition grounds, Messe Frankfurt was proud to once again hold the Frankfurt Book Fair (Frankfurter Buchmesse), as a guest event on its grounds from 20 – 24 October 2021.**



Messe Frankfurt's exhibition grounds are the ideal location for all kinds of events

Now in its 73<sup>rd</sup> edition, the Frankfurt Book Fair is the most important international trade fair for publishing and written content of all kinds – from novels and children's books to scientific databases. With the theme "Re:connect - welcome back to Frankfurt", the 2021 edition was the international book industry's first major physical event of the year. It attracted 73,500 attendees from 105 countries and regions, as well as 2,013 exhibitors from 80 countries and regions who were present both in the exhibition halls and via digital formats.



Opening Ceremony of the Frankfurt Book Fair 2021    Visitors attended the Frankfurt Book Fair 2021

In the lead up to the fair, Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt had said that the group made all the necessary preparations to ensure that people could take part safely, and that the company is ready for the return of more 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.”

Commenting on the successful event, Mr Juergen Boos, President and CEO of Frankfurter Buchmesse said: “After 18 months, Frankfurter Buchmesse represented a new start and, considering the travel restrictions in place around the world, it far exceeded our expectations. It just shows how resilient and creative our industry are. Many exhibitors and trade visitors expressed satisfaction at the quality of their interactions. Thanks to our digital programme for professionals, we were able to build a bridge to participants who were unable to travel this year.”

Besides guest events, Messe Frankfurt has gradually resumed its own trade fairs since September 2021. Automechanika Frankfurt Digital Plus and Hypermotion Frankfurt were organised with an extensive online programme and a physical exhibition from 14 – 16 September. Just a few weeks ago, IndoorAir, the trade fair for ventilation and air quality in German-speaking countries, was launched successfully from 5 – 7 October. The upcoming trade fair is Formnext, the leading industry platform for additive manufacturing and industrial 3D printing, taking place from 16 – 19 November 2021.

Press further information, please visit:  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

#### **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 approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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)