

智慧 解决方案

第

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梦幻之地

既是场地拥有者、吸引观众的磁石，也是灵感和商机的创造者，这就是：法兰克福展览公司。我们能为您做什么？您可以尽情使用我们的场地、经验和服务。您可以借我们的优势为己所用，把您的活动做成梦幻之地。我们积极参与，竭力配合。欢迎光临。

Location owner, visitor magnet, inspiration generator, opportunity maker. Quite simply: this is Messe Frankfurt. What can we do for you? Benefit from making use of our locations, experience and services. Make our advantages your own – and your event the place to be. It will be our pleasure to help you do so. A warm welcome awaits.

要点速览

全球最大的拥有自己场地的活动组织者 //
2500名员工 // 遍及190个国家的高效网络
// 欧洲中心位置 // 欧洲大陆最大的机场

World's biggest event organizer with own location // 2,500 employees // Powerful network in 190 countries // Geographically central location within Europe // Largest airport in continental Europe

国际交通枢纽 德国是欧盟最大的过境中转国，法兰克福是全欧最中央的交通枢纽。德国及欧洲大陆的空路、铁路和公路交汇于此。仅在法兰克福机场，每年就有来自约100个国家、260个目的地的约7000万乘客抵达。

International transportation hub More people pass through Germany than any other EU country. And Frankfurt is the most central transportation hub in Europe. Here national and continental routes, railways and roads intersect. Each year, some 70 million passengers alight at Frankfurt Airport. Passengers from more than 260 destinations covering around around 100 countries worldwide.

主要 场馆



1 1号馆/Hall 1
17684平方米, 两层
17,684 m² on two levels

3 3号馆/Hall 3
37231平方米, 两层
37,231 m² on two levels

4 4号馆/Hall 4
42698平方米, 三层
42,698 m² on three levels

5 5号馆/Hall 5
18000平方米, 两层
18,000 m² on two levels

6 6号馆/Hall 6
26912平方米, 三层
26,912 m² on three levels

8 8号馆/Hall 8
30223平方米, 一层
30,223 m² at ground level

9 9号馆/Hall 9
56200平方米, 四层
56,200 m² on four levels

10 10号馆/Hall 10
52292平方米, 五层
52,292 m² on five levels

11 11号馆/Hall 11
23961平方米, 两层
23,961 m² on two levels

12 12号馆/Hall 12
33600平方米, 两层
33,600 m² on two levels

A Congress Center
可容纳3400人
Capacity for 3,400 guests

B Festhalle
可容纳15000人, 室内面积5646平方米
Capacity for up to 15,000 guests
5,646 m² of interior area

C Forum
可容纳 4000人
Capacity for 4,000 guests

D Kap Europa
可容纳2400人
Capacity for 2,400 guests



本地
翹楚



& 环球
精英

Ei Gude*, 法兰克福。你好，世界。作为一家展览公司，我们既是区域的，也是国际化的。我们将类似苹果酒壶的当地传统与全球业务融为一体。我们将一座城市、一个地区和整个世界联系起来，就像我们的机场、火车站和高速公路。在这里，每个人来去匆匆，自如往返于我们的场地、服务、本地的经济实力以及法兰克福的苹果酒酒馆。

Ei Gude* Frankfurt! Hello world. As a venue we are both regional and international. We combine global business with local traditions. A city and region connected to the whole world – just like our airport, rail station and the interstate network. Here it's easy to get in and out – and be taken by it all, such as our locations, services, the economic strengths of Frankfurt, and its traditional apple win taverns.

* “Ei Gude”是法兰克福传统的问候语，意为“祝你愉快！”

* “Ei Gude” is a long-standing Frankfurt greeting – the equivalent of “Hi. Have a good one!”



悠久
传统



全新
视角

我们的场地就像变色龙一样随意变幻：大型展览会、面向未来的大会、令人难忘的音乐会、未来派展览、新潮活动、嬉皮士派对以及介于这些活动之间的一切活动。800年的专业知识和成长使之成为可能。另外，我们还有足够的空间满足您的个性需求。

Our locations are like chameleons. They can morph into anything. Into gigantic trade-fair venues, trailblazing conference facilities, unforgettable concert venues, futuristic exhibition spaces, trendy events, hip parties, and just about anything in-between. All possible thanks to 800 years of knowledge and growth. And we even have plenty of space for your individual requirements.

客户 反馈

- // “场地的多样性无与伦比。”
- // “位置中心，许多酒店步行就能到达，一个完美的组织。”
- // “充满灵感的方案契合我们的举办可持续发展活动的要求。”
- // “在专业性和服务质量方面是顶尖的。”
- // “我们将法兰克福视为活动行业的国际标准。”

- // *“The versatility of the facilities at hand is truly unbeatable.”*
- // *“Central location, lots of hotels within walking distance, perfect organization.”*
- // *“The inspiring services are perfectly aligned to our aspiration to host sustainable events.”*
- // *“In terms of professionalism and service, it’s first-rate.”*
- // *“We consider Frankfurt to be the international benchmark in the events industry.”*





创意 方案



大型 项目

我们热衷于为您提供创意。我们的每个活动场地在项目之初都是一张大白纸。根据您的想法和构思，我们让这张白纸焕发生命。我们的活动场地总面积达40万平方米，算上户外区域，总面积达46万平方米，包含11个展馆和4个可灵活使用的场地。

We love to get creative on your behalf. Each of our venues is initially like a big, blank sheet of paper. Only with your ideas and outlines do we fill them with life. Ultimately, 11 halls and four locations amount to around 400,000 m² of inspiration – or rather 460,000 m² if you include the outdoor space.

全方位 服务

我们致力于提供最佳的服务：一流的技术、一流的安保、一流的营销、一流的员工以及一流的美食。对您来说，这意味着：360度的全方位服务、100%的热情和量身定制的高品质活动，凡此种种。

In terms of service, we of course give our best: the best technology, the best security, the best marketing, the best staff, and the best hospitality. What this means for you is 360° service, 100% passion, and bespoke events in the ultimate quality. As in everything we do.



运营 和安保

警察、消防队、救护和安检服务之间的完美配合确保了场地运营的安全性。我们24小时执勤的安保中心OSC（Operation and Security Center）负责协调，该中心还操控和监视着场地中的所有技术设备。

Safety on site is ensured by the perfect interplay between the police and the fire, rescue and security services. Operations are coordinated by our 24/7 "Operation and Security Center" (OSC), which also controls and oversees all the technical systems on site.



餐饮 和礼宾

Accente是我们集团自有的展览餐饮服务商，直接位于展览中心。无论是丰盛的菜肴，还是精致的小食，都可以快速、新鲜且环保地送达到每个活动场地。不管是50人还是5000人，Accente都可以以独家新潮的方式一一实现。如有需要，我们还可提供工作人员、礼宾、调酒师及餐饮设备等。

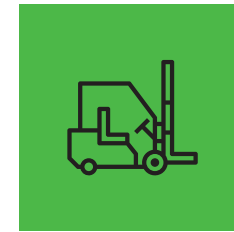
Accente is our in-house exhibition caterer, based directly on the trade-fair grounds. Be it an extravagant menu or delicate finger food, culinary delights can be served at any location in a way that's fresh, fast, and environmentally conscious. Exclusive, trendy, for 50 or 5,000 people – Accente can do it all. And staff, hostesses, barkeepers and hospitality technology are also provided as required.



技术 和设备

我们的媒体和活动技术可以让每个活动的展现、声音和灯光完美呈现，流光溢彩。我们的展览会搭建专家为您提供周全的解决方案，提供多类租赁家具和展出所需设备。

The opportunities afforded by our media and event technology give every event the performance, the sound and light needed to make sure it is a highlight. Our trade show specialists score points for their carefully considered solutions and the broad range of rental furniture and equipment to make sure your make a mark.



交通 和物流

这里有供组织者、参展商、观众和物流人员使用的24000个多停车位。我们的交通管理部门可以通过数字化管理，控制展览的入口，确保活动期间及活动前后的交通流量。货运中心（Cargo Center）负责货物和包装材料的接收、转运和存储，以及叉车的租赁。

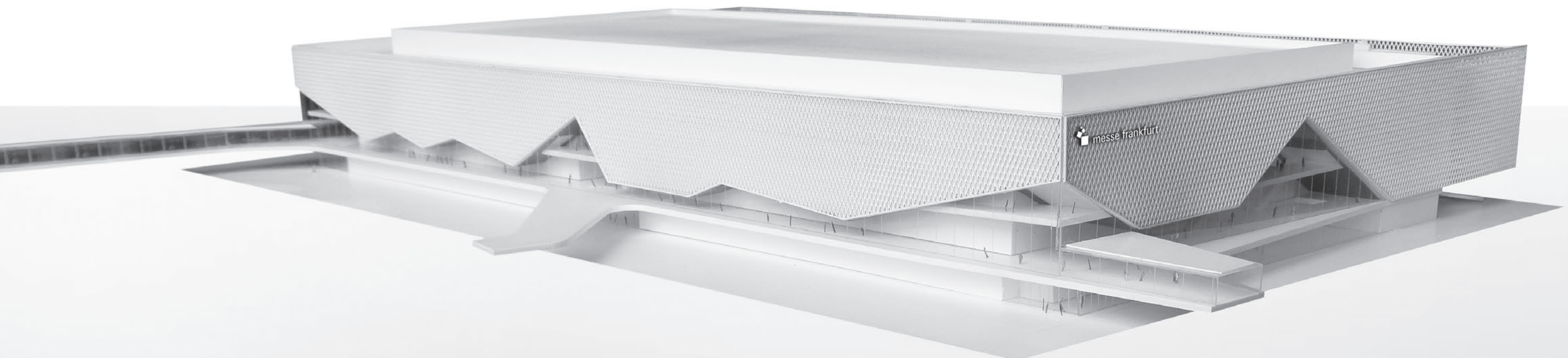
More than 24,000 parking slots are available to event organizers, exhibitors, visitors, and suppliers. Congestion-free routing for trucks during set-up and disassembly phases is guaranteed by our transport logistics involving digital control of access to the exhibition site. The Cargo Center takes care of receipt, forwarding and storage of goods and packing materials as well as providing a forklift service.



品牌 和标识

您可以通过我们展览中心的巨型海报、建筑外立面、广告牌或旗帜展示您的品牌。您可以借助展示柜或标牌上的参观导向为客户指明路线。或者，您两者结合，这样更为简单有效。

Display your brand on mega-posters, facades, billboards or banners on our exhibition site. Show your customers the way with visitor directions on displays and boards on all important thoroughfares. Or combine everything so it's thoroughly simple and effective.





客户 伙伴关系

绿色 责任



尊重和公平是我们的宗旨。这不仅适用于我们自己，更适用于我们的客户、我们的业务合作伙伴以及我们的地球家园。在这方面，我们作为合作伙伴，从您开始看中我们的场地直到活动结束后的反馈，会始终伴您左右。我们恪守：可持续发展和社会责任。

The way we act is the way we are: respectful and fair. To ourselves, our customers, business partners and to Planet Earth. As a partner, we support you from your first feel for our locations through to the final feedback on your event. We do so with a commitment that extends to the environment and wider society. You have our word on that.



团队协作

我们的团队通力合作，致力于活动的成功。一年365天都是如此。这意味着：我们会认真倾听、询问、提供建议，然后为您提供完美的场地和服务方案，尽最大可能满足您和您的个性形式。我们热情饱满，从不向问题妥协。

For an event to be good, we need to ensure we're always good together. As a team. 365 days a year. That means we listen, ask questions, get advice for ourselves that we then pass on to you, create an optimum venue and service proposal, and then get down to work for you and your individual format. Putting our heart and soul into everything. And refusing to compromise.

团队销售 客场活动

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