

Press release

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## Messe Frankfurt revamps spring 2021 schedule

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**As a result of the course taken by the pandemic, Messe Frankfurt will not be holding any of its own physical trade fairs at the Frankfurt exhibition grounds between January and March 2021. The company is revamping its spring trade fair calendar to focus on new synergies and new digital offerings.**

Messe Frankfurt has already organised 13 large trade fairs at various locations in China since the crisis began. Unfortunately, however, it is not possible to hold such events in Germany at present. This is in spite of the fact that exhibition halls are amongst the safest enclosed buildings in which people can spend time without being subjected to an increased risk of infection. The halls can be continuously resupplied with fresh air, and in conjunction with the measures included in our extensive hygiene concept, people could safely do business in person here on the Frankfurt exhibition grounds.

However, now that it is not only governments tightening travel restrictions, but also companies, the latest pandemic developments are causing growing uncertainty amongst trade fair customers.

Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: "It is important for our customers that we make a decision at an early date, as it would otherwise be time for them to begin investing in their trade fair presentations. Messe Frankfurt will continue working closely with its customers to ensure that its decisions serve the interests of the exhibiting industries."

That is why Messe Frankfurt has reacted to tightened travel restrictions by revamping its spring 2021 trade fair calendar for Frankfurt:

### **Heimtextil moved to 4 to 7 May 2021**

Heimtextil 2021 is being moved from January to 4–7 May 2021, when it will be taking place alongside Techtexil and Texprocess 2021 in Frankfurt. "Much of the international home and contract textiles industry has made it clear that they want Heimtextil 2021 to take place. Many companies are looking to their trade fair presentations to help boost sales following the resumption of business, and we feel that it is more important now than ever that we satisfy this demand," explained Detlef Braun, Member of the Executive Board of Messe Frankfurt. "However, the travel restrictions that have now been put in place and a renewed

rise in the number of infections simply pose too great a hurdle for our very international event. We are working closely with our exhibitors and the relevant authorities and doing everything we can to ensure that we are able to hold a safe and successful Heimtextil 2021.”

The new dates offer Heimtextil the opportunity to join with these two textile fairs to serve the entire textile value chain at the same time on the Frankfurt exhibition grounds.

“These modalities and external conditions are equally applicable for every industry, including the field of consumer goods as a whole,” added Braun.

### **‘International Consumer Goods Show – Special Edition’ brings together Messe Frankfurt’s consumer goods portfolio in 2021**

From 17 to 20 April 2021, the Ambiente, Christmasworld and Paperworld shows will be making a once-only appearance as a joint event in Frankfurt am Main: the International Consumer Goods Show – Special Edition. The physical event will be actively supplemented with digital offerings as part of Consumer Goods Digital Days, which will also be home to the purely digital Creativeworld, an event that is taking a one-year hiatus as a physical meeting place in 2021. As a result of the trade fairs taking place simultaneously on new dates and the hybrid nature of this event, the entire industry can look forward to beneficial new synergy effects in the ongoing pandemic.

### **Increased scope: Utilisation of the Nextrade digital marketplace to be expanded**

As the first digital B2B marketplace for the Home & Living sector, the Nextrade platform matches supply and demand for the entire industry – creating tremendous added value for both. Ambiente, Tendence and Nordstil have been using the portal and its ordering and data management services since 2019. In 2021, this portal will for the first time also be available to customers of Heimtextil, Christmasworld and Creativeworld to extend their physical trade fair participation and allow orders to be placed all year round. [www.nextrade.market](http://www.nextrade.market)

### **ISH from 22 to 26 March 2021 as an entirely digital event**

ISH will be taking place as a purely digital event in 2021, with a wide range of digital features on offer. These include exhibitor presentations (products, information, videos, contact persons, chat functions and one-to-one video calls), intelligent matchmaking that delivers suitable business partners for AI-supported lead generation, live streams and on-demand broadcasts of the supporting programme, and appointments for online meetings with exhibitors. And all of this will be available round the clock throughout the event, worldwide and in every time zone. More information will be available soon.

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## Press information and photographic material:

<http://messefrankfurt.com/journalists>

### Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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](http://www.messefrankfurt.com)