

Press release

26 October 2018

Messe Frankfurt to tell its 'China story' at next month's China International Import Expo

Angel Ho
Tel. +852 2238 9924
angel.ho@hongkong.messefrankfurt.com
www.hk.messefrankfurt.com

With more than 30 years' exhibition organising experience in China, Messe Frankfurt is gearing up to tell its 'China story' at the inaugural China International Import Expo (CIIE), which takes place in Shanghai from 5 – 10 November. The fair will feature around 2,800 exhibitors from some 130 countries and regions, including participation from all the G20 member states, as well as 50 countries and regions along the Belt & Road initiative.

The Belt & Road economic cooperation initiative is a central focus of CIIE, with the fair's theme, 'New Era, Sharing the Future', adhering to the principle and spirit of this initiative. "As CIIE is closely aligned to the Belt & Road initiative, we will utilise our participation to showcase our expanding presence along these routes, and how our worldwide clients can use our events to tap into new potential in these markets," Mr Stephan Burma, Member of the Board of Management, Messe Frankfurt Group and Managing Director, Messe Frankfurt Asia Holding Ltd, explained.

He continued: "The Belt & Road initiative plays a key part in our ongoing expansion strategy in Asia. Through focusing on markets along this route that are primed for future growth, and choosing industries where we can leverage our existing strengths as a company, we can not only assist Chinese enterprises to explore overseas markets, but also help develop the local economies of these countries."



Messe Frankfurt's booth at the China International Import Expo

Given the importance of the Belt & Road initiative, Messe Frankfurt

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

organises a number of events along the route, including the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS), which was the company's first trade fair in Southwest China, as well as Automechanika Ho Chi Minh City and Automechanika Astana. In addition, Messe Frankfurt also supports the following events along the Belt & Road: the China Commodity Fair and China Machinery Fair in Moscow, and TIAF – Tatarstan International Automotive Forum supported by Automechanika.

From one trade fair in 1987 to 37 in China today

The Chinese and wider Asian markets have long been of strategic importance for Messe Frankfurt. Hong Kong was the location for the company's very first overseas expansion with the Interstoff trade fair held in 1987. Mr Buurma continued: "China has been a vibrant market for trade and enterprise for as long as we have been present here. With recent initiatives such as Belt & Road, and the government's efforts to promote the country's import potential through CIIE, this vibrancy will undoubtedly become stronger. This fair is an opportunity for us as a company to showcase how our Chinese trade fairs and events, with their strong international profiles, can play a role in this."

Since its first overseas event in 1987, Messe Frankfurt has grown alongside the expanding and internationalising Chinese economy, with 37 events held in the country in 2017. In Asia, 57 events are organised under the Messe Frankfurt brand. Across six Chinese cities, over 500 employees work for the company in nine offices, with around 140 employees in four more offices in India, Japan and Korea.

For further information, please visit

<https://www.hk.messefrankfurt.com/hongkong/en/company/CIIE.html>.

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 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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 | www.congressfrankfurt.de | www.festhalle.de