

## Messe Frankfurt to focus on profitable revenue drivers

Frankfurt am Main, 1 03 2022

**Top management at Messe Frankfurt is hoping that the pandemic will end soon, allowing the company to return to its normal business activities and generate revenue.**

The Messe Frankfurt Executive Board is determined to restore the company to growth as soon as possible. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, explains: “To achieve this, we will be focusing entirely on profitable revenue drivers, which we will be able to operate and develop on our exhibition grounds without additional financial resources from our shareholders or other third parties.”

To this end, the management team implemented a series of complementary measures that were prepared during the months of downtime and which relate to the portfolio of events and supplementary services. For instance, Hypermotion is to be continued in a different form. The socially relevant issues relating to modern mobility concepts will be further developed as conference topics and will continue to make an important contribution to a social and specialist discourse in the future as well.

The Musikmesse Frankfurt trade fair will not be continued. This is because the structure of the market has changed so much that the event is no longer commercially viable. This does not affect the successful Music China, which contributes significant added value to the company.

Detlef Braun, Member of the Executive Board of Messe Frankfurt, comments: “The consumer goods fairs have already been brought together under the motto “Home of Consumer Goods”, a concept that has met with great interest and enthusiasm both in Germany and on our international markets.

Uwe Behm, Member of the Executive Board of Messe Frankfurt, added: “Our exhibition grounds are designed so that we can also accommodate two or more events at the same time if required. Beginning with Prolight + Sound, Messe Frankfurt has no fewer than 135 trade fairs, congresses and concerts lined up for 2022 in Frankfurt alone.”

Having taken the decision to streamline the portfolio and to realign elements such as the company’s media services – combined with a substantially expanded digital programme – Messe Frankfurt can now focus entirely on its profitable revenue drivers. It will step up the marketing of its digital programme, secure new guest events for Frankfurt and devote itself to the future-oriented areas of sustainability and digitalisation.

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**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 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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)

\* Preliminary figures for 2021