

Press release

13 October 2020

Messe Frankfurt charged with overseeing record number of German Pavilions in 2021

Markus Quint
Tel. +49 69 75 75-5905
press@messefrankfurt.com
www.messefrankfurt.com

The German Federal Ministry for Economic Affairs and Energy has commissioned Messe Frankfurt to organise and run 25 German Pavilions in the coming year. That is the result of the autumn meeting of the Foreign Trade Fair Participation working group at AUMA (Association of the German Trade Fair Industry). Germany's foreign trade fair programme for 2021 includes a total of 327 German Pavilions at trade fairs in some 60 countries as part of its efforts to actively help Germany's exporters enter and develop foreign markets.

The Federal Ministry for Economic Affairs and Energy works closely with AUMA to help small and medium-sized firms in particular by granting them favourable terms to participate in trade fairs outside Germany as exhibitors in German Pavilions under the 'Made in Germany' brand. Exhibitors in these pavilions enjoy organisational and technical support from the German company responsible for organising them.

Messe Frankfurt focuses on organising German Pavilions at its own events – i.e. trade fairs that are being organised by its local subsidiaries abroad. The trade fair brand that is in greatest demand is Automechanika with a total of six events, and most of Messe Frankfurt's commissions for 2021 are in China and the United Arab Emirates, with six fairs each, and Russia with four events.

Stephan Kurzwaski, Senior Vice President Consumer Goods & Sales at Messe Frankfurt: "German companies and the 'Made in Germany' label have a great reputation worldwide and are synonymous with quality and innovation. The same goes for the German trade fair industry, which is a reliable partner even in times of crisis. That is why we are delighted that we will be organising and running a record 25 German Pavilions in the coming year."

The first German Pavilion since the start of the coronavirus pandemic was organised in late September in China at Intertextile Shanghai Autumn. The next German Pavilions at Messe Frankfurt's own events will be found at Music China in late October and at Automechanika Shanghai in early December.

The events included in the foreign trade fair programme for 2021 can be found in the AUMA trade fair database:

<https://www.auma.de/de/ausstellen/foerderungen/foerderungen-im->

Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
Germany

[ausland/liste-auslandsmesseprogramm-bund-2021](#)

Information on taking part in the foreign trade fair programme is available on the AUMA website:

www.auma.de/Auslandsmesseprogramm

Press information:

<http://m-es.se/Gq5t>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €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