

Press release

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Past, present and future: the exhibitions are getting ready for industry reactivation

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The pandemic stopped the trade fair activity worldwide but did not defeat it. On the contrary, the sector reinvents itself and incorporates new digital services –apart from strict health protocols- to meet its main aim: to boost and rebuild the economies.

On July 11, 1240, the emperor Frederick II granted the city of Frankfurt am Main the rights to carry out trade fairs. Seven hundred and eighty years later, the trade fair industry has a history full of events, which includes many successes and also several crises, including two World Wars, of which it has recovered.

A look backwards shows that trade fairs, as mirrors of the economy, repeatedly face challenges, but they have always worked as a platform to promote the economy recovery in times of crises. The most recent one, and that we are still undergoing, is undoubtedly the Covid-19 pandemic. But after a global lockdown of several months and the rescheduling of events, the world is gradually carrying out exhibitions again in countries which are progressively resuming activities.

The good news come from China and Germany, in which trade fairs have been enabled with the approach of not considering B2B (business to business) meetings as equal to a massive event, since they are developed in large places and with a strict compliance of the health and safety standards that include not only social distancing and the mandatory wearing of face masks but also the requirement that all visitors register online in advance.

The events carried out recently sent a very clear signal: the industries are ready for trade fairs to come back and the visitors have shown that face to face meetings and dialogue are irreplaceable. This is reflected in the more than 40,000 visitors and 800 exhibitors that took part in the textile exhibitions carried out in China during July this year, in spite of the pandemic.

Personal encounters will still be the essence of the industry; this is something that will not change. What will happen is that digitalization processes will develop more quickly. Virtuality is not the solution to physical meeting, but it is a tool that will help us a lot. As professional organizers we are getting ready to reach a greater audience. In this framework is that we talk about hybrid events and of combining what

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happens in the physical space with virtuality and networks. We face the challenge of building events in the real world that coexist with virtual platforms.

To go on being business facilitators and participants of the change, we are ready to face the new challenges, and offer what participants and industries need, by meeting the new rules and local requirements. But with the premise that face to face meetings and dialogue are irreplaceable.

Further information:

www.argentina.messefrankfurt.com

Press information and photographic material:

<https://ar.messefrankfurt.com/buenos-aires/en/press.html>

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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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

* preliminary figures 2019

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia and Arminera, among others.

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