


simply  
sustainable

 messe frankfurt



# UN Global Compact

Communication on Progress  
Messe Frankfurt  
2016 / 2017

# Our philosophy

## Foreword by the Executive Board



Messe Frankfurt represents diversity, not only in terms of our product portfolio and corporate culture, but when it comes to our international employees around the globe as well. It is this that makes our corporate group so strong. At Messe Frankfurt we live internationality day by day – and here we are not just referring to our global events. Our employees at the Frankfurt headquarters hail from 24 different nations across five continents.

Our company's mission statement has always been and still is to think and plan ahead. We do so in the good tradition of our forebears and our historically grown close ties with our owners, the City of Frankfurt and the Federal State of Hesse.

Respect and fairness in our dealings with business partners, shareholders and employees and the recognition of our social responsibility are embedded in our company philosophy. Since 2010, we have underscored this philosophy by signing up to the United Nations Global Compact, committing ourselves to its Ten Principles in the fields of human rights, labour standards, environmental protection and anti-corruption. We feel it is our obligation to uphold these principles and will continue to adhere to them in the future.

We are continuously enhancing our CSR commitment by building on our achievements so far and, where it makes sense, initiating new developments both as a trade fair venue operator and a global trade fair organiser. When expanding our exhibition grounds, we make energy efficiency and resource husbandry one of our top priorities. We demonstrate this commitment through a whole gamut of social projects at our home base in Frankfurt and in our subsidiaries worldwide.

Best regards,

A handwritten signature in blue ink, which appears to read 'W. Marzin'.

Wolfgang Marzin  
President and Chief Executive Officer  
Messe Frankfurt

# Our responsibility

## Messe Frankfurt – creating values with partners in industry and trade

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. Bringing people together, networking with others across all cultural groups and language boundaries, coupled with our industry expertise, is one of the keys to our success. Our aim is to develop successful trade fair concepts and new communication formats and, together with our customers, generate sustainable success. As specialists for international flagship fairs, our Group's industry expertise covers the business segments Technology, Mobility & Logistics, Textiles & Textile Technologies, Consumer Goods and Entertainment, Media & Creative Industries. Messe Frankfurt's events and communication platforms are leading in their respective sectors.

We fulfil the expectations of our customers and our shareholders by constantly opening up new perspectives. Visitors and exhibitors who travel to our events from all over the world expect to experience something special and out of the ordinary. With an extensive range of on-site and online services, we guarantee our customers worldwide the same high quality standards and flexibility when it comes to planning, organising and staging their events. Our service offering extends from leasing of our exhibition grounds and exhibition stand construction, to marketing services, staffing services and catering.

The exhibition grounds at our home venue in Frankfurt cover an area of 592,127 square metres and currently accommodate ten halls and service facilities. The company also manages two congress centres. For festivals of all kinds, the multifunctional Festhalle festival hall remains one of Germany's most popular event venues.

The company is publicly owned, its shareholders being the City of Frankfurt with 60 percent and the State of Hesse with 40 percent.

55

international  
sales partners

30

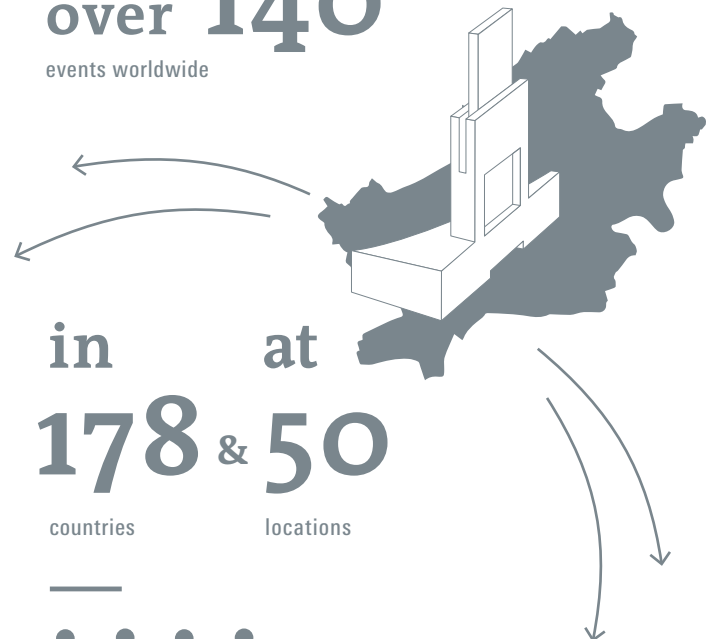
subsidiaries

>640 million  
euros

in sales

over 140

events worldwide



in 178 & at 50

countries

locations



> 2,300

employees worldwide

# Our mission statement – setting benchmarks

## Setting our sights on the future

Social, economic and ecological aspects of sustainability are at the heart of all we do. We undertake a commitment to act responsibly and to safeguard the long-term development of our corporate group.

Our goal is to provide added value for our customers, for our shareholders, for society and not least for our employees. As an exhibition corporation, we leverage our expertise and a global network on behalf of the sectors in which we operate – always with a focus on the business interests of our exhibitors and visitors around the world. Trade fairs are people business, and have been for centuries. Nowhere is so much innovation, so much future showcased as at a trade fair. Nowhere do so many cultures come together, do so many people communicate, network, experience the world with all five senses. Especially in times of rapid change and uncertainty, our leading trade fairs are neutral communication and trading platforms for greater understanding and for overcoming boundaries.

At our home venue in Frankfurt, the high level of internationality at our events contributes to the image of the entire region as a cosmopolitan, international and tolerant place. Across the centuries, the evolution of our company has been closely interwoven with the evolution of the City of Frankfurt. Everything that takes place at and in connection with events at the exhibition grounds is also a part of the city. A study on the indirect profitability of Messe Frankfurt (2011) conducted by the independent ifo Institute for Economic Research attached to Munich University showed that trade fairs and congresses in Frankfurt generate an immense purchasing power of 3.1 billion euros beyond the exhibition grounds. This knock-on effect not only has a positive economic impact on Frankfurt and the surrounding region, but beyond as well. Messe Frankfurt secures around 32,500 jobs in Germany, some 18,700 of them in the Main metropolis itself.

## Partnerships

Agreeing on objectives together, acting together. We believe partnerships are important – with our stakeholders, with our customers and industries at our own events as well as with our guest organisers. We demonstrate our CSR commitment through our participation in sustainability networks such as the United Nations Global Compact, to which we signed up in 2010. We support the “fairpflichtet – right and fair” industry code for the sustainable organisation and implementation of events and participate in the Charter of Diversity initiative. We are also a member of the Bundesdeutscher Arbeitskreis für Umweltbewusstes Management e.V. (B.A.U.M.), Europe’s largest business network for sustainable management.

Through our collaboration with key partners, our membership in central associations and close networking with the major event markets, Messe Frankfurt actively helps to shape the national and international trade fair industry.

€ **3.1 billion**  
purchasing power

secures

**32,500**

jobs  
in Germany

## CSR focus areas

We group our wide-ranging CSR activities into four areas of activity: Environment/Sustainability, Social Responsibility, Education/Science and Commitment to Culture. By designating our activities in these areas with the “simply sustainable” claim and a

special logo, we are able to further increase the focus on sustainability while also raising awareness for this issue. In all our initiatives we attach great importance to long-term impact, transparency and credibility.

### Environment/ Sustainability

In the field of Environment/Sustainability we are implementing numerous measures to conserve resources and protect our environment, such as systematic energy management and the resource-saving development of our exhibition grounds.

### Social Responsibility

For Messe Frankfurt, Social Responsibility begins at home. We see ourselves as a reliable partner – around the world and on our own doorstep. We support social institutions at our business locations and offer better-than-average working conditions.

### Commitment to Culture

Commitment to Culture at Messe Frankfurt is expressed in cooperation and support for cultural institutions and events. Our focus is on the fields of art and music. For many years we have sponsored the Schirn Kunsthalle in Frankfurt as well as the Rheingau Music Festival.

### Education/ Science

Education/Science is an area in which Messe Frankfurt has been taking specific, long-term steps – for example with its endowment of the Messe Frankfurt Professorship for International Economic Policy at Frankfurt’s Johann Wolfgang Goethe University, underscoring the importance of knowledge and qualification for our Group.



# Incorporating sustainability within the company



## Ongoing development of the Frankfurt exhibition grounds – resource-friendly and energy-efficient

The Frankfurt exhibition centre is one of the largest and most modern in the world. Aesthetics, functionality and ecological efficiency are important to us. That is why in the ongoing development of the exhibition grounds we are continually looking for ways to enhance energy efficiency and conserve resources.

The new Hall 12 is currently under construction. It is being built using the most advanced materials and taking the latest standards into account. In

terms of energy consumption, the technical building services such as air conditioning and lighting are highly efficient, with a consumption level that will be at least 45 percent below the current Energy Saving Ordinance. On the hall roof, our third photovoltaic system will go into operation from autumn 2018. The system will produce 1.4 million kWh of green electricity per year for our own consumption. That is equivalent to the requirement of up to 400 households, or around eight percent of the energy needs of the entire exhibition grounds.



Source – Messe Frankfurt GmbH / Jean-Luc Valentin

**1.4 m kWh**  
of green electricity



## Energy monitoring – responsibility for staff, mitigating climate change and protecting resources

Messe Frankfurt's energy policy is characterised by a shared energy concept and strategic paths of action. As part of our long-term energy monitoring, we have defined appropriate guidelines and measures to enhance efficiency and conserve resources, which we are continuing to implement as planned. The goal is to significantly lower energy consumption outside of event times by reducing the basic load consumption of energy at our Frankfurt home

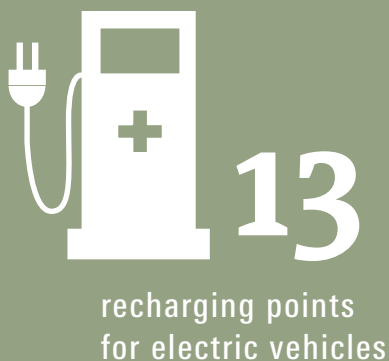
venue by 10 percent up to 2020. Leveraging efficient technologies and avoiding unnecessary consumption is as much a part of this as raising awareness for this issue with each and every employee. The action plan was preceded by careful analyses and planning. A dedicated energy team coordinates all activities and ensures the desired process streamlining is implemented smoothly.

## Low-emission mobility and logistics from arrival to departure

Getting from A to B with ease of mobility, speed and efficiency has been standard practice at Messe Frankfurt for many years. Thanks to its central location and excellent access via all modes of transport, Messe Frankfurt boasts a transport system that is both environmentally friendly and lessens the dependence on individual cars, with its own Messe suburban railway (S-Bahn) station in the heart of the exhibition grounds and links to the metro and tram lines from City and Festhalle Entrance. Thanks to the close proximity to Frankfurt Central Station, it is easy to use environmentally friendly public transport and let the train take the strain. Exhibitors and visitors can take advantage of free travel on the local public transport network with their combined admission ticket.

For our customers and staff, we have increased the number of recharging points for electric vehicles to 13, and our in-house vehicle fleet now includes four electric cars.

We have implemented one of the most sophisticated traffic control systems in the trade fair industry. By extensively and efficiently networking our traffic control system with logistics processes, we are able to shorten set-up and dismantling times at our events. Targeted traffic control further reduces the volume of traffic, congestion and bottlenecks caused by vehicles driving around the exhibition grounds. This in turn means less noise pollution and emissions, also considerably easing the burden on the surrounding area.



## Compliance – building trust and success

Ethical principles, fairness, statutory and voluntary commitments are the basis of all our successful corporate activities – with our shareholders, with our customers, with our employees. Self-imposed guidelines and best practices are the cornerstones of our Compliance Management System. Efficient

organisation of internal regulations and procedures, clear and binding rules for purchasing and employee training serve as a reliable means of preventing corruption and other violations of the rules. Compliance is therefore an integral part of our corporate code of conduct across the Group.

## Individual staff development and work-life balance

Motivated staff is our most valuable asset. We want our colleagues to stay with the company for the long term and therefore offer better-than-average working conditions. According to an independent survey conducted by the German news magazine FOCUS, Messe Frankfurt repeatedly ranks among Germany's top employers. Carried out in cooperation with the network Xing and the rating platform Kununu, the survey drew on 70,000 evaluations of workplace, leadership style, atmosphere and career prospects in 22 different sectors.

Our organisation scores especially high for the good compatibility of work and family life, part-time work models, working from home, secure and flexible working hours and an emergency childcare service.

Basic and advanced staff training plays an important role at Messe Frankfurt. At a welcome week, we provide an insight into the company for young trainees and students and offer them useful information and valuable tips. Trainees thus discover right from the outset the mutual appreciation that

goes with being part of Messe Frankfurt. In the 2016 reporting period, some 30 young people were undergoing vocational training at our Frankfurt base.

Transparency and efficiency are important aspects of Messe Frankfurt's in-service training, which focuses on individual and needs-based staff qualification. A dedicated Learning & Development platform provides all employees with access to current training options and allows them to actively trace their own training and education history. As well as the principles of advanced training, Messe Frankfurt also offers training courses in eight categories including leadership skills and foreign languages. The new platform makes the entire process from registration and acceptance through to follow-up of training courses and seminars faster, more transparent and more contemporary.

In 2016, 800 employees took part in 1,000 one- and multi-day seminars and workshops.

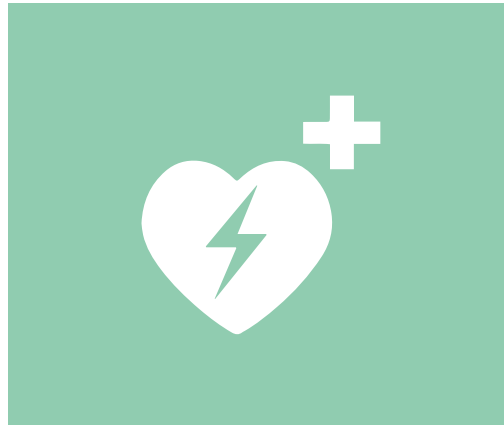


**800**  
employees  
took part in  
**1,000**  
training courses





Source – Messe Frankfurt GmbH / Jean-Luc Valentin



Source – Messe Frankfurt GmbH / Jean-Luc Valentin

## Promoting healthcare

Occupational health and safety are key elements of our company health management. This also means raising our employees' awareness for and knowledge about health issues. For a number of years, Messe Frankfurt's Messe Vital occupational health programme has helped to actively promote a healthy lifestyle not only at the workplace through targeted prevention and consultation and a range of regular and new offerings. Messe Frankfurt has also initiated Corporate Running, a professional running workout programme for all employees of Messe Frankfurt under the guidance of a professional coaching team.

Link to Corporate  
Running video:



Automatic defibrillators have been installed throughout the exhibition grounds, allowing ordinary people to treat life-threatening heart rhythm disorders. Once again, we offered all employees free flu vaccinations. Other health-promoting activities during the period covered by the present Communication on Progress included a Health Day focusing on fitness and exercise, seminars on nutrition, multi-day yoga courses and an information event on self-defence. The "cycle to work" campaign once again enjoyed enthusiastic support. As many as 10,000 people from the Hesse region participate in this event every year and it is also hugely popular with our staff. Participation in professionally organised city runs such as the Frankfurt Marathon and the JP Morgan Corporate Challenge, as well as physical exercise and interaction among colleagues in our company sports groups, foster team spirit.

## Practising social responsibility

Messe Frankfurt is involved in a number of social projects. Continuing an established tradition, Messe Frankfurt once again supported the children's charity CHILDREN for a better World e.V. under the motto "With children. For children!". We sponsor the local partner organisation at our home venue in Frankfurt.



To help provide much-needed accommodation for some of the tens of thousands of immigrants who have fled to Germany from war zones, Messe Frankfurt has made its Park & Sleep camping and caravan park near the exhibition grounds

available free of charge for two years. This is providing temporary shelter in caravans for some 130 people to live in an individual and protected space until more permanent housing can be found for them.

# Sustainability at our events

## Sustainability and social responsibility – impulses for and at flagship fairs

As innovation platforms, our flagship trade fairs would be inconceivable without the aspect of sustainability. Messe Frankfurt's leading international trade fairs are ideal platforms for showcasing future issues and social responsibility across all of our business segments.

We support our industries at each of our events – with special shows, workshops and congresses, as the following examples illustrate.



Source – Messe Frankfurt GmbH / Jens Liebchen



## Technology

ISH, the world's leading fair for innovative bathroom design, energy-efficient heating and air conditioning technology and renewable energies is the world's largest showcase with an integrated approach to water and energy. It offers solutions for topical political and economic issues, especially in light of the ambitious goals embodied in European and German climate and resource conservation policy to massively reduce CO2 emissions in the areas of mobility, industry and building technol-

ogy by 2050. In 2017, the ISH therefore held special significance for the industry.

Messe Frankfurt is continuously expanding its Environmental Technologies business segment and has added three trade fairs and two conference formats to its portfolio in this field. These include, for example, Eco Expo Asia in Hong Kong, Waste & Recycling Expo Canada and Watertech India.



## Consumer Goods

In the consumer goods sector, sustainability is more than just a passing fad; it is a paradigm of our times. At our consumer goods fairs, the retail sector showcases consumer goods produced sustainably and under fair conditions with a series of measures, for example in the context of the Sustainable Office Day and the Ethical Style Guide.

Social responsibility and education has also been firmly rooted at Creativeworld in Frankfurt for many years. With the “Kreativ hilft” (“creative support”) campaign, exhibitors donate handcraft and creative materials to facilities in the city of Frankfurt with the aim to promote children and their talents. The resulting artworks are presented to the general public at the Frankfurt “KinderArt” exhibition.

## Entertainment, Media & Creative Industries

A special experience arena that for more than 15 years has introduced children and teenagers and also an increasing number of adults to active music making is the special Music4Kidz interactive exhibition during Musikmesse. Up to 2016, well in excess of 100,000 children and youths were able to discover how musical instruments work, expand their musical horizons and experiment with different musical styles. Whether experiencing the fascination of sound-play areas and exciting exhibits such as a water orchestra – music encourages pre- and primary school children in particular to get creative without inhibitions and with the guidance of music teachers.

From Musikmesse 2017, Music4Kidz has come into its own in the new “Discover Music” young talent promotion area. This area addresses an even wider target group – from school children to best agers.

At Prolight + Sound there is a special Future Talents Day that especially targets undergraduates, trainees and vocational students. Companies have the possibility to approach dedicated young future talents, while newcomers to the industry have the chance to find out about training options and career prospects.





## Textiles & Textile Technologies

In many segments of the textiles industry, we support the future of a green market, ranging from home and interior textiles to technical textiles, textile processing and care and apparel textiles.

Sustainability has been an integral element and far more than a mere trend at Heimtextil, international trade fair for home and contract textiles, for many years. The Green Village, for example, highlights the topic of sustainability in the textiles industry. The Green Directory lists all sustainably producing exhibitors at the trade fair. A number of competitions, such as the Upcycling Award, have become fixed features of this leading fair and honour the best green ideas.

Sustainability is one of the top four issues at Texcare International, the world's leading trade fair for the laundry, cleaning and textile rental sectors. With its Sustainability Alliance initiative, our partner association at this flagship fair, the German Textile Dry Cleaning Association (DTV), has also committed to the Global Compact. A theme day at Texcare International is dedicated exclusively to the topic of sustainability and resource efficiency.

As central platforms for ecological and fair trade fashion, the two fashion fairs Ethical Fashion Show Berlin and Greenshowroom focus exclusively on sustainable textiles and thus turn the Berlin Fashion Week into a European hot spot for eco-fashion. A genuine location advantage for Germany over the Fashion Weeks in New York, Paris or Milan.

## Mobility & Logistics

In the Mobility & Logistics business segment, sustainable cutting-edge technologies play an important role, for example, in areas such as alternative drive systems, lightweight construction and energy efficiency. Particularly sustainable stand-out innovations in this field are recognised with the Green Award.

Furthermore, the industry assumes social responsibility through a number of initiatives and demonstrates this commitment at its leading fairs. A case in point: at Automechanika in Frankfurt, "Joblinge"

is a nationwide non-profit initiative against youth unemployment. It supports young people with a particular focus on what are known as MINT occupations (a German acronym for mathematics, information technology, natural and engineering sciences and technology). This initiative is backed by a network of partners from business, politics and society, who create a platform for young people. At its home venue in Frankfurt, Messe Frankfurt supports JOBLINGE gAG Frankfurt RheinMain as a voluntary member of the supervisory board.



Source: Thomas Lohnes / Getty Images for Greenshowroom / Messe Frankfurt



Source: Messe Frankfurt GmbH / Petra Welzel

## Sustainability in conferencing and congress business

In 2016, Messe Frankfurt hosted 163 congresses and conventions at its exhibition grounds and the Kap Europa congress centre. The aspect of sustainability is gaining increasing importance at these events, for example by drawing on green electricity from renewable sources. As much as 64 percent of our organisers opt for this alternative.

Use of modular software technology provides an online and an offline solution for speaker management, presentations and real-time surveys. Hand-outs, brochures and conference documents can thus be reduced to a minimum. This service is proving increasingly popular with our customers.

Our catering services source seasonal fresh products from the region, mostly grown organically. We minimise unnecessary packaging, avoid waste wherever possible and organise production and logistics as energy efficiently as possible. This ensures a resource-saving chain from production through to recycling and disposal.

Kap Europa is the first German congress centre to participate in the Green Venue Report 2016. A total of 44 congress centres with sustainability status from 11 nations took part in the survey conducted by American consultancy and sustainability research firm Greenview.

Additionally, we continuously raise awareness among our directly responsible employees through participation in sustainability seminars and advanced training courses to become a sustainability consultant in the event sector 2.0.





# Awareness – transcending borders

Messe Frankfurt's global CSR commitment using examples from select projects

## China – Messe Frankfurt Hong Kong

### Multisensory experience zone at Music China

Again in 2016, Music China placed a focus on the welfare of autistic children and raising public awareness for autism. At the Kids' Music Castle, an experience zone directed at multi-sensory perception, around 100 autistic children had the opportunity to open up to the outside world under the guidance of music therapists. Seven special education centres for autistic children in Jiangsu, Zhejiang and Shanghai were also provided with

musical instruments and music books. Proceeds from sales of T-shirts, shopping bags and admission tickets were donated to the Shanghai Education Development Foundation. All initiatives contributed to improving the communicative capabilities of the autistic children and giving them attention and a feeling of security through music.

### Paperworld China – supporting families from the Dong tribe

Messe Frankfurt H.K. Ltd., Hong Kong, has provided financial support for two members from the ethnic group of the Dong, who originate from a remote rural region in the autonomous area of Guangxi. In this region, many children grow up without the daily care of their parents, who provide for their families as migrant workers. At Paperworld China 2016, they were able to demonstrate their special needlework and craft techniques. With on-site support from the Shouyi Ethnic Culture Studio, the Dong used the trade fair as a platform for drawing attention with their traditional handicrafts to the plight of the migrants' children left behind in their home country. The aim is to provide the wherewithal for at least one parent in each family to earn a livelihood from their traditional handicrafts, so that in the long term they can return to their homeland and care for the children and grandparents.



Source – Messe Frankfurt GmbH

## Voluntary engagement for elderly citizens

Treating the elderly with respect and demonstrating the high value placed on a shared future within society is the goal behind the voluntary engagement of colleagues from our Hong Kong subsidiary. As part of a joint initiative with the social organisation St. James' Settlement on the occasion of the Chinese Lunar Festival, 37 colleagues visited the homes of elderly people from the Kowloon district who live alone and distributed parcels contain-

ing everyday necessities, magnifying glasses and parasols. The senior citizens were shown how to use anti-stress balls and pill splitters. In turn, they were able to talk and share stories from their lives with their visitors and like this bolster their self-confidence.



Source – Messe Frankfurt GmbH



Source – Messe Frankfurt GmbH

## India – Messe Frankfurt India

### Aid project in Sunder Nagri enters the second round

The aid project launched last year in Sunder Nagri, one of the biggest slums located near New Delhi, to enable people with handicraft skills attain financial freedom is bearing fruit. The embroidery, batik, waxwork and needlework products presented in a special skills zone at Ambiente India and Heimtextil India resulted in numerous enquiries and orders from trade fair visitors and VIP guests. Our subsidiary in Mumbai is continuing to support the project with workshops for wax and batik artwork.

In a second campaign, our colleagues from Messe Frankfurt Trade Fairs India Pvt. Ltd.,

Mumbai, installed a water storage tank in collaboration with the Planet Water Foundation, which supplies the village of Jaunti near New Delhi with clean drinking water. The campaign was initiated after water shortages in the capital had led to high health risks. Messe Frankfurt India provided funding for the construction of the water storage tank, which will secure the long-term supply of clean drinking water for the inhabitants of Jaunti. In addition to building the storage tank and installing pipes and filters, this project was accompanied by cultural activities to inform and educate the locals.

## Argentina – Messe Frankfurt Argentina

### Engagement for public hospitals

Indexport Messe Frankfurt S.A. in Buenos Aires supports state hospitals with a number of initiatives. One of these is to grant special conditions for running the Feria COAS de las Naciones. The fair is organised jointly with Cooperadora de Acción Social (COAS). All proceeds from this event benefit public

hospitals. Furthermore, our colleagues support the fundraising campaign “Todos x nuestros hospitales” (all in support of our hospitals), the proceeds from which go towards respiratory equipment on neonatology wards in public hospitals.

### Donations for institutions and non-government organisations

Each year, our Argentinian colleagues support select institutions in the social, education and health sector. This year, no-longer-needed furniture in good condition, as well as electrical and household appliances from the subsidiary’s offices were donated to a new school in the Ciudad Oculta slum and to the Italian hospital in Buenos Aires.



### Support for a recycling project run by La Rural Trade Center

This project aims to promote collaboration between business and society. La Rural Trade Center donates materials that are no longer needed after the dismantling of exhibition stands to organisations and institutions in Buenos Aires for further use in schools and social causes. The aim of this programme is to

reduce waste and the environmental footprint and to recycle the materials for reuse, for example to make shelves, tables and benches. After major events, between 800 and 1,500 kg of recyclable materials are collected.

Furthermore, our subsidiaries have introduced a number of individual measures, for example as part of the company health management scheme, to extend preventive measures, promote more flexible

working hours, organise special family days or grant special leave in the event of the death of a close family member.

# The UN Global Compact's Ten Principles

## Human rights

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**01:** Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence; and

**02:** make sure that they are not complicit in human rights abuses.

## Environment

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**07:** Businesses should support a precautionary approach to environmental challenges;

**08:** undertake initiatives to promote greater environmental responsibility; and

**09:** encourage the development and diffusion of environmentally friendly technologies.

## Labour

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**03:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

**04:** the elimination of all forms of forced and compulsory labour;

**05:** the effective abolition of child labour; and

**06:** the elimination of discrimination in respect of employment and occupation.

## Anti-corruption

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**10:** Businesses should work against corruption in all its forms, including extortion and bribery.

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