

## **Messe Frankfurt revamps spring 2021 trade fair schedule**

As a result of the course taken by the pandemic, Messe Frankfurt will not be holding any of its own physical trade fairs at the Frankfurt exhibition grounds between January and March 2021. The company is revamping its spring trade fair calendar to focus on new synergies and new digital offerings.

Messe Frankfurt has already organized 13 large trade fairs at various locations in China since the crisis began. Unfortunately, however, it is not possible to hold such events in Germany at present. This is in spite of the fact that exhibition halls are amongst the safest enclosed buildings in which people can spend time without being subjected to an increased risk of infection thanks to new safety and hygiene measures.

After long discussions and, due to existing travel restrictions, and also uncertain economic situation in most companies, Messe Frankfurt has reacted by revamping its spring 2021 trade fair calendar for Frankfurt:

### **Heimtextil moved to 4 to 7 May 2021**

The show will be taking place alongside Techtexil and Texprocess 2021 in Frankfurt. The new dates offer Heimtextil the opportunity to join with these two textile fairs to serve the entire textile value chain at the same time on the Frankfurt exhibition grounds. According to the Board of management, it was a difficult but necessary decision to make it possible for the companies to keep developing their business in post-crisis period and to maintain international presence.

### **'International Consumer Goods Show – Special Edition' From 17 to 20 April 2021**

brings together Messe Frankfurt's consumer goods portfolio: Ambiente, Christmasworld, Paperworld shows will be making a once-only appearance as a joint event in Frankfurt am Main. The physical event will be actively supplemented with digital offerings as part of Consumer Goods Digital Days, which will also be home to the purely digital Creativeworld, an event that is taking a one-year hiatus as a physical meeting place in 2021. As a result of the trade fairs taking place simultaneously on new dates and the hybrid nature of this event, the entire industry can look forward to beneficial new synergy effects in the ongoing pandemic.

### **ISH from 22 to 26 March 2021 as an entirely digital event**

ISH will be taking place as a purely digital event in 2021, with a wide range of digital features on offer. These include exhibitor presentations, intelligent matchmaking system, live streams and on-demand broadcasts of the supporting programme, and appointments for online meetings with exhibitors. And all of this will be available round the clock throughout the event, worldwide and in every time zone.

Follow official websites for more news:

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

[www.ambiente.messefrankfurt.com](http://www.ambiente.messefrankfurt.com)

[www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com)

[www.paperworld.messefrankfurt.com](http://www.paperworld.messefrankfurt.com)

[www.creativeworld.messefrankfurt.com](http://www.creativeworld.messefrankfurt.com)

[www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com)