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## **Messe Frankfurt RUS: new formats of the exhibitions and plans for 2021**

**In September 2020, Messe Frankfurt RUS will hold three online trade fairs at once. On September 15-17, "Heimtextil Russia 2020. Digital Emotions" will take place, and from 28th to 30th of September will be held "ROSMOULD|ROSPLAST. Digital Edition". On November 26, will be organized the first Interlight +BuildingSymposium in the format of the live performances and b2b meetings. In December, the International Moscow Automotive Forum IMAF will bring together the top experts and market participants.**

The last months were very challenging for the exhibition industry. The prohibition on holding congresses and exhibitions made it impossible to organize events in the usual format. The exhibition market players understand the need to change traditional approaches to work.

In every crisis, there is a place for unconventional decisions and new business opportunities. Messe Frankfurt RUS successfully optimizes the current business processes and introduces new approaches. The core idea of the company's philosophy remains unchanged - it is close communication with industries and increasing the added value of events for clients.

"During remote work, we have organized more than 130 webinars and live streams on our exhibition subjects. The digital tools empower the organizers to engage visitors and experts. Now the value of face-to-face communication is growing, and online will help to extend the networking of participants of business events", - notes Eugen Alles, managing director of Messe Frankfurt RUS.

Autumn 2020, three online premiers from Messe Frankfurt RUS will take place all at once. On September 15-17, "Heimtextil Russia 2020. Digital Emotions", on September 28-30, two trade fairs "ROSMOULD|ROSPLAST. Digital Edition" will be held.

"Messe Frankfurt RUS develops a hybrid format for its portfolio. Business can't be paused, it always needs to communicate. In the context of the severe restrictions, investing in combine online and offline formats will have a long-term positive impact. There are many industries where effective presentation is possible only live. Online format assumes the visual perception of information. But to get the full-fledged impression and experience, we need to use all five senses. This point gives the exhibitions a unique advantage in front of the online versions. In this case, the combination of the strengths of both formats will be the most productive", - Mr. Alles added.

On November 26, in Renaissance Moscow Monarch Center Hotel will take place the first Interlight + Building Russia Symposium. During the live sessions, the participants will discuss the current situation in the electrical engineering industry, the perspectives of cooperation with the government, and will provide their forecasts. The official part will be followed by the 3rd Golden Photon Award Ceremony with the participation of the leading industry companies.

Together with Hyve Group, in December will be held the International Moscow Automotive Forum IMAF. The event will bring together the top experts and market players to exchange their experience and opinions on further market perspectives.

On December 3, in cooperation with RusAT company, Messe Frankfurt RUS will organize the Leader forum "Additive technologies. Expanding the horizons".

In preparation for the trade fairs 2021, the recommendations of the Russian Agency for Health and Consumer Rights (Rospotrebnadzor) for holding the congresses and exhibitions are taken into consideration. The work with the exhibition centers IEC Expocentre, IEC Crocus Expo, and ECC Sokolniki is underway.

Messe Frankfurt RUS expands its service package for exhibitors and visitors, which will speed up the preparations for the event, will make it more qualitative, and meet the actual requirements.

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#### **About Messe Frankfurt RUS**

Messe Frankfurt RUS, the subsidiary of the international exhibition organizer, works in Russia since 2002. The portfolio includes 15 international exhibitions and forums. Messe Frankfurt RUS is the exclusive operator of two national Chinese trade fairs organized by the Ministry of Commerce of the PRC, China Commodity Fair, and China Machinery Fair. The staff of the

company is around 60 competent specialists with strong expertise in organization different kinds of events.

In 2015 together with Hyve Group established a joint-venture ITEMF Expo. The company operates the leading events in the automotive sector – MIMS Automechanika Moscow, COMTRANS, and Busworld Russia and Moscow International forum IMAF.

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