“It’s great to see you here!” We hear this a lot at our events. A friendly smile encourages the building of bonds. Here in China, people are making new contacts all the time, and we have a central part to play in making sure this goes well.

Our trade fairs cause everyone to smile – not least because of our great ideas! Maybe you remember when we started out in 1994 with ProWein, a trade fair for the wine and spirits industry. In those days, the exhibitors only filled one hall. Five years later, we founded the first subsidiary on the Chinese trade fair market. We have transformed ProWein into the undisputed leading trade fair for its industry, worldwide. Not only does it attract wine experts and top wine producers from all over the world to the Rhineland, it is also currently conquering the Chinese market and bringing Chardonnay and Riesling directly to the wine connoisseurs of China.

This is just one example of how we bring together providers and purchasers, exhibitors and visitors, and markets and people. We have combined our trade fair brands into global portfolios, the themes and content of which give international markets a fresh boost and set the trend on the world stage.

In China, we are bringing all our strengths to bear on developing markets with a view to the long term, as well as making contacts with organisations and authorities and offering communication and presentation platforms which benefit the country and support its further development.

What makes our approach so special? The smile on people’s faces when they meet business acquaintances or new partners. Whether it’s in Düsseldorf, Shanghai, Hong Kong or Beijing, the reason for that smile is down to the thoughtful planning that goes into our trade fairs – and the care and attention we put into them.
China’s growth figures are impressive. It has been enjoying uninterrupted growth since 1978. No country in the world has undergone such a massive turnaround. China is now one of the world’s top economies and is orienting its growth rates to the country’s sustainable development.

Messe Düsseldorf China recognised this potential early on. We have had local teams at key economic locations in China since 1999 and have been building up business contacts with partners there. We have also been supporting Chinese companies in gaining access to world markets and opening up the highly lucrative Chinese market to foreign providers.

What is the secret of our success? Being present at the heart of the marketplace – with our strong trade fair brands and concepts, which have proved as successful in China as they have at home, and which have supported the country’s growth.

Our trade fairs provide crucial stimuli. They promote the further development of industries – the fields in which Messe Düsseldorf trade fairs hold a leading position worldwide. In China, as well as Europe, our expertise has helped to transform new trade fair ventures into leading trade fairs in their industries, where experts can meet and enjoy the type of high-quality network of contacts that is equally valued across the globe.

Because China is undergoing a process of change, we are keeping a close eye on social change and the markets. We recognise trends early on and develop events that are aligned to China’s market requirements, both regionally and nationally.

We do all this with a passion. And with world-class services. Because we know that our customers rely on us, as a trailblazer, a supporter and one who gets things done.
We are trade fair organisers – in the largest market in the world. We are shapers of the future – in a land that has achieved unprecedented growth. We view changes in this unique country in a positive light. We are supporters – actively as true partners since 1999, because we provide whole industries with ideas. As partners, we are right at the heart of the action, with extensive local networks. And we always stay focused on one thing: our customers’ success!

China is working on its future. The country is committed to technological progress and further sustainable growth. Those who support these goals have the best market opportunities in China.

Trade fairs are the platforms for companies to present their contribution to the shaping of China’s future. They fulfil multiple functions: as a networking forum, where decision makers can get to know each other; as a place that offers an overview of the Chinese domestic market; and as a presentation platform for innovations and technical solutions that further promote the progress of Chinese companies.

Messe Düsseldorf China is playing a leading role in the development of trade fairs in the country. From our base in Shanghai, we have established a network of three offices in order to best harness the potential in the business regions and ensure closeness to the market. Our trade fair portfolio comprises themes that ensure the transfer of skills in the key growth areas for the Chinese economy.

What is the secret of our success? China and Messe Düsseldorf have the same goals: to achieve sustainable growth – through effective cooperation. That’s why we create meeting places that are perfect for bringing people together.
Beijing

The political centre

Shanghai

The economic centre

Hong Kong

Covers South China

THREE LOCATIONS – THREE HUBS

Being there is everything. This is particularly important in China, where great value is placed on interpersonal relationships. We at Messe Düsseldorf know this from experience, since we organise trade fairs that appeal on multiple levels.

We are based in three locations for another reason, too, as China’s megacities each possess economic areas of their own. Each town and each region is a growth centre in its own right. These are the reasons why we have expanded the network of our presence in China.

The first location, Shanghai, China’s largest industrial metropolis, is quite simply an essential location for us, as a trade fair organiser with a portfolio comprising the top trade fairs for major industries. One of the largest cities in the world, the world’s largest container port – the list of superlatives goes on and on. Our business in Shanghai is centred around running one of the most important exhibition centres in the country – the Shanghai New International Expo Centre (SNIEC).

Why Hong Kong? Because Hong Kong is a centre of international business. The GDP of this city alone is greater than that of Portugal. This is why Hong Kong is our base for South China.

Beijing is not just a political centre. It is also soon to have the biggest airport in the world. This city is one of the four most important industrial centres in the country. It is here that decisions are made which determine the country’s future – and we have an excellent local network here.

We are here. Right at the heart of the action. We also operate regionally in the field, because even on the global market, business is “local”. And in our network, regional becomes global because of our excellent connections to the rest of the world.
“Boom” was the buzzword of past few years when the country’s economic development saw a rapid upsurge. In the wake of double-figure growth rates, the government is now setting the “new normal” as the target: to develop markets sustainably over the long term.

Also in terms of foreign economic policy, China is active and investing in the future to connect Europe and Asia more closely. Some 900 billion US dollars are set to flow into infrastructure and logistics projects in the coming years. The so-called “Belt and Road Initiative”, also referred to as the “New Silk Road”, initiated by the Chinese government is laying the foundations for the future trade.

Messe Düsseldorf China was involved in this development and helped to shape it too! That’s why we have been present in the country since 1999. Today, we are closely involved in the country’s business circles and have contacts with companies and individuals. This enables us to form our own picture of the country’s progress. Although economic performance indicators are extremely helpful, we do not let them obscure our view of developments and trends.

No longer just a production site. Year on year, China is fast becoming a hothouse of ideas. The number of patent applications rose from 1.5 million in 2011 to over 2.2 million in 2013.

Wage increases in China are forcing the economy to modernise. China is already one of the most attractive markets in the world for cutting-edge capital goods.

The draw to the city. The growing industrial production has also triggered one of the world’s largest waves of urbanisation. China’s seven largest cities could easily accommodate the entire population of Germany. And nothing has happened to interrupt this development. By 2030, 70 percent of all Chinese will live in cities.

We are present at a local level. Which means that we can also take advantage of the long-term market opportunities that China offers. These include a growing middle class, which ensures a healthy climate of consumption with high demand, and, in terms of investment, it now has industries that have aligned themselves with high international standards.

Our trade fairs fulfil an important function. They open up the Chinese market locally to high-tech providers and manufacturers of high-quality consumer goods. They also provide a presentation platform for Chinese services, which then attracts buyers from all over the world.

Because we are right at the heart of the Chinese market, we can confidently say that this country’s development offers excellent prospects for committed businesses. And we, Messe Düsseldorf in China, provide orientation – in a market that we have helped to shape from the start.
JOIN THE BEST

GLOBAL PORTFOLIOS

› PROCESSING & PACKAGING
- interpack DÜSSELDORF
- components DÜSSELDORF
- food processing & packaging exposition NAIROBI/KENYA
- Indopack JAKARTA/INDONESIA
- packprocess India Food pex India/Indiapack MUMBAI, NEW DELHI/INDIA
- process expo CHICAGO/USA
- SAV FOOD DÜSSELDORF
- swap/components SHANGHAI/CHINA
- upakovka MOSCOW/RUSSIA

› HEALTH & MEDICAL TECHNOLOGIES
- MEDICA DÜSSELDORF
- COMPAMED DÜSSELDORF
- Integration MOSCOW/RUSSIA
- MEDICAL FAIR ASIA SINGAPORE
- MEDICAL FAIR CHINA CHINA MEDICAL INNOVATION FORUM SUZHOU/CHINA
- MEDICAL FAIR INDIA MUMBAI, NEW DELHI/INDIA
- MEDICAL FAIR THAILAND BANGKOK/THAILAND
- MEDICAL MANUFACTURING ASIA SINGAPORE
- MEDICAL WORLD AMERICAS HOUSTON/USA
- MEDI TECH BOGOTA/COLombia
- REHACARE INTERNATIONAL DÜSSELDORF

STRATEGIC COOPERATIONS:
- HOSPITALAR SÃO PAULO/BRAZIL
- ZDRAVOKHRANENYEye MOSCOW/RUSSIA

› PLASTICS & RUBBER
- K DÜSSELDORF
- Arabplast DUBAI/UNITED ARAB EMIRATES
- Chinaplas GUANGZHOU, SHANGHAI/CHINA
- INDOPLAS JAKARTA/INDONESIA
- Interplastica MOSCOW/RUSSIA
- Interplastica KAZAN KAZAN/TATARSTAN
- plast alger ALGERS/ALGERIA
- Plastics & Rubber Vietnam HANOI, HO CHI MINH CITY/VIETNAM
- PLASTINDIA NEW DELHI/INDIA
- T-PLAS BANGKOK/THAILAND

› METALS & FLOW TECHNOLOGIES
- GIFA DÜSSELDORF
- FLOW-CONTROL EXCHANGE NEW DELHI/INDIA
- Indometal JAKARTA/INDONESIA
- ITPS International Thermprocess Summit DÜSSELDORF
- ITPS Americas CHICAGO/USA
- Litmash Russia MOSCOW/RUSSIA
- Metallurgy India MUMBAI/INDIA
- Metallurgy Russia MOSCOW/RUSSIA
- METEC DÜSSELDORF
- NEFTEGAZ MOSCOW/RUSSIA
- NEWCAST DÜSSELDORF
- PUMP SUMMIT AMERICAS HOUSTON/USA
- THERMPROCESS DÜSSELDORF

Tube DÜSSELDORF
Tube CHINA SHANGHAI/CHINA
Tube India MUMBAI/INDIA
Tube & Pipe Producers and Suppliers Pavilion at FABTECH CHICAGO/USA
Tube Russia MOSCOW/RUSSIA
Tube Southeast ASIA BANGKOK/THAILAND
TUROTECH SÃO PAULO/BRAZIL
VALVE WORLD EXPO DÜSSELDORF
VALVE WORLD EXPO AMERICAS HOUSTON/USA
VALVE WORLD EXPO ASIA SHANGHAI/CHINA
wire DÜSSELDORF
wire CHINA SHANGHAI/CHINA
wire India MUMBAI/INDIA
wire Russia MOSCOW/RUSSIA
wire South America SÃO PAULO/BRAZIL
wire Southeast ASIA BANGKOK/THAILAND

23 Front runners – leading trade fairs that are the undisputed number 1 in their industries. In Düsseldorf and our locations throughout the world, we are working to ensure that we stay at the top of our field, maintain the high quality of our trade fairs, and continue to focus on our customers’ needs. We are concentrating on our four global portfolios, which we have nurtured and managed over decades in their respective markets. These have now become front runners in the regions across the world. And now we’re thinking ahead – to the front runners of tomorrow.
AT THE HEART OF THE MARKET. WORLDWIDE.

1 Düsseldorf: Messe Düsseldorf Group – at the heart of Western Europe
2 At the heart of South East Asia: Singapore
3 Three Messe Düsseldorf China centres: Hong Kong, Shanghai and Beijing
4 Two bases on the Indian subcontinent: New Delhi and Mumbai
5 One of the world’s strongest exporting nations: Japan
6 Our head office in North America: Chicago
7 Link between Europe and Asia: Moscow

Three hubs in our international network: Hong Kong, Shanghai and Beijing: these are our locations in the most populous country in the world. This means we have a presence in China’s leading growth regions. These locations also ensure excellent links – to both the Chinese regional markets and our other 76 agencies all over the world.
We help to pump fresh energy into China’s growth engine. Our five areas of expertise, which we have carefully cultivated over time, fuel this growth. Our key area of expertise is the Plant and Mechanical Engineering Sector, the classic strong domain of Messe Düsseldorf and its leading trade fairs in this industry, and currently one of the most important factors accelerating the modernisation of China’s industry. An area that is of equal importance is the knowledge and technology surrounding the progressive Medical Technology Sector. The most impressive showcase for our trade expertise in the Retail and Trade Sector in China is the ProWine Family, featuring the finest wines from the best wine growing areas of the Old World and first-class wines from the New World – a top destination for China’s modern connoisseurs.

Comprehensive information on our five areas of expertise can be found at www.messe-duesseldorf.com
The leading trade fair for the printing industry: held every two years, All in Print CHINA is the meeting place for specialists in the printing and post press industries in China and its neighbouring countries.

All in Print China
Shanghai
Information online www.allinprint.com

Worldwide
› drupa Düsseldorf
› Indoprint Jakarta
› Pack Print International Bangkok
› printpack alger Algiers

› All in Print China
Shanghai
Information online www.allinprint.com

All in Print China is the meeting place for specialists in the printing and post press industries in China and its neighbouring countries.

Worldwide
› Interpack Düsseldorf
› Indopack Jakarta
› Packprint India / Foodpack India / Indiapack Mumbai, New Delhi
› Pack Expo Chicago
› SAVE FOOD Düsseldorf
› upakovka Moscow

› swop (Shanghai World of Packaging)
Shanghai
Information online www.swop-online.com

Asia’s leading processing and packaging trade fair – Shanghai World of Packaging (swop) is the essential event for the food, beverage, confectionery, baked goods, pharmaceuticals, cosmetics & daily care products, non-food consumer goods and industrial goods sectors. swop is the comprehensive platform not only meeting current demands for the entire supply chain, but also identifying packaging trends for the future.

Worldwide
› K Düsseldorf
› Arabplast Dubai
› Plast alger Algiers
› Interplastica Moscow
› Interplastica KAZAN
› PLASTINDIA New Delhi
› T-PLAS Bangkok
› Plastics & Rubber Vietnam Hanoi, Ho Chi Minh City
› Indoplas Jakarta

› Chinaplas
Guangzhou, Shanghai
Information online www.chinaplastsonline.com

Chinaplas is the largest trade fair for Asia’s plastics and rubber industry and is the country’s central meeting place for the industry.
VALVE WORLD EXPO ASIA covers the whole area of valve manufacturing and usage in key industries such as oil/gas, chemicals and energy generation. Together with Valve World Conference Asia, it presents innovations and technical know-how for Asia’s emergent markets.

Tube CHINA is the platform for marketing machinery and equipment for the manufacture of tubes and pipes. For cable and wire manufacturers, wire CHINA is the perfect presentation platform for innovations. Since 2004, wire and Tube CHINA have developed into the leading trade fairs of their industries in Asia, and are front runners in the economic region in terms of their exhibitor and visitor numbers.

FASTENER SHANGHAI is the perfect one-stop sourcing platform to build new business, learn top-notch technology and meet professionals in the fastener industry.

ENERGY STORAGE CHINA is a unique combination of trade fair and conference on the theme of energy storage. This trade fair serves as a platform for making initial business contacts and concluding business deals, enabling direct contact with political decision makers, energy generators, network operators and providers of renewable energies and energy storage.

Asia’s Leading Exhibition for Intelligent Manufacturing & Integrated Solutions and a true Industry Exhibition & Conference platform bringing an all-round focus on development in China’s Intelligent Manufacturing sector.

The show aims to accelerate China’s manufacturing industry with forward-looking Industry 4.0 solutions from exhibitors of global reach. Benefiting from the existing strong industrial shows of the organisers Messe Düsseldorf Shanghai and SINOMACHENT, iManufacturing will be highly frequented by companies aiming to upgrade their current manufacturing equipment and processes. This unique platform is committed to becoming the No. 1 Intelligent Manufacturing event in Asia.
Based on the example set by the leading trade fair EuroShop, C-star and C-star Retail Forum offer a framework programme for the Chinese market featuring the latest technological solutions and enabling know-how transfer for China’s growing retail segment.

Like its successful Düsseldorf parent show ProWein, ProWine CHINA has established itself as one of the most important trade fairs for the wine and spirits industry in the region since its launch in 2013. Exhibitors from over 40 countries now attend – which is unique in Asia.

ProWine Asia offers all internationally operating producers an all-round carefree package for the entire Asian continent. This annual event runs alternately between Singapore and Hong Kong. The first ProWine Asia in Hong Kong was held in parallel with a leading food fair, HOFEX, in 2017.

China Medical Innovation Forum will comply with the National Medical Instrument Industrial Programme of the 13th Five-Year Plan to boost medical devices innovation. At this platform, the leading experts from research and development, manufacturing and applications from the full medical industrial value chain will exchange their views on networking, learning and dealmaking.

As a member of MEDICAlliance, MEDICAL FAIR CHINA establishes the new platform for Chinese and international medical companies. With its unique approach to one-on-one networking, showcasing the latest innovative products and services as well as connecting with MEDICAlliance, MEDICAL FAIR CHINA will develop as the leading exhibition in China.

With its product and service spectrum ranging from protective clothing to security systems, the China International Occupational Safety & Health Exhibition (COS+H) has developed into the leading trade fair for this sector.
AIC offers a broad range of products and services from internationally renowned brands, ranging from RVs and accessories to campsites and motorhome holidays, and has established itself as one of the key trading platforms serving the Chinese market today.

Worldwide
› boot Düsseldorf
› CARAVAN SALON Düsseldorf
› TourNatur Düsseldorf

› All in CARAVANING (AIC)
Beijing

Information online www.aicshow.com
We like being at the forefront – and we are leaders 16 times over in China. Our premium events include, for example, wire & Tube CHINA and ProWine China. With 24 leading global trade fairs at our location in Düsseldorf, we’ve become accustomed to being the front runner.

Basis for Business. wire China is the expert forum for its industry, providing information on the latest wire manufacturing and finishing machines, tools and auxiliary materials for process engineering, as well as materials and special applications. Tube CHINA is a showcase for tube and pipe manufacturers and traders – from automotive suppliers to production partners for the construction of pipelines. Both these industries play an important role in the current development of China’s infrastructure. As leading trade fairs in their sector, they showcase the latest technologies.

Having introduced our successful concept for these industry trade fairs to China, we are now number 1 in the world. Since their launch in 2004, wire and Tube CHINA have developed into the leading trade fairs for their industries in Asia with the following successful figures for 2016: 97,000 m² exhibition space, 1,645 exhibitors (1,158 from wire CHINA + FASTENER SHANGHAI; 487 from Tube CHINA), and 42,199 trade visitors from 94 countries.

It’s great when a plan works. And everyone’s a winner! China benefits by making progress with innovative technology. Providers from all over the world benefit by tapping into the Chinese market and opening up new potentials. And Messe Düsseldorf China, the linchpin, benefits too – with a top-class trade fair that functions as a business platform for making business contacts. However, our strengths also lie in a very different area with a particularly exciting, progressive and palatable theme: ProWine China.

China’s connoisseurs. Rice wine and Riesling – China’s new middle class has developed a taste for wine over the past few years. Wines from the world’s best wine growing regions are increasingly in demand on the Chinese market. Messe Düsseldorf China recognised this trend and has respondsed to it – with ProWine China. The offspring of the leading global trade fair ProWein celebrated its launch in Shanghai in 2013 and has already become the leading trade fair in its industry in Asia. In 2017, nearly 700 wines and spirits manufacturers, importers and distributors from 39 countries and regions organised 16 country pavilions and four regional pavilions. ProWine China 2017 attracted more than 14,000 trade visitors – an increase of +14% from the previous year.

This trade fair is not just about wine tasting, however. Based on the Düsseldorf model, it also offers a full programme of wine-related events. These include the "ProWine Education", which provides professional education on wine and supports Chinese wine producers. Thanks to the successful concept, a new event ProWine ASIA in Hong Kong is now joined as the perfect platform for export-oriented producers of wine and spirits across the world tapping into the Asian market. The first edition was held in parallel with HOFEX in 2017 with a great success: 310 exhibitors from 20 countries showcased their premium wine and spirits for tasting to 12,184 trade visitors from the retail and catering sectors.

The wine business in China looks set to do well – so let’s all drink to that! Ganbei, China!
THE FOUR PILLARS OF OUR SERVICE SPECTRUM
› Stand construction and technology
› Infrastructure and food services
› Marketing and communication
› Other services

PROFESSIONAL SERVICES, TAILORED TO YOUR NEEDS
› Services for exhibitors
› Services for trade visitors
› Services for partners and guest event organisers
› Services for conference organisers
› Online services
› Services for journalists

WE TAKE CARE

We put in a lot of effort—particularly when it comes down to details, because we know that it is the little things that count, such as lightening customer workloads and making trade fair presentations stress-free. We cover such details as the 28-page Service Guide for our shows, along with hotel tips and online visitor registration, so that you can get directly to the exhibition centre when you arrive, with no hitches.

For visitors from abroad, travelling to China can be a bit daunting. We are geared to dealing with this. We have international teams at our four locations who can handle intercultural issues. We do everything we can to keep your organisational tasks and workload as light as possible. That’s what we’re here for.

Our experienced project teams help our customers with the setting up of trade fair stands on-site. We do this in all service areas, from A to Z. We establish the right connections and contacts, particularly when it comes to online services and marketing.

Our selection of services is second to none. What’s in it for us? Satisfied customers. And if you should have any problems as an exhibitor or visitor, then please just talk to us. We make trade fairs happen, which means we also solve problems for our exhibitors and visitors.
The Shanghai New International Expo Centre (SNIEC) has rapidly acquired this reputation. It has now become the main way into the country’s markets. There are a number of reasons for this, not least its location at the heart of the Chinese business world, in the Pudong district of Shanghai.

With 17 pillar-free, state-of-the-art multifunctional halls with 200,000 m² interior exhibition space and 100,000 m² exterior exhibition space, we have thought of everything – including the needs of the exhibitors who want to present their heavy machine tools here. Our hall floors can easily support three tons per square metre. Outside, the capacity is even greater: up to 20 tons per square metre in the heavy-duty areas. It’s great when there is a perfect symbiosis of form and function.

On the subject of symbiosis, this is also the success formula of the Sino-German joint venture which is doing such an excellent job of running the exhibition centre in Shanghai, with more than 100 events of international calibre annually. Successful figures, including 110,000 exhibitors and five million visitors, have turned SNIEC into the market leader in China, and Shanghai into the top location of all the East Asian trade fair venues.

Our whole team works with dedication to ensure this success. We are the go-to partners who pitch in when solutions are needed – we can be relied on no matter what!

We are part of this success story. The German Exposition Corporation International GmbH is the German part of the SNIEC joint venture and a joint subsidiary of Messe Düsseldorf GmbH, Deutsche Messe AG and Messe München GmbH.
Our trade fairs are characterised by one strength in particular, and that is our close ties with people – and therefore also with industrial and trade associations, local authorities and political bodies. This enables us to have a more intimate knowledge of the factors that affect industries and the trends that influence markets.

Our network of companies, associations and organisations is also very tightly interconnected. We have 64 partners with whom we work closely in China and exchange information. This ongoing work is one of our strengths. We see ourselves as a relationship manager for global economic players.

To make a trade fair a resounding success, we integrate it into our worldwide success network by making use of our excellent network of contacts.

OUR 64 BULLET POINTS

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PARTNERS OF OUR MESSE DÜSSELDORF CHINA OFFICES

› Adsale Exhibition Services Ltd.
› Alliance for Rural Electrification (ARE)
› Australian Energy Storage Alliance (AESA)
› Beijing Huan-Energy Group Co., Ltd.
› Beijing Keyin Media & Culture Co., Ltd.
› Beijing Zhongying Hei International Exhibition Co., Ltd.
› California Energy Storage Alliance (CESA)
› Capital Science & Technology Resources Platform
› China Academy of Printing Technology
› China Association of Automotive Manufacturers
› Recreational Vehicle Industry Committee (CMRV)
› CCPIT Beijing Sub-Council
› CCPIT Chemical Sub-Council
› CCPIT Machinery Sub-Council (MSC-CCPIT)
› China Association for Medical Devices Industry (CAMDI)
› China Commerce Association for General Merchandise (CCAGM)
› China Electrical Equipment Industry Association (CEEIA)
› China Electricity Council (CEC)
› China Foreign Trade Guangzhou Exhibition Corporation
› China Foundry Association (CFA)
› China Innovation Exhibition (CIE)
› China International Exhibition Ltd.
› China National & Local Joint Engineering and Research Center of Photovoltaic Materials and Equipment
› China National Travel Service Group Corporation Limited
› China Nonferrous Metals Industry Association
› China Petroleum & Chemical Equipment Industry Association (CPEIA)
› China Renewable Energy Society (CRES)
› China Self-Driving Tour and Camping & Caravanning Association (STCCA) of CTACA
› China Strategic Alliance of Medical Device Innovation (CSAMDI)
› China Strategic Alliance of Smart Energy Industrial Technology Innovation
› CEEC Exhibition Company Ltd.
› CIMEC International Exhibition Co., Ltd. (CIMEC)
› CTS China Travel Service
› Deutscher Bundesverband Energiespeicher (BUES)
› Dingxin Institute of Collaborative Innovation
› Energy Storage Science and Technology Journal
› Energy Storage Science and Technology Journal
› German Industry & Commerce
› Germany Trade & Invest
› Global Energy Storage Alliance (GESA)
› Golden Spider Media
› Hong Kong Exhibition Services Ltd. (HKES)
› India Energy Storage Alliance (IESA)
› Institute of Engineering Thermophysics, Chinese Academy of Sciences (IET)
› Jiangsu CCPIT International Conference & Exhibition Co., Ltd.
› Metallurgical Council of CCPIT (MC-CCPIT)
› National Center for International Cooperation on Work Safety of SAWS
› National Center for International Exchange & Cooperation on Work Safety (Coal Mine Safety)
› P.R. China
› Newssteel Media
› New Energy Committee, China Energy Research Society (CERS)
› Poly International Exhibition Co., Ltd.
› Shanghai Electric Cable Research Institute Co., Ltd.
› Shanghai Printing Technology Association
› Shanghai UBM Sinoexpo International Exhibition Co., Ltd.
› Shanghai Printing Trade Association
› Shenzhen Association for Medical Devices (SAMD)
› SINOMACHINT
› Strategen Consulting
› The Printing Technology Association of China
› Trade Development & Corporation Center of CCPIT (TDC-CCPIT)
› YASN International Exhibition Co. Ltd.

MEMBERSHIPS OF OUR MESSE DÜSSELDORF CHINA OFFICES

› European Chamber of Commerce in China
› German Chamber of Commerce in China
› Hong Kong Exhibition and Conference Industry Association (HKCEIA)
› Shanghai Convention and Exhibition Industries Association
› UFI – The Global Association of the Exhibition Industry
Messe Düsseldorf has every reason to say thanks – for the growing interest in our leading global trade fairs in Düsseldorf expressed by Chinese firms, and for the trust that exhibitors and visitors place in us when they travel half way around the world to use our Basis for Business in the Rhineland.

China’s growing importance in the world economy is reflected in Messe Düsseldorf’s statistics. The number of trade visitors from that country has more than doubled over the last ten years. In terms of international exhibitors, China is already the second-strongest nation – more than 2,000 Chinese firms are showcasing their products and services on the Rhine in 2016. A further continuous increase in Chinese activities at Düsseldorf trade fairs is expected over the coming years.

Düsseldorf: destination and location. Our leading trade fairs, the top presentation platforms for their industries, are the first destination for companies that wish to operate successfully on the world market. They are places for making contacts – maybe over a drink of “Altbier” or two. Trade fairs in Düsseldorf are meeting places for industry, where exhibitors can acquaint themselves with visitors from all over the world. They are places where innovations are presented, developments discussed and trends set in motion. And we are the ones who organise these events. It’s what we do best, based on years of experience. And we put a lot of care and attention into what we do, because it’s all about people meeting people. We call this “when heart meets business”.

Messe Düsseldorf is one of the success factors that make Düsseldorf such a great location – everything is close at hand. So, what else is important for Chinese companies? The location – at the heart of Europe – and the infrastructure, with excellent transport links to Europe’s business regions – and to China. This makes it an attractive location for Chinese investors too, who are increasingly active in Düsseldorf.

This is how we help our customers achieve more success – at our home in Düsseldorf, where our trade fairs lead to contacts all over the world, and at our locations in China, which pave the way for Chinese companies to come to Düsseldorf and open up the Chinese market to foreign providers. It’s a win-win strategy for everyone, with us as the relationship manager for global business.
Before getting down to business, Chinese business partners like to get to know each other personally. The development of interpersonal relationships forms the basis of an effective and trustful cooperation in Chinese business culture. In China, this concept is called “Guanxi”, – while in Germany we like to call it “hospitality”!

We like to be good hosts. With our passion for service we can turn a successful event into a sustainable experience. We are right here for you in China. We support your business with the very best prospects and an outstanding network.

FEEL RIGHT AT HOME  › ON 262,704 sqm OF INDOOR SPACE AND 43,000 sqm OF OUTDOOR SPACE  › IN CONGRESS HALLS FOR 200 TO 2,600 PEOPLE AND CONFERENCE ROOMS FOR 10 TO 140 PEOPLE  › LOCATED RIGHT IN THE HEART OF GERMANY’S NO. 1 ECONOMIC REGION  › IN A CITY WITH A RELIABLE TRANSPORT INFRASTRUCTURE AND SHORT DISTANCES: THIS IS WHERE YOU ENCOUNTER SHORT DISTANCES AND RHENISH HOSPITALITY  › WITH A TEAM THAT ORGANISES MORE THAN 100 EVENTS PER YEAR WELCOMING MORE THAN 1.5 MILLION TRADE-FAIR VISITORS  › BENEFIT FROM OUR FULL SERVICE – FROM ANALogue TO DIGITAL  › SOFTWARE, “HEARTWARE”, BRAINWARE – EVERYTHING FOR YOUR SUCCESS IN CHINA AND IN DÜSSELLDORF