

ISH 2019 on course for growth with 2,532 exhibitors

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The world's leading trade fair for HVAC + Water continues to gain attraction, both nationally and internationally, through its strongly international orientation, its networking of the various trade sectors, and a rising density of innovation. At the same time ISH is a pace-setter in issues of climate protection, design and smart building.

From 11 to 15 March all activity at ISH, leading international trade fair, will focus on the HVAC sector. Already in the run-up stage the world's biggest meeting for the industry is underlining its importance for visitors and exhibitors with its top themes. In Frankfurt am Main a total of 2,532 exhibitors (2017: 2,485) from 57 countries (Germany: 868, abroad: 1,664) will be showing their innovations, developments and world's firsts, as pace-setters for an efficient and likewise convenient future for buildings. In addition, the exhibition space at the fair has grown by five percent and now measures 275,000 m² (2017: 261,300 m²).



2,532 ISH exhibitors will present their products in Frankfurt to the international HVAC sector from Monday 11 March. Source: Messe Frankfurt Exhibition GmbH/ Pietro Sutera

This year ISH will be opened by the Parliamentary State Secretary of the Federal German Ministry for Economic Affairs and Energy, Thomas Bareiß. The Minister of Economics, Energy, Transport and Housing in the State of Hesse, Tarek Al-Wazir, the Frankfurt City Councillor, Markus Frank, the Consul General of France, Pascale Trimbach, and Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, will also be taking part in the curtain-raising event – on Monday 11 March – with speeches. They will jointly underline the overarching importance of ISH for central economic and ecological issues. "ISH is an innovation

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driver for whole sectors of the economy. Using pioneering building technology, it is answering the urgent questions of our time – that means sustainability, but also efficiency and convenience. The industry is faced by many challenges. They include digitalisation, the search for qualified staff, and climate change. If we are to continue reaching the goals we have defined, intensive exchange of information between the different trade sectors is an elementary need. It is here that ISH has a key role to play", says Wolfgang Marzin.

ISH saw a total of 198,810 trade visitors last time, in 2017 – making it, by numbers, the world's leading trade fair for the HVAC sector. Almost 40 percent of visitors came from abroad, for instance from growth regions such as Asia and Eastern Europe. Every two years ISH covers the whole range of the HVAC sector: exhibitors launch new products, designers set trends, decision makers network with one another, and visitors are provided with a broad range of practical and theoretical knowledge.

ISH will have a completely new structure in 2019, thus strengthening synergies between the exhibitors and visitors. In 2019 no less than 1,500 of 2,500 exhibitors will find themselves in a new hall location. The clear event structures will simplify navigation within and between product areas.

France is partner country at ISH 2019

France is this year's ISH partner country. In this way, ISH will do full justice to the many years of partnership between the Grande Nation and Germany and their close economic and political links. "It was obvious to choose France as a partner country. This decision resulted not just from the rising number of French exhibitors and visitors, but also from the objectives set in climate change", explains Wolfgang Marzin. 54 French industrial exhibitors and 4,668 trade visitors came to ISH in 2017. This made France the third-largest visitor country. 61 French exhibitors are due at ISH 2019. This equals growth of 11 percent on the previous event in 2017.

Digitalisation a driving issue among the ISH top themes

Digitalisation is a technological and context-related pace-setter at ISH. At the same time digital change encourages collaboration and the exchange of information between different disciplines. This process of merger leads to significant market potential. In concrete terms, the themes most to the fore in the field of ISH Energy are: "High-tech for the heating revolution", "Indoor air quality (IAQ)", the "Internet of things (IoT) in building automation", and "heating with wood." ISH Water shows sustainable sanitary solutions and innovative bath design, and in 2019 will be focusing on the following top themes: "Intelligent water-management systems", "Clean drinking water", "Colour in the bathroom", and "The therapeutic bathroom as workplace for outpatient nursing staff". In this way the themes will also embrace design, health, wellness, convenience, conservation of resources and drinking-water hygiene.

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Solid growth in all sectors

According to a study by the ifo Institute¹, sales revenues in the household and building technology sector have been rising. Industry, wholesalers and installation firms earned consolidated annual revenues of around €59 billion (not including VAT) in 2018 (2017: around €57 billion). Equivalent domestic revenues amounted to around €48 billion. Thus the sector is continuing to enjoy the stable upturn of the past years.

Complementary programme supplements the world's biggest HVAC exhibition

The various complementary programme at the ISH is devoted additionally to current developments in the sector in talks and lectures featuring best practices, seminars, special shows, panel discussions, competitions and tours of the fair. Visitors will have numerous opportunities to expand their knowledge, enjoy discussions with each other, make new business contacts and coordinate business.

Against this background, three overarching categories will structure the events at ISH. At Career@ISH exhibitors and visitors will find wide-ranging and various topics covering every aspect of training and further training. Skills@ISH will comprise a series of talks forums and further-training opportunities, and under the heading Selection@ISH will be found, for example, trend forums and fair tours. In all, Messe Frankfurt is developing five events on the subject of recruitment to the sector.

Forward-looking events at ISH

Thus, for example, this year the ISH Technology and Energy Forum will be focusing on connected heating technology in the smart home. The Forum is being organised by the Federation of the German Heating Industry (BDH) and Messe Frankfurt, with 14 further partners. The Technology and Energy Forum will be under the aegis of Peter Altmeier, Federal Minister for Economic Affairs and Energy.

The "Therapeutic Bathroom 2030" initiative, of which the German Sanitation, Heating and Air Conditioning Association (ZVSHK) is in principal charge and which it is holding in collaboration with the German Sanitary Industry Association (VDS), is also attracting great interest – particularly given the current background of demographic change.

The Stove Forum, which is being organised by Messe Frankfurt in collaboration with the German Tiled Stove Working Group (AdK), the Industrial Association for Home, Heating and Kitchen Technology (HKI) and the German Sanitation, Heating and Air Conditioning Association (ZVSHK), will take place under the aegis of the Parliamentary State Secretary of the Federal German for Economic Affairs and Energy, Thomas Bareiß. The Forum will feature talks on the latest topics in the sector, such as energy and climate policy, on technical developments and trends.

ISH will be flanked by the Intersec Forum, which will be taking place on

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¹ Collection of data was initiated by ISH as well as by the German Sanitary Industry Association (VDS), the Federation of the German Heating Industry and the German Association for Energy Efficiency in Building Services (VdZ).

the second and third day of ISH. This two-day conference, featuring 30 expert talks and lectures, will be turning the spotlight onto current issues of connected security, such as fire safety and cyber security in buildings.

Additional information: www.ish.messefrankfurt.com

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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 over 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information is available at: www.messefrankfurt.com

* provisional figures 2018