

ISH digital 2021: keeping track of developments via future-oriented topics

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Against the background of the Covid-19 pandemic, the world's leading trade fair for water, heating and air-conditioning will bring the sanitation and HVAC sector together online from 22 to 26 March 2021. The aim: to link exhibitors, visitors, experts and journalists for five days, to offer high-grade content and to present a comprehensive programme of events.

The dates have been noted: in March, the world will look to Frankfurt am Main – digitally at least. Nowhere else is so much expertise, and so much supply and demand, to be found at the same time every two years as at ISH. And ISH digital 2021 is sure to be no different. There, the international sanitation and HVAC sector will meet to exchange knowledge, to present new products and to reveal the latest solutions and innovations.

ISH generates impulses

The Green Deal is one of the important, future-oriented subjects to be discussed in the energy section of ISH digital 2021. Naturally, the heating solutions and systems that make a decisive contribution to achieving climate targets will also be shown. And, within this framework, the ISH Technology and Energy Forum will take a detailed look at current political trends in the heating market.

Additionally, the spotlight will also be on the enormous significance of ventilation and air-conditioning equipment, especially in the light of the on-going Covid-19 pandemic. Ventilation technology can help reduce and filter the concentration of corona aerosols to a large extent by constantly mixing indoor air with fresh air and thus greatly cut the risk of infection.

The water section will focus thematically on drinking-water hygiene and the trend towards hygiene in the bathroom. With dirt and bacteria resistant surfaces, touch-free operation and hygienic electronic bidets, the sanitation industry presents smart solutions to meet the increasing expectations on hygiene – no matter whether for hotel bathrooms, public toilets or private lifestyle bathrooms.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

'Pop up my Bathroom' takes up the top themes and will exclusively present three long-term bathroom-design trends at ISH digital 2021. The three trends set to have an enduring influence on the design and construction of bathrooms over the coming years are: 'Smart Bathroom', 'Green Bathroom' and 'Living Bathroom'. With a new leitmotif, 'Inside | Outside', the initiators of the bathroom-trends presentation aim to draw attention to the growing influence of innovative technology 'behind the wall'.

Digital hub for business contacts

At ISH digital 2021, exhibitor participation will comprise two modules: the ISH Contactor and the ISH digital platform.

The ISH Contactor is the international hub and search engine for water, heating and air-conditioning. At ish.messefrankfurt.com, visitors can gather information about the exhibiting companies around the clock – up-to-the-minute, informative and with the right contact persons. With more than a million visits per event cycle, ISH Contactor is the world's biggest and most comprehensive guide to the sanitation and HVAC world.

The centrepiece is the ISH digital platform, which houses the live online event from 22 to 26 March 2021. This is where all exhibitor activities are concentrated and intelligently linked to the offers of Messe Frankfurt. Naturally, the contents of ISH digital will also be available online after the event. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: "We know that every company makes its own, individual, professional presentation. However, ISH digital gives all companies and everyone interested the chance to meet independently of national borders and thus make new contacts – and you will find such a great opportunity nowhere else."

There are three special packages for exhibitors: Basic, Advanced and Premium, each with different features. Additionally, there is a separate start-up package for young, innovative companies. All packages include an attractive exhibitor presentation with products, information and contact persons – similar to the ISH Contactor but with the addition of chat functions and the opportunity to make one-to-one video calls with customers. The most important feature: the intelligent, AI-aided matchmaking with suitable business contacts for lead generation.

There will also be live and on-demand streams of the programme of events, as well as an appointments system for online meetings between visitors and exhibitors. During the fair, all features will be available worldwide, around the clock and independently of time zone thus giving visitors the chance to benefit from a host of lectures, press events, product displays, presentations, special shows, etc., regardless not only of time but also place.

ISH digital 2021
The world's leading trade fair
HVAC + Water
Frankfurt am Main, 22 to 26 March 2021

Detailed information about ISH digital can be found at www.ish.messefrankfurt.com.

Press releases & images:

www.ish.messefrankfurt.com/press

Social media:

www.ish.messefrankfurt.com/facebook

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www.instagram.com/building.technologies.messeffm

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020