

## ISH 2021 – Full steam ahead

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**When one ISH is over, the next ISH begins. The success story of the leading international fair is now due to be continued from 22 to 26 March 2021; and exhibitors can sign up as from today. ISH Water is to be restructured: the platform 'Fire & Flame' is all set to be launched.**

'Water. Energy. Life' is the DNA of ISH and stands for modern bathroom design, sustainable heating and air-conditioning technology, combined with intelligent homes. The world's number 1 rendezvous for the sector covers numerous practical solutions for some of the major issues of our time: achieving climate targets, conservation of resources through the use of renewable energies, ever increasing digitalisation and smart technologies. Specialists in the field from all over the world will meet up in Frankfurt am Main from 22 to 26 March 2021 (Monday to Friday). The registration period for exhibitors has already begun - with attractive early-bird rates and benefits for those registering before 31 January 2020. Exhibitors this year will be able to enjoy the advantages of a completely new portal, which significantly simplifies the registration process and makes it more efficient.

### **ISH Water on the move**

Following the impressive and overwhelming success of the restructured ISH Energy section at ISH 2019, it is now the turn of ISH Water – taking account of various building considerations. In specific terms, the changes to ISH for 2021 are as follows: installation engineering and software which used to be located in Hall 5 at ISH 2019 will, from 2021, again exhibit in Halls 6.0 and 6.1. Tools and fastenings will move to Hall 6.2 and the Bathroom Experience will be relocated back from Hall 1.1 to Hall 4.2. The International Sourcing section will move from Hall 1.2 to Hall 1.1.

### **New platform - Fire & Flame**

ISH is a major driver of innovation and is, thus, the ideal place to see the energy revolution unfolding before your eyes. The proportion of renewable fuel sources, such as wood, continues to grow. The demand for CO<sub>2</sub>-neutral solutions is higher than ever. And that is why the previous product group 'Heating with Wood' is to be ratcheted up to a whole new level for ISH 2021. Fire & Flame – Woodheating Solutions will cover individual fireplaces and woodburners, pellets, biomass and exhaust gas technology (Halls 9.2 and 11.1), together with future heating technologies involving wood - the number one renewable fuel. These

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technologies not only meet the requirements of tomorrow, at the same time, they delight with their aesthetic design. You can find further information on this at: [www.ish.messefrankfurt.com/fire-flame](http://www.ish.messefrankfurt.com/fire-flame).

Further information about ISH and registration can be found at: [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com)

As well as the leading trade fair in Frankfurt, ISH is currently represented by three further trade shows in Asia:

ISH China / CIHE:	11 – 13 May 2020
ISH India powered by IPA	07 – 09 May 2020
ISH Shanghai & CIHE:	02 – 04 September 2020

**Press releases & images:**

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

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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 more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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](http://www.messefrankfurt.com)

ISH  
Weltleitmesse für Wasser, Wärme, Klima  
The world's leading trade fair  
HVAC + Water  
Frankfurt am Main, 22 to 26 March 2021