

Together for ISH: patrons and Advisory Council back the world's leading trade fair for HVAC and Water

Aleksandra Götz
 Tel. +49 69 7575-6144
 Aleksandra.Goetz@messefrankfurt.com
 www.messefrankfurt.com
 www.ish.messefrankfurt.com

There was no doubt when the patrons and the Advisory Council of ISH 2021 met on 16 June 2020: all – representing the entire sanitation, heating and ventilation sector – back the forthcoming fair to the hilt.

With appropriate distancing and taking due account of the latest hygiene regulations, the patrons and the ISH Advisory Council met at 'Kap Europa', the conference Centre of Messe Frankfurt, on Tuesday, 16 June 2020. There, they discussed a variety of issues including the situation in the market and sector, as well as the current status of ISH in March 2021.

The ISH Advisory Council comprises the patrons of the fair, i.e., the Federation of the German Heating Industry (BDH), the Association of Air Conditioning and Ventilation in Buildings (FGK), the German Sanitary Industry Association (VDS), the German Association for Energy Efficiency in Building Services (VdZ) and the German Sanitation, Heating and Air Conditioning Association (ZVSHK), as well as additional exhibitor and visitor representatives and Messe Frankfurt as organiser. All participants are optimistic about the future and want to work together to ensure the success of ISH 2021. Although, due to current developments relating to Covid-19 and the resulting unpredictability with regard to next year, there is a degree of uncertainty in the sector, all are backing the event scheduled for March 2021. Indeed, the outlook is extremely good: demand continues to be high, all key players are on board and looking forward to the world's leading trade fair for HVAC and Water.



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

Against the background of the impact of the Covid-19 pandemic, the participants paid particular attention to the hygienic and organisational measures to be taken at the fair. In this connection, Messe Frankfurt has prepared a concept in cooperation with the public-health authorities.

There is a great desire for personal meetings, albeit regulated by appropriate hygiene and social-distancing measures. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: "Trade fairs are vital business platforms for boosting the economy, especially at this time. We are, therefore, very pleased that the government has given us the go-ahead. After months without any trade fairs, there is a great need in the HVAC and water sector for a platform for placing orders and, in particular, for holding personal discussions and making new contacts. With our concept, we are transmitting a positive business signal: that ISH is doing everything possible to provide the HVAC and water sector with the platform it needs. Naturally, our top priority is the safety and well-being of all exhibitors, visitors, service partners and members of staff."

ISH captures the essence of the sector with its DNA, 'Water. Energy. Life.'. It is the world's leading international trade fair for modern, highly efficient heating technology, energy-management systems and energy storage and presents solutions for achieving climate-protection targets. ISH stands for tomorrow's intelligent building-services technology and puts the focus on subjects such as digitalisation, BIM (Building Information Modeling), indoor air quality and hygienic aspects of ventilation technology. Simultaneously, it is the main marketplace for the bathroom as a wellness and health facility, as well as a trend barometer for bathroom design and innovative sanitation solutions in both the private and public spheres.

The installation trade, industry, retail and wholesale trades, planners and architects meet every two years at ISH in Frankfurt am Main. ISH is the foremost venue for personal, business relationships in the world of HVAC and water, and the most important show where the sector's products are brought to life. The next event will be held from 22 to 26 March 2021 (Monday to Friday).

More information about ISH and registration at www.ish.messefrankfurt.com.

Press releases & images:

www.ish.messefrankfurt.com/press

Social media:

www.ish.messefrankfurt.com/facebook

www.ish.messefrankfurt.com/twitter

www.ish.messefrankfurt.com/youtube

www.ish.messefrankfurt.com/linkedin

www.instagram.com/building.technologies.messeffm

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

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 2,600* employees at 30 locations, the company generates

annual sales of around €733* 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

* preliminary figures 2019

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