

Press Release

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Reflecting the industry: ISH 2021 to go digital

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Due to the current worldwide spread of the Covid-19 pandemic and the associated travel restrictions, Messe Frankfurt has decided, jointly with the conceptual sponsors of ISH, to hold ISH 2021 on an exclusively digital basis.

In this way the sponsors of the leading international trade fair for water, heating and air-conditioning are responding to the latest trend in Covid-19 infection rates and the concomitant tightening of travel restrictions.

At this moment, the decision means that sufficient time will remain for all participants to design and implement an attractive digital ISH.

Wolfgang Marzin, President and CEO of Messe Frankfurt, explains: "Over the past months, we have done everything possible to ensure that ISH 2021 can also be held as a classic trade fair with personal encounters. Unfortunately, the latest pandemic developments have led to growing uncertainty among both exhibitors and visitors. Coupled with the renewed tightening of official and corporate travel restrictions, this means it is no longer possible to hold ISH as a physical event offering the customary high standard of quality. Therefore next year, as an exceptional measure, there will be an exclusively digital ISH, which will be the industry's central virtual platform for business and exchange of information. Here we shall be able to bundle all exhibitor activities and link them with our own facilities in an intelligent way. We will contact the exhibitors very soon with an interesting package of services, as well as activate our international sales networks to attract visitors."

Wolfgang Marzin further assures all exhibitors that they will be able to participate, including those who had decided not to take part in a physical ISH.

The ISH sponsors – 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) – fully concur in this decision and support the digital ISH 2021.

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ISH 2021 will take the form of a purely digital event and offer a wide variety of interesting features including, for example, exhibitor presentations (products, specifications, videos, contact persons, chat function, one-to-one video calls), as well as intelligent, AI-aided matchmaking with suitable business contacts for lead generation. Additionally, there will be live streams and on-demand transmissions of the programme of events, as well as an appointments system for online meetings with exhibitors. All features will be available worldwide during the event around the clock and across all time zones. Further information about this will follow shortly.

Further information about ISH at:

www.ish.messefrankfurt.com.

Press releases & images:

<http://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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 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).

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