

news +++ ISH
22 to 26 March 2021



ISH digital 2021: in the game with future-oriented themes

Frankfurt am Main, 18 March 2021. ISH, the world's leading trade fair for water, heating and air-conditioning, is to be held digitally for the first time from 22 to 26 March and present marketable innovations for the fields of water and energy. In addition to a host of interesting subjects and an extensive programme of events, everything revolves around the innovative products of the 360+ companies taking part.

The Green Deal is one of the important future-oriented topics to be discussed in the Energy section of ISH digital 2021 with exhibitors presenting a variety of heating solutions and systems that make a decisive contribution to achieving climate targets. At the same time, the ISH Technology and Energy Forum will take a close look at current political circumstances in the heating market.

In this connection, particular attention will be paid to the great significance of ventilation and air-conditioning systems against the background of the on-going corona pandemic. By constantly filtering indoor air and purging it with a large volume of outdoor air, ventilation technology can help bring about a significant reduction in the risk of infection – an important subject that will also be examined in the Air Conditioning Forum. Additionally, the Building Forum will tackle, inter alia, new demands that are likely to affect building-automation systems from 2025.

The Water section is set to spotlight drinking-water hygiene and the growing trend towards greater bathroom hygiene. With dirt and bacteria-resistant surfaces, touch-free operation and hygienic electronic bidets, the sanitation industry will present smart solutions for increasing expectations regarding hygiene – no matter whether in hotels, public conveniences or the private lifestyle bathroom. 'Pop up my Bathroom' takes up the leading themes and, on this basis, offers exclusive insights into the three main long-term bathroom-design trends at ISH digital 2021.

The overall focus of the event is on connectivity, knowledge transfer, high-grade content, a comprehensive programme of events and the latest solutions and innovative products. At ISH digital 2021, all exhibitor activities will be concentrated and linked intelligently with the services offered by Messe Frankfurt. This platform gives all companies, as well as existing and potential customers, the chance to meet and make new contacts regardless of international borders. Visitors can make direct contact with exhibitors via chat facilities or with the aid of an appointments system for online meetings.

2020: a year of growth for the sector

The home and building automation sector proved to be highly crisis-resistant in 2020 and rang up total sales of € 64.11 billion, an increase of 5.3 percent over 2019. Thus, the

heating / building automation, sanitation and air-conditioning / ventilation technology continued its dynamic record of growth from the previous three years. Despite the lockdown, building-site productivity was barely affected and new building work continued unabated. Further driving forces for growth was a renovation boom, as well as the impact on modernisation projects of energy-consumption regulations contained in the climate package of the German government.

Federal Minister for Economic Affairs and Energy to speak at the opening of ISH digital 2021

ISH digital 2021 will be officially opened at 10.00 hrs on 22 March. During the digital stream, Germany's Federal Minister for Economic Affairs and Energy, Peter Altmaier, will speak about important subjects in the field of climate policy and explain the Green Deal, one of the top themes of ISH digital 2021. Other representatives of the world of politics taking part include Hesse's Minister President, Volker Bouffier, and Frankfurt Councillor Markus Frank. The programme will be presented by Julia Bauer who will also interview leading representatives of the sanitation and HVAC industry about their solutions for the most urgent questions of our time. In addition to the installation trade, young representatives of European start-ups will also talk about their innovations.

The opening ceremony of ISH digital 2021 can be viewed live from 10.00 hrs on Monday, 22 March, at www.ish.messefrankfurt.com.

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

Press releases and images:

www.ish.messefrankfurt.com/press

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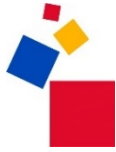
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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. 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