

news +++ ISH  
22 – 26 March 2021



## ISH digital 2021: results

**Frankfurt am Main, 17 May 2021. The post-fair phase of ISH digital finished officially on 30 April 2021. Good use was made of the platform over the weeks following the end of ISH digital on 26 March.**

From the very beginning, the focus of the world's leading trade fair for HVAC and water was on networking, knowledge transfer, high-grade content, an extensive programme of events and the numerous solutions and innovative products of the 373 companies taking part. Thus, the first digital edition of ISH was able to generate social, political and economic relevance with themes such as the Green Deal, life-giving air and hygienic bathroom trend.

The Green Deal was one of important future-oriented themes in the Energy section of ISH digital 2021 and included heating solutions and systems that make a decisive contribution to the attainment of climate goals. Another focal point was the great significance of ventilation and air-conditioning systems, especially against the background of the current pandemic. This year, the Water section focused thematically on drinking-water hygiene and the hygienic bathroom. Dirt and bacteria resistant surfaces, touch-free operation and hygienic electronic bidets showed how the sanitation industry is reacting to growing expectations in terms of hygiene.

Some 290 hours of content were broadcast during the digital fair from 22 to 26 March 2021. During this time, 277 live and on-demand events were held and watched by around 62,000 viewers. This, however, by no means marked the networking boundaries: it was possible to make personal appointments with exhibitors' representatives until 1 April 2021 so that, in the end, a total of around 6,600 meetings were held. The platform stayed open for all participants until 30 April 2021, thus giving them the chance to see recorded content and make contact with other participants. The result: approximately 82,000 participants were active when the platform closed, which means around 13,000 participants were added during the post-fair phase. Some 33,400 contacts were distinguished by interest on both sides. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said, "We wanted to launch a high-quality networking platform and present themes of importance to the sector in a concentrated way. I think we succeeded in this. By holding ISH digital, we have been able to gather a lot of experience for hybrid events in the future. Visitors appreciated the range of products and services offered. And our exhibitors remain firmly behind ISH."

Statements about ISH digital can be found at [www.ish.messefrankfurt.com/statements-2021](http://www.ish.messefrankfurt.com/statements-2021).

The next ISH will be held at Frankfurt Fair and Exhibition Centre from 13 to 17 March 2023. Exhibitor registration opens in November 2021.

# ISH DIGITAL 2021 IN FIGURES



Facts and figures about ISH digital 2021 | Source: Messe Frankfurt Exhibition GmbH

## Press releases & images:

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

## Social media:

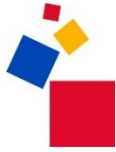
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**Background information on Messe Frankfurt**

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, following sales of €738 million in 2019. 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](http://www.messefrankfurt.com)

\* preliminary figures 2020