

Messe Frankfurt Exhibition GmbH
Postfach 15 02 10, 60062 Frankfurt am Main, Germany

To ISH exhibitors and visitors,
our partner associations,
representatives of the press and media,
our partners throughout the sector

Open letter to the sanitary and HVAC sector

20 July 2020

Ladies and Gentlemen,

Although we all are currently facing new challenges, we at Messe Frankfurt firmly believe in the economic relevance of trade fairs – especially ISH – and are doing everything in our power to support the process of economic recovery.

Trade fairs are unique, complex formats, the value added of which comes from encounters between people. Supplementary digital formats enrich these events. And this applies all the more under the restrictive conditions, the duration of which cannot be seriously estimated at present.

ISH is the driving force of the sector and an economic locomotive for the sanitary and HVAC industries and the whole building-services field. In view of this, we at Messe Frankfurt have joined forces with the ISH patrons to shoulder our responsibility towards the sector.

ISH Energy will be influenced greatly by the opportunities arising from the Green Deal strategy of the EU. Additionally, the air-conditioning and ventilation industry will present its contribution to the fight against the pandemic – the use of ultra-modern technology to supply buildings with fresh air and thus minimise the spread of Covid-19 indoors. Hygiene is now in the forefront of everyone's mind with great interest being shown in contactless fittings and modern water management in buildings, both of which are important aspects of ISH Water. The whole sector is part of the vital infrastructure and indispensable for society. ISH is the international trade fair for the exhibiting industries, which always have the future in their sights.

The installation trade has not withdrawn from the scene but, having learned to cope with the situation, continues to provide customers with all the necessary services. Parallel to this, the whole building industry is in full swing. The trade stands for the entire sector and relies on ISH as its professional meeting place.

Therefore, our commitment to the sector is solid and ISH 2021 next March will be the first internationally significant event for the sanitary and HVAC sector since the beginning of the pandemic. Naturally, the focus will be on the safety and health of all participants and, although there will be restrictions, they will not affect the topicality of the themes and products at the fair, as confirmed by the number of registrations we receive every day.

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Let us stand shoulder to shoulder and look ahead together. The national and international sanitary and HVAC sector needs a reliable platform that accepts all challenges and takes advantage of the opportunities that arise – and this is ISH in Frankfurt am Main.

With best wishes from Frankfurt,



Wolfgang Marzin
President and Chief Executive Officer
Messe Frankfurt



Iris Jeglitza-Moshage
Senior Vice President
Messe Frankfurt