

news +++ ISH
15 to 19 March 2027



Knowledge Connected: The Content Hub Building. Technology. Solutions. Launches Partnership with Frost & Sullivan

Frankfurt am Main, 21 August 2025 – Messe Frankfurt is strengthening its commitment to knowledge, growth, and innovation in the field of smart, sustainable building technologies. Together with Frost & Sullivan, the global Growth Pipeline Company, Messe Frankfurt’s Content Hub “Building. Technology. Solutions.” is launching a strategic knowledge partnership, from which the two leading international trade fairs ISH and Light + Building will also benefit thematically. The aim is to provide exhibitors, participants, and the international professional community with sound, practice-oriented insights into key future topics.

This partnership will deliver curated content on critical themes such as sustainability, smart infrastructure, decarbonisation, digital building technologies, and new business models – both within the framework of the trade fairs and via Building. Technology. Solutions.

Johannes Möller, Group Show Director – Building Technologies Shows at Messe Frankfurt, commented: “We are very much looking forward to working with Frost & Sullivan and drawing on their extensive industry expertise, particularly on key topics shaping the built environment, for both ISH and Light + Building. Their insights into emerging trends, political frameworks, and innovation drivers will provide our exhibitors and visitors with valuable strategic orientation. This input will play a pivotal role in shaping the future direction of both leading international trade fairs – and the insights gained will also be available year-round on Building. Technology. Solutions. – the information platform of Messe Frankfurt for intelligent building technology.”

Kamal Shah, Associate Partner & Head of DACH Region at Frost & Sullivan, added: “Sustainable, connected infrastructure is no longer optional – it’s the new baseline. Through this partnership, we aim to empower businesses to understand the macro forces reshaping their industries and to make smarter, faster decisions. By combining Frost & Sullivan’s global analytics expertise with the reach of ISH in the fields of water, heating and air, as well as Light + Building’s focus on lighting, building services technologies, and connected security, we are creating a knowledge-sharing platform that will elevate the conversation and catalyse future growth.”

The shift towards climate-neutral buildings, intelligent energy management, and smart living is transforming entire industries – from construction to home automation. Driven by innovation and sustainability, the smart building sector is advancing rapidly. AI, IoT, and data analytics are enabling integrated, energy-efficient systems, while predictive maintenance optimises performance and cybersecurity ensures resilience. New

technologies and cross-industry collaboration are reshaping the built environment – making buildings smarter, greener, and more connected. Frost & Sullivan estimates that the global smart building market will exceed USD 50 billion by 2030.

Exclusive Offer

Frost & Sullivan is offering attendees and partners of ISH and Light + Building a 20% discount on select Energy & Environment and Smart Buildings Growth Opportunity Analytics via the company's Online Store.

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Building. Technology. Solutions.

Industry insights 24/7 – one platform, all trends. Gain fresh impulses from the world of smart building technology. Relevant. Neutral. Customisable: Building. Technology. Solutions.

ISH

ISH is the world's leading trade fair for water, heating and air-conditioning and will take place from 15 to 19 March 2027 in Frankfurt am Main. At its core are sustainable water management, efficient heating systems, and hygienic indoor air. It is the international meeting place for the HVAC and sanitation industry, planners and engineers, the wholesale and retail trade, architects, interior designers and designers, the building and housing sector, as well as investors and local authorities. They all come to Frankfurt to experience the innovations of the sanitary, heating, and air-conditioning industry, expand their knowledge, and connect with the global community. More about ISH:

www.ish.messefrankfurt.com

With the world's leading trade fair for HVAC + Water in Frankfurt and additional events in key growth markets such as Asia, the Indian subcontinent, and Europe, Messe Frankfurt provides international meeting places for the sanitary, energy, air-conditioning and intelligent building services sectors. All of them are platforms for innovation, all of them belong to the ISH brand. Learn more at www.ish.messefrankfurt.com/brand.

Information and photographs for the press:

www.ish.messefrankfurt.com/press

Social media:

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Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information