

# A Plateful of Brazil for Trade Fair Giant Messe Frankfurt

Contributed by Geovana Pagel  
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Messe Frankfurt, one of the largest organizers of trade fairs in the world is going to promote 12 events in Brazil and 13 in the United Arab Emirates in 2005.

In Brazil, the events will be organized by subsidiaries Messe Frankfurt Brazil and Messe Frankfurt Feiras, both in the southeastern state of São Paulo. In the Arab country, the organization is coordinated by a branch in Dubai.

Messe Frankfurt started its activities in Brazil in 1993, operating through a representative office until 1997. In 1998 both companies were established: Messe Frankfurt Brazil, in São Paulo, and Guazzelli Messe Frankfurt, in the neighbouring city of Barueri, in the interior of the state, currently called Messe Frankfurt Feiras Ltda.

"Brazil was chosen due to its great business potential, as well as its proximity with the countries in the Mercosur. São Paulo, in turn, is the country's industrial motor as it has the largest multinational industrial park in the country," explained the Messe Frankfurt Brazil commercial manager, Louise Ibrugger.

Franchises, furniture, digital printing, household appliances, technology, industrial production and textile products are among the sectors to have fairs organized this year.

Among the events confirmed are ABF Franchising Expo 2005, the 3rd International Furniture and Design Salon 2005, the 2nd Ondemand Latin America 2005, Eletrolar Show 2005, ProIndústria 2005 and Techtextil South America 2005.

## Branch in Dubai

Closer ties with the Arab market took place in 2002, when Messe Frankfurt incorporated EPOC, a company that organized international fairs in Dubai, in the United Arab Emirates.

The director of the Arab branch, Chris Hudson, explained that Dubai was chosen due to its privileged geographic location, frontiers with Saudi Arabia and Oman, exit to the ocean, and closeness to the Strait of Hormuz, the main route for Middle Eastern oil to reach the ocean.

"Apart from that, Dubai World Trade Center, with its eight pavilions and over 33,000 square meters of area, provides all conditions necessary for the organization of international fairs. Dubai international airport is connected to 140 international destinations by over 100 airlines," she justified.

This year, in the Emirates, the sectors that will have fairs promoted by the company will be beauty, auto parts, sanitary and bathroom equipment, decorative lighting, household appliances, spas and well-being, landscaping, logistics, toys, kitchen utensils and decorations, and fabrics.

The main fairs in the country are ISH Kitchen and Bathroom, Beautyworld and Automechanika (auto parts).

## A 750-Year-Old Multinational

Established in 1255, company Messe Frankfurt organizes fairs in 27 regions around the world. The Frankfurt exhibition grounds are the third largest in the world and cover an area of 476,000 square meters in the heart of Germany and Europe.

Its geographic location and its highways, railways and airways that link it to different parts of the world, make Frankfurt a strategic business point for exhibitors and foreign visitors.

In 2004, the group had revenues of 364 million euros and organized 110 fairs. This means a total of 55,600 exhibitors and 2.3 million visitors. In Frankfurt alone, the fairs brought together a total of 40,600 exhibitors (69% foreign) and 1.5 million visitors (36% foreign).

Last year the company fairs generated 1,150 direct and 17,600 indirect jobs. In Frankfurt, Messe promotes fairs that are worldwide leaders in their respective sectors, among them Heimtextil, Paperworld, Christmasworld, Beautyworld, Ambiente, Tendence Lifestyle, Musikmesse, Automechanika, ISH and Light+Building.

The group subsidiaries are installed in Europe (Paris, Italy, Russia and Turkey), the Americas (the United States, Mexico, Brazil and Argentina) and Asia (India, Japan, South Korea and China). The branches are located in India, China, Taiwan and the United Arab Emirates.

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