

Press release

June 2021

## Interior Lifestyle China rescheduled to September 2022

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**Originally due to take place this September, Interior Lifestyle China, the country's leading international event for the consumer goods sector, will now be held in September 2022 at the Shanghai Exhibition Centre. The decision was made due to travel restrictions likely remaining in place in the lead up to the fair, impacting international participation in the event.**

"It is with regret that we must make this decision, however with travel restrictions likely to still be in place in September, this means many of our international exhibitors will not be able to participate in person," Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. "As the fair has a high level of overseas brands, with 27 countries & regions represented at the last edition, without their involvement we would not be able to deliver an event to the level that we would like."

"In discussions with our stakeholders, they are indicating to us that due to the impact of the pandemic on the retail sector they are continually adjusting their marketing plans, and that participating in overseas trade fairs at present is not a high priority. With that being said, with Ambiente scheduled to take place in Frankfurt in February 2022, and Interior Lifestyle China later that year in September, Messe Frankfurt is eager to reboot together with the industry in 2022. In the meantime, we will keep Interior Lifestyle China exhibitors and buyers engaged through a range of activities such as livestream videos and online roadshows."

Interior Lifestyle China is a leading international fair for homeware and lifestyle products, gathering mid-range and high-end exhibitors from around the world to showcase their latest, quality products and to access the Chinese market. The fair is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information, please visit <https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en.html>.

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Notes to editors:

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## **Further press information & picture material**

<https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en/press.html>

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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 after having recorded sales of €738 million the previous year. 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