

Press release

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Interior Lifestyle China pushed back to 2023 due to travel restrictions

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With pandemic travel restrictions continuing to hamper Interior Lifestyle China's large contingent of international exhibitors, the organisers have decided to reschedule the 14th edition of the fair to 2023. The fair, which was previously set to take place September this year, is well known for drawing in crowds and exhibitors from across the world.

"Although regrettable, it was necessary to make this decision at an early stage to give exhibitors some certainty when planning their marketing budgets for the calendar year," explains Ms Wendy Wen Senior General Manager of Messe Frankfurt (HK) Ltd. "Following the latest wave of Omicron, it's highly doubtful that China's international borders will open in time for a productive show this September. Given that around 50% of our exhibitors are international, this postponement is in the best interest of all parties, including domestic buyers who would have suffered from a reduced product range had the fair been held this year."

Despite the postponement, fair organisers will continue to help industry players keep their fingers on the pulse this year. A series of roadshows in China as well as networking events will help domestic buyers discover what's new and next in high-end design. "While we focus on a strong comeback in 2023, our roadshows will allow brands to connect with the Chinese domestic market and enjoy meaningful engagement with buyers in the meantime," adds Ms Wen.

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

* Preliminary figures for 2021