

Press release

May 20, 2020

E2 Forum Frankfurt postponed to June 2021

Christine Vogel
Tel. +49 69 75 75-6084
Christine.Vogel@messefrankfurt.com
www.messefrankfurt.com
www.e2forum.com

In view of the pandemic-related restrictions on major events, the E2 Forum Frankfurt will be postponed from its 2020 date to 30 June and 1 July 2021. The decision was taken yesterday by the organiser Messe Frankfurt together with its partner VDMA, aiming at providing all market participants with a reliable environment for planning and presence at E2 Forum Frankfurt.

Given the global corona situation and the associated restrictions on events, Messe Frankfurt, together with its partner, the VDMA Elevators and Escalators Association, and the companies represented on the exhibition council, have agreed to suspend the E2 Forum Frankfurt for 2020 and to postpone it to the next possible date: The Conference and Innovation Forum for Elevator and Escalator Technology will be held on Wednesday and Thursday, 30 June and 1 July 2021, in the Congress Center of Messe Frankfurt (CMF).

Facing the nationwide ban on major events until at least the end of August, there is no guarantee that trade-fairs will be prepared and held in September as planned. "The current regulations, coupled with the potential threat to individual health, make it impossible for E2 Forum Frankfurt to be held in 2020", comments Wolfgang Marzin, Chairman of the Board of Management of Messe Frankfurt, on the decision. "The decision was not an easy one. However, we hope that it will enable us to avert unnecessary costs at an early stage, also in the interests of exhibitors and visitors. Instead, we will focus our energy on offering the E2 Forum Frankfurt at the best possible next date – in line with our high quality level and the new distance and contact normality."

"As partners of Messe Frankfurt, we regret the postponement in view of the preparatory work that has been done. But as postponed is not cancelled, we clearly support the decision," says Sascha Schmel, Member of the Board of Management of the VDMA Elevators and Escalators Association.

Reliable and risk-free compliance with hygiene and distance regulations plays a major role in the staging of trade fairs – from stand construction to evening get-togethers and the management of hundreds of visitors, 1.5 metre distance and maximum numbers of participants must be ensured. In this context, it is the industry's claim to conduct the E2 Forum Frankfurt appropriately in accordance with customer expectations, conception and performance promise. Messe Frankfurt is

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

currently unable to guarantee this claim. "As important as the E2 Forum Frankfurt is as a network platform, the challenge of limiting the corona pandemic and its consequences is central to this year 2020: Health comes first. Now is the time to catch your breath and return to Frankfurt with renewed vigour in June 2021," says Albert Schenk, Chairman of the Board of Management of VDMA Elevators and Escalators Association.

The innovation forum and conference is the platform for the cross-industry expert dialogue between industry, building planning and the real estate industry on the vertical-horizontal transport in buildings and quarters of the future. At its premiere in autumn 2018, around 420 visitors from industry, building planning, building services engineering and management took part in E2 Forum Frankfurt with its prominent participants. For the second event, which has now been suspended, the major international full-range suppliers as well as renowned elevator and component manufacturers, start-ups and service providers had already announced their intention to exhibit. "We would like to thank all exhibitors for this trust and are confident that, on this good basis, we will create a second E2 Forum Frankfurt in 2021 that is at least as successful as the premiere," said Marzin, commenting on the restart of the planning.

The costs for visitor tickets already purchased for 2020 will be reimbursed. All ticket buyers will be contacted by e-mail in the coming days.

+++ The second E2 Forum Frankfurt will take place on 30 June and 1 July 2021 in Frankfurt am Main. +++

Press releases & images:

www.e2forum.com/press

On the internet:

www.e2forum.com

[www.twitter.com/e2forum](https://twitter.com/e2forum); @e2forum #e2forum

www.e2Forum.it, www.ieeexpo.com,

www.building-technologies.messefrankfurt.com

Background information about the Elevators and Escalators Division of the VDMA

The Elevators and Escalators Division of the VDMA (*Association of German Machine and Plant Manufacturers*) represents approx. 90 percent of the German market for lifts, escalators and moving pavements. There are currently 750,000 elevator systems installed in Germany, of which some 640,000 are for carrying people. For escalators, the current figure is around 36,000 installed units. Turnover in the sector, which employs approximately 17,000 people, amounts to more than two billion euros.

Further information is available at: <https://auf.vdma.org>

E2 Forum Frankfurt
Innovation forum for elevator & escalator
technologies
Frankfurt am Main,
June 30 + July 1, 2021

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. 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. 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 2019