

news +++ E2 Forum Frankfurt  
September 21 + 22, 2022

**e2 forum**  
elevator + escalator  
**FRANKFURT**

## E2 Forum Frankfurt to launch sales for its 2022 edition

**Frankfurt am Main, September 13, 2021. New solutions for reducing the viral load for users of elevators and escalators, innovations for higher energy and material efficiency and for climate-neutral construction and operation of facilities – these are just some of the current topics that move the industry and its partners in building services technology and real estate management. Being able to discuss these and other developments in direct business contact and at conferences – this will be possible again in autumn 2022 at E2 Forum in Frankfurt.**

Messe Frankfurt and its cooperation partner, the German Elevator and Escalator Association (*VDMA Fachverband Aufzüge und Fahrtreppen*), are launching marketing for the upcoming E2 Forum Frankfurt: The next innovation forum for elevator and escalator technology will take place at the Frankfurt Exhibition Centre on 21 and 22 September 2022.



Lively influx of visitors at the E2 Forum Frankfurt – for the first time since the interruption due to the pandemic and "live" again on 21 and 22 September 2022.  
Photo source: Messe Frankfurt GmbH / Sandra Gätke

"All plans are geared towards a physical event in 2022, in order to make the dialogue between the elevator and escalator industry and decision-makers in building services and the property industry a personal experience once again", said Wolfgang Marzin, Chairman

of the Board of Management of Messe Frankfurt, at the launch of the exhibitor campaign a good year before the event.

### **Live again in 2022, strong contacts and under one roof**

"Following the long Corona wait, we are looking forward to seeing all E2 Forum stakeholders again in person in 2022. After the prolonged absence, technical progress has not stood still and so we want to share the latest developments in the lift and escalator industry at the Messe Frankfurt Congress Centre and take the opportunity for cross-sector networking between the industry and the planners and operators of conveying systems," expressed Dr. Peter Hug, Managing Director of the VDMA Trade Association for Elevators and Escalators. "Our industry is benefiting from megatrends such as urbanisation but also from the demographic trend and it is also developing further due to the digitalisation coming into focus. This leads to innovations and visions for the future, which will be presented at the E2 Forum Frankfurt. Also, sustainability plays an important role in the industry, if we take, e.g., the durability and high recyclability of our products which is an expression of our striving for material efficiency."

Live, contactful and under one roof, this dialogue of future topics will take place at the E2 Forum Frankfurt with a series of contact and conference formats and the Networking Evening. For the exhibition, conference lectures, workshops, meetings and presentations, the premises in the Congress Center of Messe Frankfurt (CMF) will be available as planned.

### **Compact and efficient: new stand concept for exhibitors**

Messe Frankfurt has further refined its range of products and services for exhibitors. Based on the different needs in terms of stand size and scope of presentation and meeting areas, five different complete stand options are available for 2022. They all include the full stand construction, requiring little planning at cost-effective conditions, because the organiser Messe Frankfurt takes over the coordination from the first day of planning to the last day of dismantling. Also included in the offer is a media package that ensures exhibiting companies an attractive presence on the digital communication channels of the E2 Forum – 365 days a year.

Favourable early booking conditions apply to registrations received by 25 January 2022.

### **Members of the E2 Forum Frankfurt Exhibitor Advisory Board**

These companies are active on the Exhibitor Advisory Board of the E2 Forum Frankfurt:

- Klaus Gerhards, WITTUR GmbH
- Udo Hoffmann, OTIS GmbH & Co. OHG Headquarters Germany
- Björn Kollmorgen, Kollmorgen Steuerungstechnik GmbH
- Wolfgang Nothaft, MEILLER Aufzugtüren GmbH
- Dr. Meinolf Pohle, Schindler Deutschland AG & Co. KG
- Hans Sacherer, TK Elevator
- Jens-Albert Schenk, OSMA-Aufzüge Albert Schenk GmbH & Co. KG
- Martin Schmitt, Aufzugswerke Schmitt + Sohn GmbH & Co. KG

The German VDMA Trade Association for Elevators and Escalators is represented by Ebru Gemici-Loukas und Dr. Peter Hug.

## **E2 events for the building technology industries**

The vertical-horizontal movement of people and goods within and between urban infrastructures calls for intelligent and interconnected building-systems technology. Messe Frankfurt brings together all relevant players who are seeking or offering market-ready solutions for these challenges. Thus creating an expert network, which is unrivalled worldwide: Building Technologies.

In the expert field of building technologies Messe Frankfurt organises a total of 24 trade fairs on three continents, including the world's two leading trade fair brands in the industry: Light + Building and ISH.

Accordingly, the trade-fair and exhibition organiser is expanding its marketing platforms and conferences around the globe. Today, Messe Frankfurt holds five events for elevators and escalators in America, Asia and Europe: With the International Elevator and Escalator (IEE) Expo in the metropolis of Mumbai, Messe Frankfurt provides the platform for the growing Indian market. The E2 Forums in Buenos Aires (Argentina), Frankfurt am Main (Germany), Milan (Italy) and in New Delhi (India) complement the portfolio as innovation forums for cross-industry dialogue between the industry and operators in the real estate sector, construction planning and building services technology.

The E2 Forum Frankfurt will take place on 21 and 22 September 2022 (Wednesday and Thursday) at the Congress Center of Messe Frankfurt (CMF).

### **Press information and photographic material:**

[www.e2forum.com/press](http://www.e2forum.com/press)

### **Links to websites:**

[www.e2forum.com](http://www.e2forum.com)

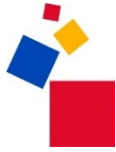
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**Background information on VDMA Elevators and Escalators**

The E2 Forum Frankfurt is organised by Messe Frankfurt with the support of the German Elevators and Escalators trade association of the VDMA (Association of German Machine and Plant Manufacturers). The trade association is responsible for the contextual and conceptual form of the conference element. It represents approx. 90 per cent of the German market for elevators/lifts, escalators and moving pavements. There are currently 800,000 elevator systems installed in Germany, of which some 692,000 are for carrying people. For escalators, the current figure is around 37,000 installed units. Turnover in the sector, which employs approximately 17,000 people, amounts to more than two billion euros.

Please find further information at: <https://auf.vdma.org/>

**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 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 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)