

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

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

## ELA calls for General Assembly 2022 in Frankfurt

**Brussels / Frankfurt am Main, 16 05 2022 – The European Lift Association (ELA) is holding its General Assembly in Frankfurt am Main (Germany). It will be the first general meeting to be held live after the pandemic-related interruption. Delegates from national associations in the industry and their member companies are expected in the German financial and trade fair centre on 19 and 20 May 2022. The two-day assembly meeting will also address the current challenges of the lift and escalator industry in a conference format "Towards the future in a safe, digital and energy-efficient world".**

The political, ecological and economic framework relevant for the future strategies of the elevator and escalator industry is on the agenda of the General Assembly and Annual Conference 2022, which the European Lift Association (ELA) is holding in Frankfurt am Main on 19 and 20 May 2022.



Frankfurt am Main: Home of the ELA 2022 Global Assembly and Annual Conference on May 19 + 20, 2022.

Source: Messe Frankfurt GmbH / Marc Jacquemin

"Our members are meeting for the first time after a good three-year break for this important exchange at the highest international level. This fills us with great joy and anticipation," said ELA President Roberto Zappa prior to the event in Frankfurt. "For this extraordinary annual meeting, we are delighted to have found the appropriate venue: Frankfurt am Main, with its importance as the cradle of German parliamentary democracy, as a financial, data, trade and exhibition centre of international standing, is tailor-made for

new impulses. And its reputation as Germany's high-rise metropolis 'Mainhattan' gathers us in a region with one of the highest densities of lifts and escalators in Europe."

From the two German member associations VDMA and VFA Interlift, the VDMA Managing Director Elevators and Escalators, Dr. Peter Hug, will chair one of the conference sessions. "Most of all will the joy of reunion set the mood of this first live general meeting after the pandemic years," said Dr Peter Hug in the run-up. "But the reunion might also contribute to set the course of our industry under the forward-looking energy policy and geostrategic aspects."

### **Host Messe Frankfurt is itself a partner of the industry as a building operator**

The ELA Annual Meeting will be hosted by Messe Frankfurt, in whose conference venues the event will take place. Messe Frankfurt CEO Wolfgang Marzin particularly welcomes the choice of the ELA association: "We warmly welcome the ELA, its members and guests here with us! We are proud to hosting the major event in this industry not only as trade fair organisers and as organisers of the E2 Forum for elevator and escalator technology. Rather, as the operator of an exceptionally complex, flexible and modern property with sophisticated building technology and infrastructure, we stand for the importance of vertical-horizontal mobility in urban spaces." With 200 elevators and more than 250 escalators at the Frankfurt exhibition grounds alone, Messe Frankfurt is a major operator with its own permanent experts and a sought-after discussion and business partner for industry, building planning, construction and applied science.

### **E2 events for the building services industry**

The vertical-horizontal mobility of people and goods in urban infrastructures requires intelligent and connected building systems technology. Messe Frankfurt brings together all relevant players who are looking for or offering market-ready solutions to these challenges and has, thus, created a network of experts that is unrivalled anywhere in the world: Building Technologies. In the building technology sector, Messe Frankfurt organises a total of 24 trade fairs on three continents, including the two leading trade fair brands in the sector worldwide: Light + Building and ISH.

Accordingly, the trade fair organiser is expanding its marketing platforms and conferences around the globe. Today, Messe Frankfurt is represented with five events for lifts 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 India's capital New Delhi round off the portfolio as innovation forums for cross-sector dialogue between the industry and operators in the real estate sector, planning and building technologies.

The E2 Forum Frankfurt will take place on 21 and 22 September 2022 (Wednesday and Thursday) at the Congress Center of Messe Frankfurt (CMF). Cooperation partner is the German VDMA Trade Association Elevators and Escalators.

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

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[www.vdma.org](http://www.vdma.org)

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**Background information on the European Lift Association (ELA):**

The European Lift Association (ELA) is the voice of the lift, escalator and moving walk industry in Europe, including their components manufacturers. ELA supports and represents the interests of its members and promotes quality, safety and the highest technical standards. To this end, ELA engages with the European Commission, the European Parliament and other relevant institutions and organizations. It is ELA's mission to move urban mobility and accessibility onwards and upwards into a safe, sustainable future. Visit <https://ela-aisbl.eu/> for more information.

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**Background information on the Trade Association Elevators and Escalators within VDMA:**

The VDMA represents more than 3,400 German and European companies in the mechanical and plant engineering sector. The industry stands for innovation, export orientation and medium-sized companies. The companies employ around four million people in Europe, more than one million of them in Germany alone. Mechanical and plant engineering represents a European sales volume of around 800 billion euros. In the manufacturing sector as a whole, it contributes the highest share of European gross domestic product with value added of around 270 billion euros. Further information at [www.vdma.org](http://www.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 2,300\* 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021