

Press Release

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## ISH underscores the importance of European energy policy with the new Partner Country for 2019

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**France is the Partner Country of ISH 2019. With this commitment, the world's leading trade fair for HVAC + Water is responding to urgent international challenges with innovative building-services technology at the same time as underscoring the importance of the Paris Agreement on Climate Change.**

The responsible use of water and energy in buildings is a subject of global significance – all the more so with the growing concentration of life and work on urban areas. In the long term, the corresponding development curve is set to rise sharply. Therefore, [future-oriented building-services technology](#) is a vital factor for worldwide, sustainable resource usage coupled with a high level of comfort.

Every two years, [ISH](#) offers key international players from the sector a platform for spotlighting challenges and presenting technical solutions. Additionally, the public focus in each event season is on a different market setting. Following Poland and Turkey, France is the third ISH Partner Country.

The aim of the concept is to create an international forum for important subjects relating to energy and innovative building-services technology with contributions being made to this by, for example, the German-French Forum on the second day of the fair (12 March 2019).



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In 2019, France is the Partner Country of ISH – the world's leading trade fair for HVAC + Water – in Frankfurt am Main

In 2017, 54 exhibitors and 4,668 trade visitors from the 'grande nation' took advantage of this potential, making France the third biggest ISH visitor nation.

France and Germany have close links through an intensive friendship and strong economic ties, as shown by German exports to France worth € 105 billion and French exports to Germany worth € 64 billion (Source: DESTATIS 2017). When it comes to energy, too, both nations work closely together to implement the Paris Agreement on Climate Change and have taken up the challenge of leaving a world worth living in to the following generations. To this end, the joint activities of the two countries focus particularly on the promotion of efficient and, therefore, sustainable technologies.

In this connection, significant increases in efficiency are to be expected from the rapid innovation cycles of home and building-services technology in the fields of water, heating and air-conditioning. The driving force of this rapid development is – apart from political considerations – the desire of consumers and companies for greater comfort and efficiency whereby a valuable contribution to this is being made by digitalisation and system interconnectivity.

In 2017, 2,485 manufacturers from 64 countries presented their products and services on 261,300 square metres of exhibition space to an audience of 198,810\* trade visitors. This makes ISH the world's biggest trade fair for innovative bathroom design, energy-efficient heating and air-conditioning technology and renewable energy.

The next ISH will be held from 11 to 15 March 2019.

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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. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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.

With its headquarters 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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

ISH  
The world's leading trade fair  
for HVAC + Water  
Frankfurt am Main, 11 to 15 March 2019

\*ISH 2017 (Source: FKM.de)