

Press Release

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Musikmesse: new date in October 2021, new cooperation with Creative Hub THE ARTS+

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Musikmesse is entering into a collaborative agreement with THE ARTS+, the flagship of the Frankfurter Buchmesse (Frankfurt Book Fair) for creative content. In this context, the next Musikmesse will be held from 22 to 24 October 2021, opening concurrently to the Frankfurt Buchmesse on three days, both shows remaining independent events. At the same time, discussions are currently being held with participants from the culture and creative sector with a view to holding other events at the Exhibition Centre during the same time slot. The new cooperation forms valuable synergies for exhibitors and professionals alike.

THE ARTS+ presents innovative content, creative business models and technologies relevant to the sector. In addition to companies from the publishing sector, the exhibitors include renowned think tanks and start-ups from the field of technology and digital business. A joint business congress for the international creative industries is planned within the framework of this collaboration for 2021. There, players from the sector will receive valuable impulses on important issues, such as rights and licence trading and new business models in the age of progressive media convergence.

“As an international venue for the creative business, Frankfurt employs its resources to increase the level of connectivity within the sector. And we aim to make a significant contribution to this. Together with our partner, THE ARTS+, we have developed a vision of an event that brings together musicians, authors, artists, content developers, publishing experts, business developers, opinion leaders and influencers”, explains Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH. “At the same time, we are committed to the on-going development of Musikmesse and are thus prepared to take advantage of new synergistic effects to bring companies from the music business into contact with new, relevant target groups.”

Strong partnership and new perspectives

Through its collaboration with THE ARTS+, Musikmesse has completed an important stage on an evolutionary process begun many years ago. Musikmesse was launched in 1980 as a classic product show focusing on instruments and sheet music. Since then, it has been opened up

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continuously to a variety of new themes and will now emphasise more than ever before the social and economic significance of music, as well as the musical experience. As always, Musikmesse at Frankfurt Fair and Exhibition Centre will offer the best presentation setting for all companies of the music business, plus the chance to present their brands within the framework of the complementary programme of events.

In the future, too, Frankfurter Buchmesse (20 to 24 October 2021) and Musikmesse (22 to 24 October 2021) will remain independent events, each with their own individual target groups and content.

Further information about the project will be announced in the near future.

www.musikmesse.com

www.theartsplus.com

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