

## Messe Frankfurt receives sustainability award

**Frankfurt am Main, 04 07 2023**

In recognition of its efforts to transform itself into a sustainable event business, Messe Frankfurt has received the AEO Excellence Award 2023 in the Best Sustainability Initiative category.

Every year, the Association of Event Organisers (AEO) in the UK presents its AEO Excellence Awards for outstanding performance in the event sector. The association represents the UK target market, which is of particular importance for Messe Frankfurt as a venue operator in the Locations business field. AEO members organise events in and outside the UK. As Uwe Behm, Member of the Executive Board of Messe Frankfurt, explains: "This award underlines the transparent and professional way we deal with the key issue of sustainability when playing host to other trade fair, congress and event companies. We are proud to be singled out in this way, especially given the highly competitive nature of the event market. The competitors were high-calibre and there were eight other renowned companies on the shortlist."

The panel of judges had praise for the company's fine work, excellent statistics and long-term sustainability projects. As one of the world's leading trade fair organisers with its own exhibition grounds that also plays host to around 250 guest events every year, Messe Frankfurt has firmly established sustainability as a central pillar in its corporate strategy. With a comprehensive sustainability strategy and a long-term plan of action, Messe Frankfurt has ushered in a transformation process aiming to reduce the event industry's carbon footprint.

In past years, the Group has undertaken a series of voluntary commitments relating to sustainability, such as the United Nations Global Compact, the Charter of Diversity and the 'fairpflichtet' sustainability code. In 2022, Messe Frankfurt completed an ESG rating (Environmental, Social and Governance) for the first time and was awarded a bronze medal. As well as supporting the sustainability initiatives of sector associations AUMA and UFI, the company has signed the Net Zero Carbon Events Pledge. By the end of 2023, Messe Frankfurt wants to be the first company in the German

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trade fair sector to secure a certificate from environmental management system Eco Management & Audit Scheme (EMAS).



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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide

range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022