

ISH

World's leading trade fair

HVAC + Water

Frankfurt am Main, 22. – 26. 3. 2021

WATER.

ENERGY.

LIFE.

2019

Facts and figures



messe frankfurt

Discover the future of design and building services technology live at ISH.



A great source of inspiration – and the industry’s number one international event. A total of 188,234 visitors to ISH came into contact with more than 2,500 exhibitors on a floor area of 280,200 sqm.

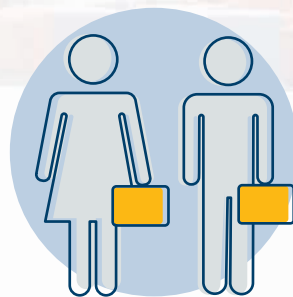
With its key theme of “Water. Energy. Life.” ISH focuses on modern bathroom design, sustainable heating and air-conditioning technology as well as intelligent home systems. The world’s largest exhibition space for the HVAC sector showcases an array of practical solutions for the most important issues of our time: achievement of climate protection targets, conservation of resources through the use of renewable energies, increasing digitalisation and smart technologies. Safeguarding your future.

Outstanding international profile: 66% (2017: 64%) of exhibitors and 46% (2017: 40%) of visitors came from outside Germany.

1 ISH – the meeting place for industry professionals.

Number of visitors

2019	2017
Germany 101,337	120,506
International 86,897	78,304
Total 188,234 including 6,126 private visitors	198,810 including 11,123 private visitors



The world meets up at ISH. TOP international experts from the sanitary, heating and air-conditioning sectors come to Frankfurt. This makes the fair the industry's international highlight and its number one meeting place.

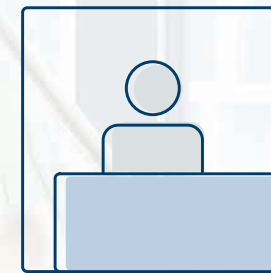
ISH has been constantly reinventing itself for many years, combining tradition with innovation. This is a key part of its recipe for success. The new sequence of days, for instance, makes it easier to visit ISH and attracts a high-quality trade audience.

ISH lives up to its reputation as an international player in the trade fair sector. In 2019, the proportion of international visitors increased to 46% and the trend continues to rise.

2 The top event for exhibitors worldwide.

Number of exhibitors

2019	2017
Germany 879	893
International 1,672	1,592
Total 2,551	2,485



The place to be for the entire industry – and a focus of growing international interest. A total of 2,551 exhibitors demonstrated their expertise and innovations at the leading international industry showcase. And with 66% of exhibitors coming from outside Germany, the international profile of the event continues to grow.



3 More space for your highlights.

Larger exhibition area



ISH continues on its growth path. The largest exhibition venue in the world for product innovations occupies an area equal to approximately 39 football pitches, an increase of roughly 19,000 sqm.

Ranking of ISH

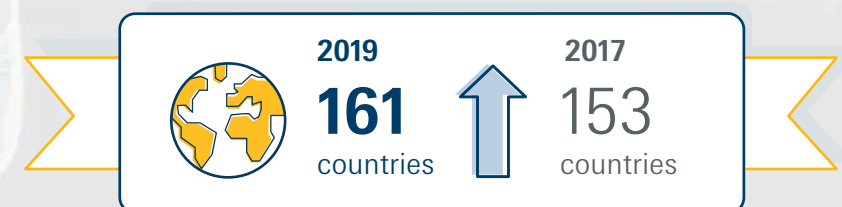


ISH has consolidated and improved its ranking. The fair is generating increasing interest among German and international trade visitors and reinforcing its unique selling point in comparison to other international trade fairs. The number of German trade visitors ranking it as the number one event increased by 3 percentage points to 45%. And the same trend can be seen in terms of its ranking by international visitors with a 2 percentage point increase to 42%.

4 The whole world at your exhibition stand.

Origin of international visitors

TOP 10 international visitors



Internationally and globally unique: In 2019, visitors came from a total of 161 countries (+8 compared to 2017). This represents a rise in the proportion of international visitors to 46%. Altogether 75% of guests came from Europe, 18% from Asia, 4% from the Americas, 2% from Africa and 1% from Oceania.

5 One trade fair to attract all important customers.

Visitor business sectors



Skilled trades
19%



Retail and wholesale trade
12%



Industry
26%



Engineering/
planning office
8%



Local authorities/
municipal facility
2%



Construction/real estate
8%



Utilities, building/
energy services
9%



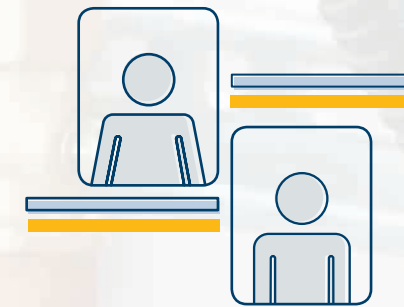
Other
16%

You'll find the right industry contacts at ISH. Here you can meet top decision-makers from the installation trades, commerce and industry as well as from architecture, engineering and planning offices. In terms of German installation trades alone, 49% of visitors came from top management. The extremely positive economic situation in the installation trades led to fewer visitors from the sector this time. However, the number of decision-makers at the trade fair rose.

Also on the up is the number of visitors from other target groups involved in construction, such as the real estate sector, property developers and building technology service providers.

6 Decision-making authority in all areas.

Occupational status of trade visitors



Self-employed entrepreneur
25%

Employee
21%

Departmental/unit head
14%

CEO/Director
11%

Head of division, works manager
11%

In training
11%

Other
7%

From trainees to CEOs – ISH offers a glimpse into the future for everyone no matter their occupational status and is the number one networking hub for executives and trainees alike.

Influence on purchasing decisions

Decisive
26%

Advisory
19%

Contributory
26%

Not involved
29%

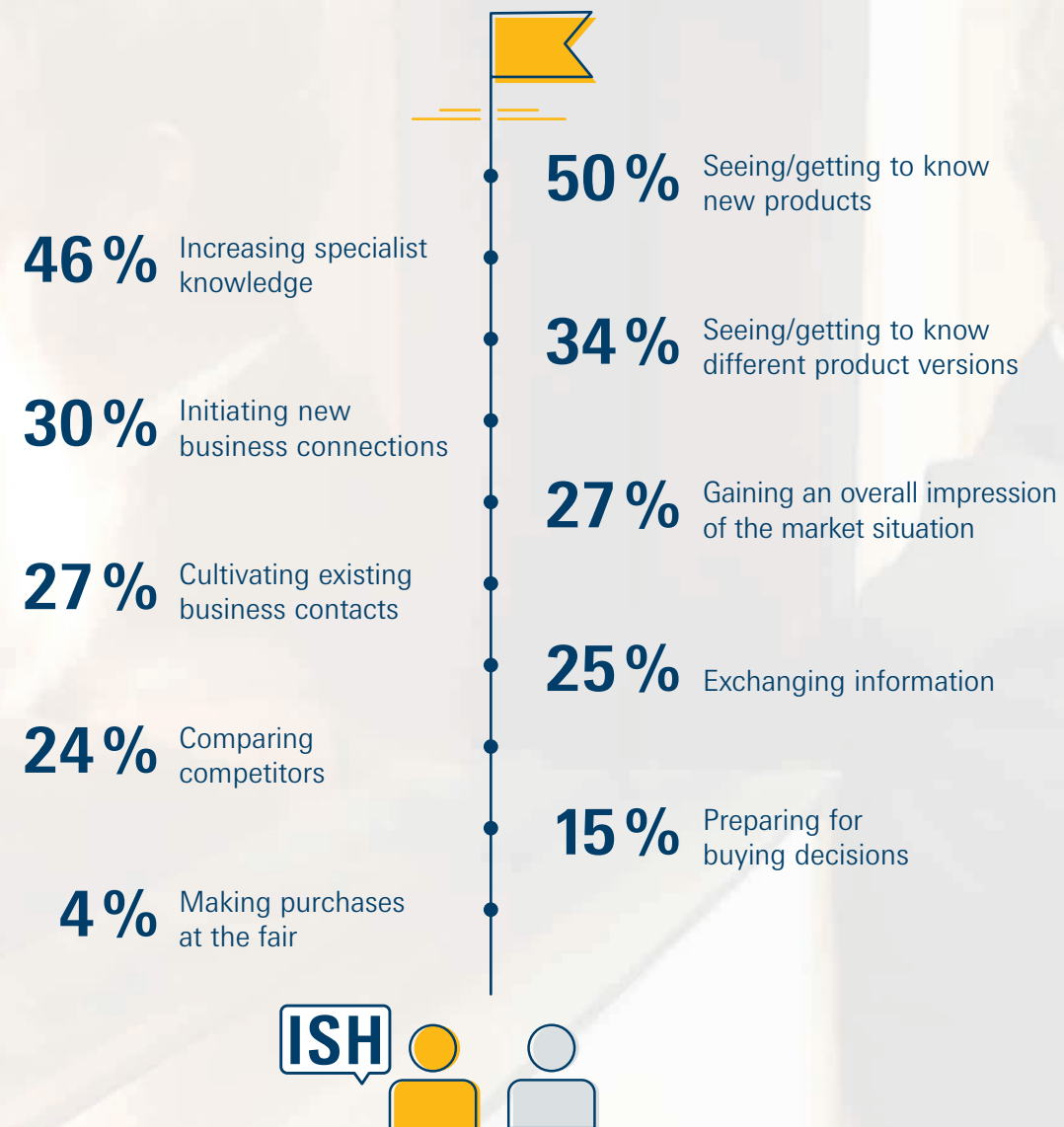


Meet decision makers, expand networks, discover markets: 71% of visitors to ISH 2019 have an influence on purchasing and procurement decisions in their companies.

7 Outstanding market opportunities for your products.

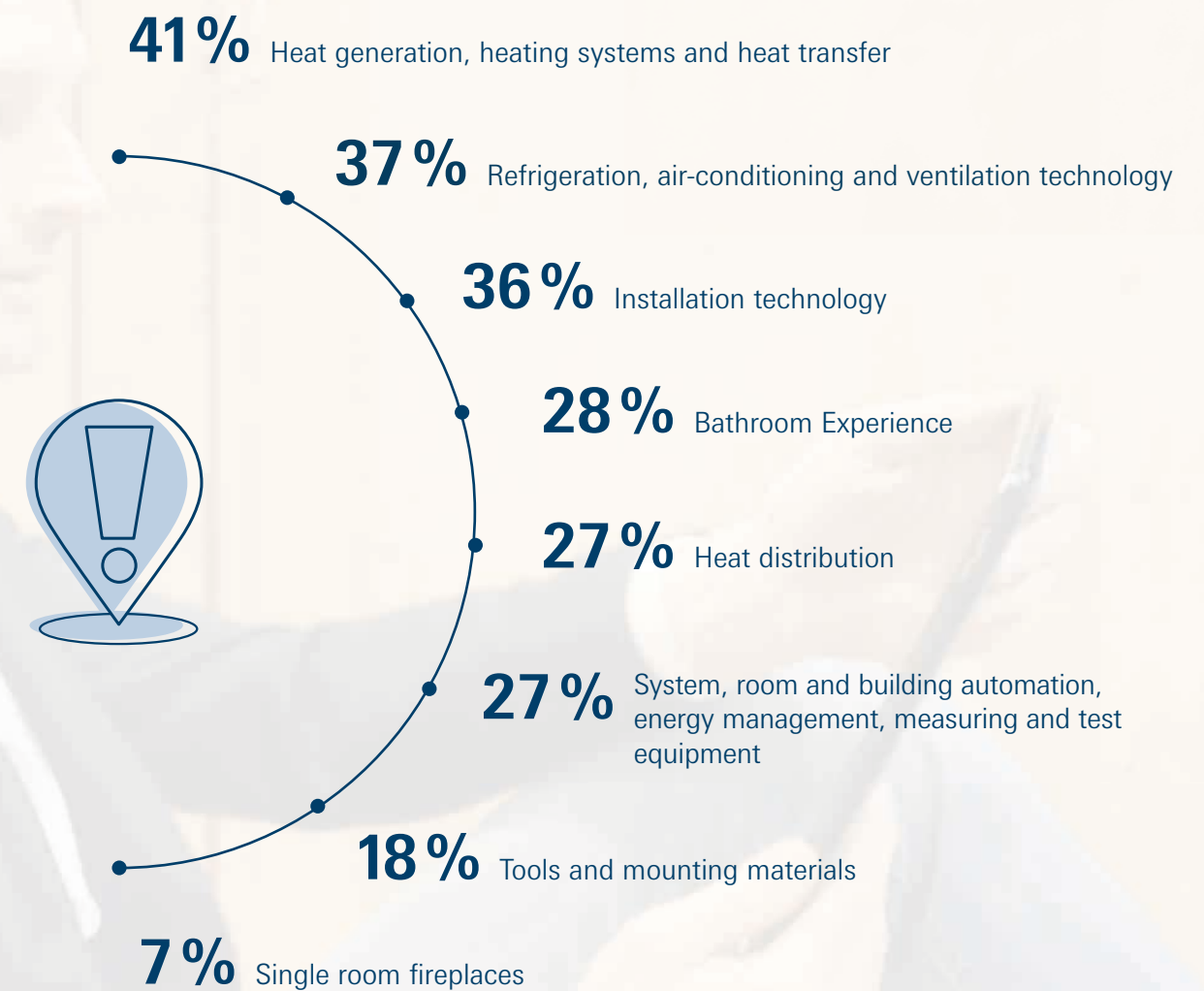
8 Industry supply meets visitor demand.

Trade fair visit objectives of visitors



ISH is a major show that reflects the current topics in the industry and thinks beyond traditional boundaries. This positioning has received a positive response from all visitors. They particularly appreciate the opportunity to familiarise themselves with a wide range of product innovations and new ideas, to take part in continuing professional development events and to expand their specialist knowledge.

Areas of interest at the fair



ISH offers a complete overview of the industry's range of products and services. An effective mix that convinced trade visitors from all over the globe in 2019.

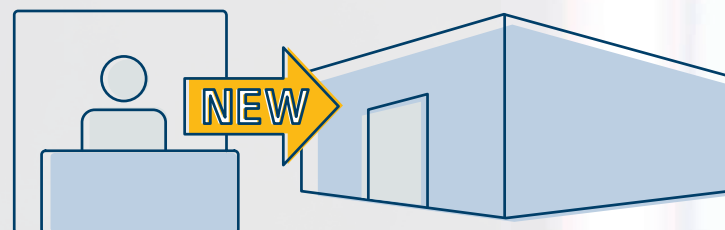
9 Convinced by new ideas.

Overall satisfaction level among visitors



The figures are impressive: 96% of all trade fair guests were satisfied with their visit in 2019, which represents a 4 percentage point rise in visitor satisfaction compared to ISH 2017.

Satisfaction of visitors with the new hall layout



The expansion of ISH has led to a restructuring of the fair. Specifically, this meant that 1,500 of the 2,551 exhibitors moved to new stand locations (in new halls). The move was a success and exhibitor approval was extremely high at 93%.

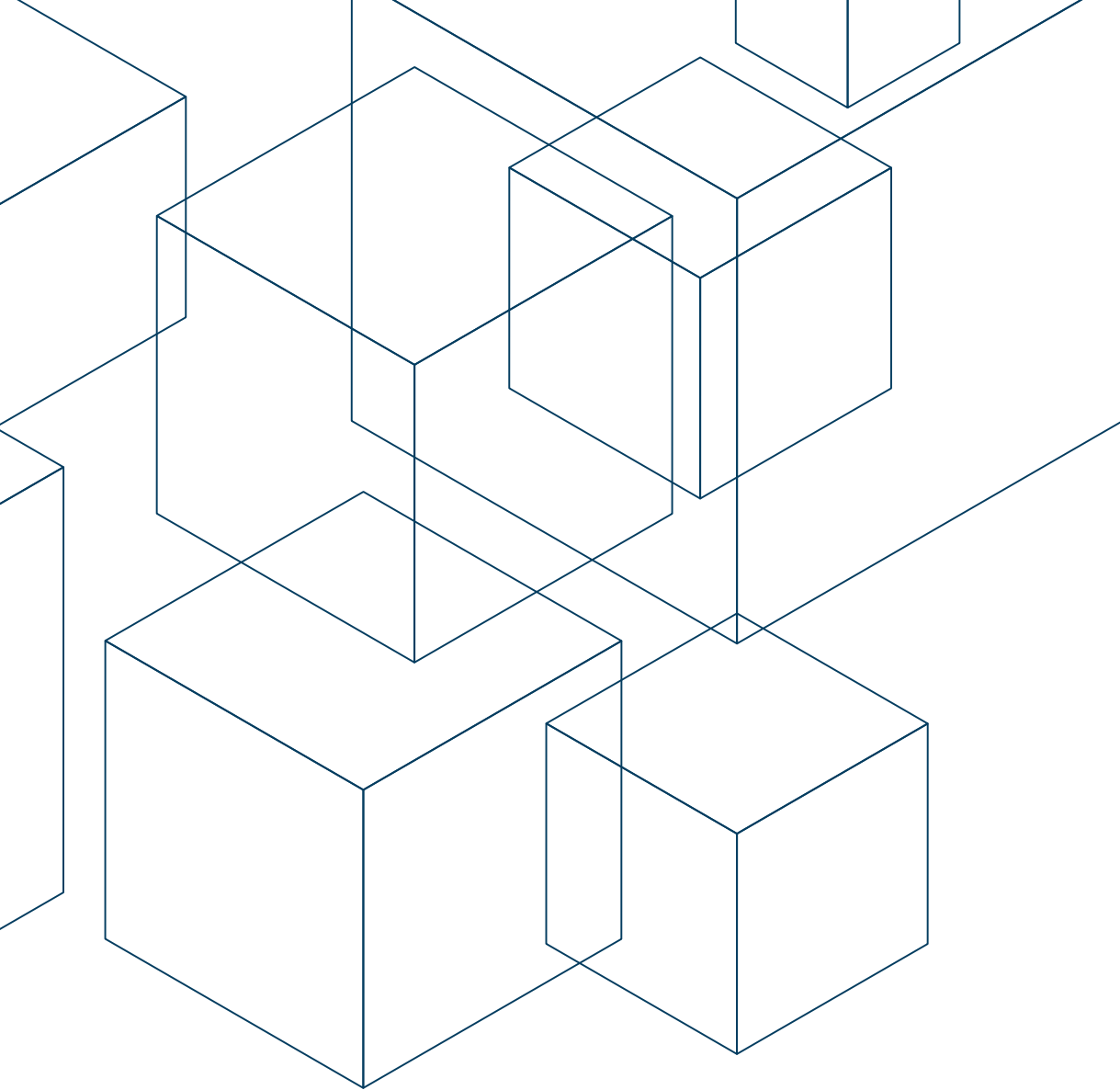
10 2019: Expectations met in all areas.

New sequence of days



The change in the sequence of days at ISH from Monday to Friday was rated positively by 95% of visitors.





Messe Frankfurt Exhibition GmbH

Postfach 150210

60062 Frankfurt am Main, Germany

Tel. +49 69 75 75-0

Fax +49 69 75 75-6006

ish@messefrankfurt.com

www.ish.messefrankfurt.com