



鲍思丰先生 Mr. Stephanuurma

览集团更是成功地将品牌展览会推向世界，在全球多个城市遍地开花，成为该地区的行业龙头展会。迄今，法兰克福展览集团是全球规模最大、最成功的展览主办机构之一，作为国际化旗舰展览会的专家，集团旗下展会涵盖了五大核心业务板块：技术、交通运输及物流、纺织品及纺织技术、消费品、娱乐媒体及制作产业。法兰克福展览集团旗下的展会与沟通平台正不断引领着各自所属行业的发展。

全球化与本土化相结合

法兰克福展览在思考全球化，行动本土化的理念指导下，大力实施本土化经营战略。鲍思丰先生说，法兰克福展览的国际化程度远高于展览业平均水平。鉴于全球化所带来的挑战，法兰克福展览反应迅速，并加强投资发展旗下展会及开拓海外市场。集团于

# A century of success for Messe Frankfurt

Interview with Mr. Stephanuurma, Member of the Board of Management in Messe Frankfurt Group and Managing Director of Messe Frankfurt Asia Holding Limited; and Mr. Jason Cao, Assistant Managing Director of Messe Frankfurt Asia Holding Limited and Principal Consultant of Messe Frankfurt (Shanghai) Co., Ltd.



曹建生先生 Mr. Jason Cao

理念。鲍思丰先生指出，对法兰克福展览而言，可持续发展一直是法兰克福展览企业文化的重要组成部份，也充分体现在企业的各项活动中。集团积极参与可持续性社会活动，认真履行企业对社会责任的承诺。法兰克福展览不仅拥有世界上其中一个最大、最先进的展览场地之一，而且在外观、功能及环境效益等方面不断进行升级。在能源效率和资源保护领域的措施是长期能源监测的一部分，注重降低在非展览期间的能耗。通过在展馆内使用高效技术设备，并实行按需操作的模式，集团已成功实现电力、水和热能消耗的持续减少。法兰克福展览通过不同方式传达的重要理念，在技术展览板块中，为大众提供创新平台，以实现高效的建筑管理、智能网联、能源供应安全、设计以及对能源和水等稀缺资源的可持续利用。法兰克福展览活跃于全球范围内的绿色科技领域，目前已举办了三个环境领域的展览会以及两场小型展览会的高端会议，可持续技术在交通运输及物流领域也扮演着重要的角色。法兰克福展览对项目及产品、数字化运营、展览场地设计、提高产能利用率不断地进行投资从而实现持续发展。

客户第一的品牌价值

品牌是企业的无形财富，是竞争力的综合体现。至今，法兰克福展览已成为客户的全球营销及服务的可靠合作伙伴。“法兰克福展览”品牌在世界各地代表着最高质量的展览会、展览活动及卓越的客户服务。法兰克福展览在 110 年的历史长河中始终保持行业的领先地位和对客户的高度责任感，把客户利益和需求放在第一位。正

区的业务运行，而上海公司现在是全球最大子公司。2017 年，法兰克福展览共举办了 148 场展览会，创下 95,000 家参展商的纪录，其中共有 99 场展览会在德国以外地区举办，这些展览会对促进中小型企业的发展大有裨益。法兰克福展览每年在中国举办逾 30 个贸易展览，是业务量最大的展会主办单位，亦是集团规模最大的海外分支机构。

践行可持续发展理念

中国政府积极推进节能减排、绿色、低碳、循环的可持续发展



## 成就法兰克福展览百年辉煌

访法兰克福展览集团董事会成员、法兰克福展览亚洲控股有限公司董事总经理鲍思丰先生；法兰克福展览亚洲控股有限公司董事总经理助理、法兰克福展览（上海）有限公司首席顾问曹建生先生

□记者 李莉

历史悠久的德国法兰克福展览集团是全球最大的拥有自主展览场地的展会主办机构，其业务覆盖展览会、会议及活动，年营业额超过 6.61 亿欧元，员工逾 2,500 名。集团与众多相关行业领域保持紧密联系，配合庞大的国际行销网路，高效满足客户的全方位需求，多元化的服务呈现在活动现场及网路管道的各个环节，确保遍布世界各地的客户在策划、组织及进行活动时，能持续享受到高品质及灵活性，可提供的服务类型包括租用展览场地、展会搭建、市场推广、人力安排以及餐饮供应。集团总部位于德国法兰克福市，由该市政府和黑森州政府分别控股 60% 和 40%。目前，集团拥有 50 余个国际销售合作伙伴，业务覆盖全球 178 个国家及 28 个分支机构，形成了法兰克福展览集团全球定位的基础。

历史悠久 长盛不衰

法兰克福展览亚洲控股有限公司董事总经理鲍思丰先生介绍说，法兰克福市的展览业已拥有 800 年的悠久历史。历经数百年的发展，法兰克福市由中世纪时代的繁忙市场，演变成今天国际市场上表现卓越的专业平台，在国际市场具领先地位的消费品、纺织品、汽车零部件、建筑及技术板块的展览会均在法兰克福市举办，成为法兰克福市的命脉，为当地社会及经济带来了积极的影响。法兰克福展



1987 年在香港举办首个德国以外的贸易展览会。30 多年来，法兰克福展览丰富的展会品牌足迹遍布全球，在国际展览行业内始终保持领先地位。在亚洲，法兰克福展览是为数不多的通过子公司在全中国乃至印度、日本、韩国及台湾等地组织贸易展览会的海外展会机构。2003 年，法兰克福展览亚洲控股公司联合了在中国、日本、韩国及印度的亚洲子公司，以香港作为总部负责整个亚洲地

是遵循这一“客户第一”的理念，法兰克福展览在全球范围内打造成为具有强大的优势品牌。法兰克福展览（上海）有限公司首席顾问曹建生先生说：“法兰克福展览专注于为参展商及观众赢得商业利益。集团的宗旨是为客户、股东以及员工创造价值。展会基本具备信息交流、行业推广、商贸服务和产业教育四大功能。教育功能很重要，作为行业高端企业有责任教育行业继续往前发展。展会是由发展领域、生产领域、流通领域三大领域组成。法兰克福展览总部有顾问委员会。我们现在展览会虽然没有每一个都成立顾问委员会，但每个展览会都有专家进行论证，为产业提供一个高质量的服务平台。这个平台如果做的好，产业也可以利用它来推广、教育或者招商引资。所以，我认为展览会可能不是推广市场唯一的手段，或者不是最好的手段，但它肯定是最直接的手段。我们正在推动智能化、数字化，并且正在和相关部门讨论和洽谈。法兰克福展览要参与信息化展览会、数字经济的讨论，举办智能化的展览会。习近平主席



享“一带一路”新机遇。曹建生先生表示：“法兰克福展览将响应‘一带一路’的号召，2016年，我们在沿线68个国家和地区已成立了6个子公司和27个代表处，2017年带领中国企业参加法兰克福展览在‘一带一路’沿线国家举办了42场展览会，5,130家参展企业中有4,400家来自中国大陆。我们还与俄罗斯莫斯科和地方政府、商务机构合作举办两个展览会，一个是5月的第三届中国消费品展，一个是10月的第二届中国机械工业展，以推动中国产品进入俄罗斯市场。我们还支持哈萨克斯坦阿斯塔纳、俄罗斯喀山的汽车零部件展览，带领中国企业去参展，上海公司也参与了展会的组织工作。我们还讨论在中亚或‘一带一路’沿线国家举办中国产品展览会，包括乌兹别克斯坦和白俄罗斯国家，他们商会已向我们总部提出正式邀请希望去办展览，帮助中国政府、行业机构和企业走出去。这有别于我们传统意义的带领中国企业‘走出去’参加展览会，而是和中国当地政府合作直接举办中国的展览会，得到了很多主办机构和当地机构的认可。合作、共享、诚信是法兰克福展览一直秉承的发展理念。2018年我相信法兰克福展览上海公司带领中国企业会更多的走向‘一带一路’！”



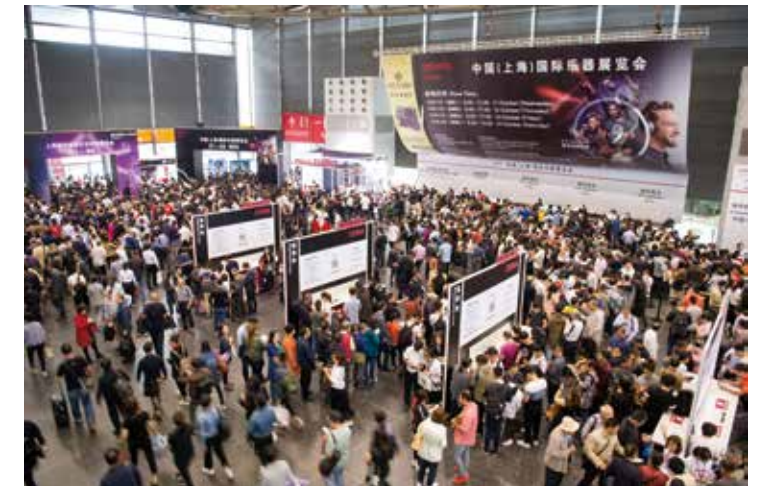
讲要推动数字经济。今后这是一个发展方向。我们正在讨论举办一个数字经济展览会，这些都是未来的发展趋势。”

#### 人才是竞争力的核心要素

人才是企业最重要的资产，人才始终是决定竞争力的核心要素。在法兰克福展览公司，拥有一个年轻优秀、锐意进取的团队。曹建生先生强调说：“展览会就是一个行业服务平台，是行业的一面镜子，可以折射出整个行业的情况。我们在大中华区有450多人，中国大陆有190多人。我认为内部沟通交流很重要，上海和北京公司每年都会举办一次拓展活动，挑选上海、北京、台湾、香港、广州不同城市的员工到香港，请国际专家来进行不同业务领域的培训；另外也通过安排各公司同事参加同一展览会和同一活动的方式进行交流。公司也在不断地加强对员工的培养，让他们尽快地成长，进而可以承担相应的职责和责任。”

#### 共享“一带一路”新机遇

随着中国经济进入“新常态”，“一带一路”战略无疑是未来中国经济的重要助推器，这对于中国企业来讲是难得的发展机遇。法兰克福展览积极配合政府和行业机构，协助中国企业“走出去”，共



With more than €661 million sales generated in 2017 and more than 2,500 employees around the globe, the long-established Messe Frankfurt Group is the world's largest trade fair, congress and event organizer with its own exhibition grounds. The Group maintains close cooperation with numerous related industry sectors and cooperates with a large international marketing network to efficiently meet the needs of every customer. A comprehensive range of services – both onsite and online – ensures that customers all over the world enjoy a consistently high level of quality and flexibility in the course of planning, organizing and carrying out activities. The services available include the renting of exhibition venues, exhibition construction, marketing, staffing and catering. The Group, headquartered in Frankfurt, Germany, is owned by the City of Frankfurt (60%) and the State of Hesse (40%). At present, a closely knit network of more than 50 international sales partners, covering 178 nations and 28 subsidiaries throughout the world, forms the basis for Messe Frankfurt's global operations.

#### A Long History Forms the Foundations for Success

Mr. Stephan Buurma, managing director of Messe Frankfurt Asia Holding Limited, proudly describes the long history of 800 years of exhibition business in Frankfurt. Centuries of development have transformed a bustling market for the medieval period into a high performance centre for global marketing. The world's leading trade fairs for consumer goods, textiles, automotive technology, architecture and technology all have their home in Frankfurt am Main, which has become the city's "nerve center", a term that refers to its positive socio-economic impact on the city. Messe Frankfurt has exported many of its successful brands to cities around the globe. Today Messe Frankfurt enjoys its position as one of the largest



and most successful exhibition organizers in the world. As a specialist in developing its own flagship exhibitions, the company categorizes its exhibitions into five unique business segments: Technology, Mobility & Logistics, Textiles & Textile Technology, Consumer Goods and Entertainment, Media & Creative Industries. Messe Frankfurt's exhibition and communication platforms lead their respective sectors.

#### A Combination of Globalization and Localization

Under the guidance of thinking globally while acting locally, Messe Frankfurt vigorously implements its localization strategy. Mr. Stephan Buurma explains that the internationality of Messe Frankfurt is much higher than average compared to other exhibition organizers. Considering the challenges produced by globalization, Messe Frankfurt has responded quickly and strengthened

its investments in developing exhibitions and opening up overseas markets. In 1987, the Group held its first trade exhibition outside Germany. For 30 years, Messe Frankfurt's rich exhibition brands have covered the globe while consistently maintaining its leading position in the international exhibition industry. In Asia, Messe Frankfurt is one of the few foreign trade fair companies that, by means of a number of subsidiaries, is in a position to organize trade fairs throughout China as well as in India, Japan, Korea and Taiwan. In 2003, Messe Frankfurt Asia Holding Limited united Asian subsidiaries in China, Japan, Korea and India, with Hong Kong as the headquarters responsible for the operation of the Asia region. The company in Shanghai is now Messe Frankfurt's largest subsidiary in the world. In 2017, Messe Frankfurt held a total of 148 exhibitions, of which 99 exhibitions were held outside Germany, and set a record of hosting 95,000 exhibitors. These exhibitions are of great help in particular for SMEs to develop. Messe Frankfurt hosts more than 30 trade exhibitions every year in China, making it the largest



exhibition organizer and the largest overseas branch of the Group.

#### Practicing the Concept of Sustainable Development

The Chinese Government actively promotes the sustainable development of energy conservation and emissions reduction, low-carbon living and recycling. Mr. Stephan Buurma points out that sustainable development has always been an important part of Messe Frankfurt's corporate culture and it is also fully reflected in the activities of the company. One of the ways in which the Group demonstrates its commitment to CSR is by participating in sustainability networks. The Frankfurt exhibition sites are among the largest and most modern anywhere in the world and are constantly being enhanced with regard to appearance, functionality and environmental efficiency. Measures in energy efficiency and resource protection were defined as part of long-term energy monitoring activities. By implementing efficient exhibition hall technology and tailoring systems operations to actual needs, it is possible to bring about a sustainable reduction in the consumption of electricity, water and heating energy. By conveying important ideas in different ways, Messe Frankfurt adapts innovative approaches to exhibition management in terms of efficient building management, intelligent internet networks, secure energy supplies, design and the sustainable use of scarce resources, i.e. energy and water. Messe Frankfurt is also active



worldwide in the area of Environmental Technologies, with three environmental trade fairs and two congresses with accompanying exhibitions. Sustainable pioneering technologies also play a key role in the Mobility & Logistics business sector. Messe Frankfurt continuously invests in projects and products, digital operations, exhibition site design, and capacity utilization to achieve sustainable development.

#### The Brand Value of Customer First

The 'brand' is the intangible wealth of a company and a comprehensive expression of competitiveness. Today Messe Frankfurt is a global marketing and service partner for its customers. Messe Frankfurt is a name that stands for trade fairs and events of the highest quality and for outstanding customer service on a global scale. For 110 years, Messe Frankfurt has maintained its leading position in the industry and developed its high sense of responsibility to its customers, putting customers' interests and needs first. It is exactly in accordance with this idea of "customer first" that Messe Frankfurt has constructed its strong brand globally. Mr. Jason Cao, Principal Consultant of Messe Frankfurt (Shanghai) Co Ltd said: "Messe Frankfurt is focused on enhancing business interests of exhibitors and visitors. The purpose of the Group is to create value for customers, shareholders and employees. An exhibition basically has four functions: information exchange, industry promotion, commercial service and industrial education, of which the educational function is very important. As a high-end enterprise in the industry, it has the responsibility of providing the industry with education for continuing its development. The exhibition industry consists of three dimensions: development, production, and marketing. Importantly, the headquarters of Messe Frankfurt has an advisory committee. Although we do not have an advisory committee for each of our exhibitions, each exhibition has experts to provide a high-quality service platform for the industry. If the platform is doing well, the industry can use it to promote, educate, or attract investment. I think that an exhibition may not be the only way, or the best way to promote marketing, but it is certainly the most direct way. We are promoting intellectualization and digitization and throughout our departments. Messe Frankfurt will participate in the discussion of information technology exhibitions and the digital economy, and is looking into organizing exhibitions



with intelligent technologies at their core. President Xi Jinping talks about promoting the digital economy, which is a trend of development in the future. It is our ambition to hold such an exhibition with a focus on the digital economy as these are all future development trends."

#### Talent, the Core Element of Competitiveness

Talent is the most important asset for a company, and is always the key element that determines competitiveness. At Messe Frankfurt, there is a young and outstanding team that



forges ahead with determination. Mr. Jason Cao emphasized: "Exhibitions are an industry service platform that act like a mirror of the entire industry. We have more than 450 people in the People's Republic of China, of which more than 190 of them are in mainland China. I think internal communication is very important, so our Shanghai and Beijing offices will hold training activities every year to select employees from different cities including Shanghai, Beijing, Taiwan, Hong Kong and Guangzhou to go to Hong Kong in order to receive training in different areas of business by international experts; they also help to arrange for various colleagues to attend and experience other events that they may not be directly working on. The company is constantly strengthening the training of its employees, allowing them to grow as quickly as possible and to be ready for new duties and responsibilities."



#### Sharing the New Opportunity: "the Belt and Road Initiative"

As China's economy enters the "New Normal", "the Belt and Road Initiative" is undoubtedly an important boost for China's economy in the future, which is a valuable development opportunity for Chinese companies. Therefore, Messe Frankfurt cooperates closely with the government and industry organizations to assist Chinese companies in the "Going Out" Strategy and share in new opportunities in "the Belt and Road Initiative". Mr. Jason Cao said: "Messe Frankfurt will respond to the call of the "Belt and Road Initiative". In 2016, 6 subsidiaries and 27 representative offices were already established in 68 countries and regions along the route. In 2017, Messe Frankfurt led Chinese companies to participate in 42 exhibitions held in countries along the "Belt and Road", of which 4,400 of the 5,130 exhibitors were from mainland China. We also organized two exhibitions in cooperation with Moscow, Russia and its local governments and commercial organizations. One is the Third China Consumer Products Exhibition in May and the second is the Second China Machinery Industry Exhibition in October, for promoting Chinese products to the Russian market. We also supported auto parts exhibitions in Astana, Kazakhstan and Kazan, Russia, and led Chinese companies to participate in them. This was led by our company in Shanghai. We are also in discussions to hold Chinese product exhibitions in Central Asia or in countries along 'the Belt and Road', including Uzbekistan and Belarus. Their chambers of commerce have formally invited us to hold exhibitions in order to help the Chinese government, industry agencies and enterprises to fulfill the 'Going Out' Strategy. This is different from our traditional sense of leading Chinese companies 'going out' to participate in exhibitions. Instead, China and local governments will cooperate directly to host China's exhibitions, which have been supported by many organizers and local agencies. Cooperation, sharing, and integrity are the development concepts that have always been upheld by Messe Frankfurt. In 2018, I believe that Messe Frankfurt will lead Chinese companies closer towards the "Belt and Road Initiative".

