



Messe Frankfurt expands portfolio with Light + Intelligent Building Istanbul

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Messe Frankfurt is expanding its international portfolio: between 27 and 29 November 2024, Messe Frankfurt Istanbul will be celebrating the debut of Light + Intelligent Building Istanbul. In cooperation with the Turkish Lighting Equipment Manufacturers Association (AGID), the event provides a platform for decorative, architectural and technical lighting, electric lamps, components and accessories, electrical engineering, smart homes and building automation.

As Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, explains: "With Light + Intelligent Building Istanbul, Messe Frankfurt is creating another international trading platform for manufacturers and buyers from Turkey and its neighbouring regions. In this way, we are further expanding our strong range of Light + Building technology fairs – with the international flagship fair Light + Building in Frankfurt and a network of twelve events around the world. For over 20 years, the Light + Building brand has brought manufacturers from the areas of lighting, electrical engineering, home and building automation, and networked security technology together with architects, designers, interior designers, professional planners, engineers and retailers in Frankfurt and all over the world."

The focus of the brand is now on Istanbul, which is at the geopolitical and business intersection of three continents. The Turkish industry has been a strong partner and supporter of Light + Building for many years. Building on this, we now want to establish a leading event for the region together. The new trade fair will be organised with the participation and expertise of the Turkish Lighting Equipment Manufacturers Association (AGID).

The first Light + Intelligent Building Istanbul event will be held at Istanbul Lutfi Kirdar International Convention and Exhibition Centre from 27 to 29 November 2024. Registrations for the 2024 event are to begin early next year. From 2025 onwards, Light + Intelligent Building Istanbul is to be held on those odd-numbered years in which Light + Building is not held in Frankfurt. The aim is to optimise investments in trade fair participations on the part of exhibitors and trade visitors and to minimise the preparation costs associated with participating in several Light + Building brand fairs.

www.light-building-istanbul.tr.messefrankfurt.com

Light + Intelligent Building Istanbul is part of Messe Frankfurt's Light + Building technology fairs – these are centred around the Light + Building flagship fair, which takes place every two years. The next event is scheduled to take place in Frankfurt am Main between 3 and 8 March 2024.

Messe Frankfurt organises numerous lighting and building technology trade fairs in Asia, including Shanghai Intelligent Building Technology, Shanghai Smart Home Technology and Parking China. Markets in Argentina, India, Thailand and the United Arab Emirates are also covered by the company's lighting and building technology trade fairs.

More information on Light + Building trade fairs around the world can be found at <http://www.brand.light-building.com>.



At home – in the world: Messe Frankfurt's Light + Building technology fairs.

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

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www.messefrankfurt.com/background-information

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