

Press release

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## IMPACT FESTIVAL 2024 to be held on Frankfurt exhibition grounds

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**The fourth edition of the IMPACT FESTIVAL is to be held on the Messe Frankfurt exhibition grounds between 30 and 31 October 2024, marking another successful acquisition for the Messe Frankfurt group. IMPACT FESTIVAL is the largest B2B event for sustainable innovations in Europe and played host to more than 3,100 guests this year.**

The event – a project by innovation unit neosfer – focuses on promoting sustainable innovations, presenting concrete solutions for making processes and products more sustainable, providing inspiration and encouraging networking. It aims to equip participants to cope more effectively with the challenges of transforming to a sustainable event industry.

As Uwe Behm, Member of the Executive Board of Messe Frankfurt, emphasises: “We are delighted that we will get to play host to this event on the transformation to sustainability. We at Messe Frankfurt are striving to be a driving force behind climate protection and a sustainable event business. The IMPACT FESTIVAL is further validation of the work we are doing.”

Ecological, social and economic responsibility is part of Messe Frankfurt’s business strategy. In all three dimensions, we are gradually developing objectives that will lead the company closer to a sustainable future for events.

As Kai Werner and Matthias Lais, the managing directors of neosfer, put it: “When it comes to sustainable transformation, the greatest potential lies with companies in Germany. This is why we are organising this event – to bring representatives of these companies together with other companies, start-ups and investors. We were very impressed by what Messe Frankfurt had to offer and by the sustainable development goals anchored within the company. We feel that we are in very good hands here.”



Messe Frankfurt, photo Jean Luc Valentin. Photovoltaic system at the Frankfurt exhibition grounds

**Press information and photographic material:**

<http://messefrankfurt.com/journalisten>

Background information on Messe Frankfurt

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

Sustainability at Messe Frankfurt

[www.messefrankfurt.com/sustainability-information](http://www.messefrankfurt.com/sustainability-information)