

Press Release

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## Neonyt is going back “on air” – No physical winter edition in January 2021

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**The ongoing, difficult situation surrounding COVID-19 and the latest decisions made by the German government are once again making it impossible to plan Neonyt – and as a result, the physical event, from 19-21 January 2021, will no longer be taking place. A small consolation: the digital community format “Neonyt On Air” will be entering into its second round instead.**

After the COVID-19 situation eased in many places towards the end of summer and contact rules and travel restrictions were eased or lifted completely, the entire sector, and therefore also the trade fair and event industry, were looking ahead to a new start: “It wasn’t exactly “business as usual”, but we were hoping that there wouldn’t be a second lockdown,” says Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt. “But this is precisely the scenario we are faced with now and of course had to make a decision to protect the health and safety our exhibitors, visitors and also our employees.” Due to rapidly increasing infection rates and the latest decisions made by the German government, the organisers have been left with no choice but to cancel the winter edition of Neonyt.

But the sustainability community doesn’t have to forgo Neonyt completely. “The need of our exhibitors and visitors to interact and cooperate in person has only increased during the past few months,” says Thimo Schwenzfeier, Show Director of Neonyt. “A need that, after a forced one-year break, we would have loved to fulfil with a face-to-face event, but now we are having to do that virtually and in a reduced form.” Like last summer, January will see the return of the digital “Neonyt on Air” format – in numerous talks, panel discussions and masterclasses the community will be discussing the latest developments and innovations from the sustainable fashion and textile industry in the week from 18-22 January 2021. Further information about the line-up will follow on the Neonyt website and in the newsletter in the coming weeks.

The exhibitors’ order business has also been taken into consideration in the modified plans: thanks to Neonyt’s cooperation with B2B marketplace The Brand Show Circular, brands will have the opportunity to position themselves in an international order setting, maintain existing business contacts and acquire new customers – despite contact and travel restrictions. The digital services of the B2B platform range from classic marketing and order activities down to virtual showrooms with multimedia content. Interested exhibitors have already been informed in

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detail about the terms and conditions of participation.

**Press information & photos:**

[www.neonyt.com/press](http://www.neonyt.com/press)

**Social media:**

Facebook: [facebook.com/Neonytberlin](https://facebook.com/Neonytberlin)

Instagram: [instagram.com/neonyt.berlin](https://instagram.com/neonyt.berlin)

LinkedIn: [linkedin.com/showcase/neonyt/](https://linkedin.com/showcase/neonyt/)

YouTube: [m-es.se/z8WG](https://m-es.se/z8WG)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, convention and event organiser with its own exhibition grounds. With more than 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned partly by the City of Frankfurt (60 percent) and partly by the State of Hesse (40 percent).

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