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| ­**­Press release** | 16 November 2020 |
| Formnext Connect’s success showcases digital potential | Bernhard Ruess  Tel. +49 711 61946-76  Bernhad.ruess@mesago.com  [mesago.com](http://www.mesago.com/) |

**Due to corona, Formnext Connect, the digital version of Formnext, the industry’s leading platform for additive manufacturing and industrial 3D printing, made its debut from 10-12 November 2020. The success of the virtual event exceeded all expectations and shows the potential and benefits of digital communication platforms for all participants.**

The Formnext Connect attracted a total of 203 exhibitors with approx. 2,200 representatives, and showcased 1,412 products. 8,541 active participants from more than 100 nations (1/3 national, 2/3 international) made great use of the intelligent and modern matchmaking feature, which managed to generate over 450,000 recommendations for products and other participants. Further, 23,311 new contacts and 4,733 business meetings in the form of video calls were enabled. The 221 lectures and presentations of the high-profile program of stage events and sessions were watched by 45,000 spectators. Here, experts from all over the world discussed current and future trends, developments and applications in various webinars and discussion panels. “In particular the AI-supported possibilities for networking offered by Formnext Connect , showed how efficient and target-oriented matchmaking between exhibitors and visitors can work on digital platforms”, explained Petra Haarburger, President at Mesago Messe Frankfurt, the organizer of Formnext.

**SPS Connect offers promising perspectives**

“Formnext Connect’s success is a good indicator for our digital SPS connect. This is also based on the same technological platform which has certainly shown itself potential”, added Martin Roschkowski, President at Mesago Messe Frankfurt. The SPS Connect will be taking place from 24-26 November. In addition to manifold possibilities for networking, a compelling program SPS Connect is offered to all participants. Each day will feature not only presentations on smart digital automation, but also two areas of focus that will be explored further in keynotes, relevant expert talks, discussion panels, and contributions from exhibitors.

Further details on the complete program and information on tickets can be found on sps-exhibition.com.

**About Mesago Messe Frankfurt**

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 160 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. ([mesago.com](https://www.mesago.de/en/Mesago/home.htm))

**Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

\*preliminary figures 2019