

Cologne, June 2021

## Portrait of Koelnmesse GmbH

Visitors and exhibitors from all over the world come to Cologne to present their products and trends, and to take advantage of international business opportunities at one of the world's largest trade fair grounds. Each year, Koelnmesse organises and manages about 80 trade fairs, exhibitions, guest events and special events in Cologne as well as in key markets around the world in physical, digital and hybrid formats.

### The world's leading trade fairs in Cologne

The company's events in Cologne represent the world's leading trade fairs for more than 25 sectors. These include the following:

- Anuga (the leading trade fair for the global food sector)
- ISM (the world's largest trade fair for sweets and snacks)
- INTERMOT Cologne (international motorcycle, scooter and e-bike trade fair)
- IDS (International Dental Show)
- ORGATEC (the leading international trade fair for the modern workplace)
- gamescom (the world's largest trade fair and event highlight for interactive games and entertainment)
- DMEXCO (the global business and innovation platform)
- imm cologne (the international interiors fair)

Koelnmesse's key areas of competence include its "Global Competence in Food and FoodTec" with trade fairs such as Anuga and ISM in the food sector, its "Global Competence in Furniture, Interiors and Design" with its furnishing fairs including imm cologne and ORGATEC and "Digital Media, Entertainment and Mobility", which addresses important future topics with events like gamescom and DMEXCO.

More than 54,500 exhibiting companies from 122 countries and around 3 million visitors from 224 nations take part in Koelnmesse's regular events held at various intervals. In addition to this, around 2,000 congress events with more than one million visitors take place in Koelnmesse's Congress Centres North and East, which are operated by Koelncongress GmbH, as well as other Cologne locations such as Tanzbrunnen and Festhaus Gürzenich – many of them as supporting events for trade fairs.

Koelnmesse is constantly expanding its business model and, in addition to physical exhibition space and ground-specific services, also provides the digital space as a platform for business encounters. In addition to extending the reach of physical trade fairs, all attendees benefit from a wide range of digital networking features and exhibitors profit from an exceedingly efficient way to generate customer contacts.

Your contact for questions:

**Guido Gudat**

Tel.

+49 221-821-2494

Fax

+49 221 821-2460

e-mail

[g.gudat@koelnmesse.de](mailto:g.gudat@koelnmesse.de)

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

[info@koelnmesse.de](mailto:info@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:

Gerald Böse (President and Chief Executive Officer)

Oliver Frese

Herbert Marner

Chairwoman of the Supervisory Board: Mayor of the City of Cologne

Henriette Reker

Headquarters and

place of jurisdiction: Cologne

District Court Cologne, HRB 952

**A trade fair with a tradition and a future**

The Cologne trade fair company can look back on a history of more than 95 years: The success story of the Cologne trade fairs began in May 1924 with the opening of the first event on the grounds in Cologne Deutz. During the economic miracle of post-war era, the "Rheinische Messe" rose to a global marketplace. This was made possible by excellent service, a strong commitment to specialised trade fairs and a dense network of international contacts. Koelnmesse has since remained an important driver, both for global industries and for the regional economy.

Today, the Koelnmesse Group comprises Koelnmesse GmbH with one domestic and eleven foreign subsidiaries. Koelnmesse GmbH is majority-owned by the City of Cologne and the State of North Rhine-Westphalia. It is legally and economically independent and has around 1,000 employees worldwide.

**Very international character**

For the sector leaders, but also for medium-sized businesses, which make up a significant share of the exhibitors in Cologne, the events staged by Koelnmesse are the shortest route to the world market and an important opportunity for taking advantage of globalisation and the internationalisation of their business sectors. The company's fairs are among the most internationally diverse in the world. On average, 72 percent of exhibitors and 42 percent of visitors come from abroad.

Koelnmesse not only brings the world to Cologne, but also organises international trade fair events outside the Cologne exhibition centre. In addition to organising the leading trade fairs in its home city, it uses its market competence to tap into global markets and take its offering to selected target regions. Focus areas are Asia and South America. In Asia, the company organises around 20 of its own trade fairs in cooperation with professional organisations and local trade fair organisers. Many of these events are leading trade fairs in their region, such as interzum guangzhou and THAIFEX - Anuga Asia. The latest additions in Asia include ISM Japan, Kind + Jugend ASEAN and ORGATEC TOKYO. Seven trade fairs are currently taking place in South America, including Fit 0/16, Pueri Expo and ANUFOOD Brazil in São Paulo as well as Andina Pack in Bogotá, Colombia. Koelnmesse's foreign subsidiaries and joint ventures – in Hong Kong; Beijing, China; Singapore; Chicago, USA; Milan, Italy; Parma, Italy; Tokyo, Japan; Bangkok, Thailand; Mumbai, India; São Paulo, Brazil; and Bogotá, Colombia – manage their own trade fairs and are Koelnmesse's first point of contact in these countries. Koelnmesse has representative offices in more than 100 countries worldwide.

**An economic motor for Cologne**

Koelnmesse's events bring the Cologne region not only a large number of international visitors but also provide strong economic activity. Every year, the expenditures by trade fair participants generate a turnover of more than one billion euro for the region, as visitors and exhibitors stay in hotels, eat in restaurants and go shopping in the city. In Cologne alone, over 11,000 full-time jobs depend on the trade fair business. Half of the people staying overnight in Cologne are congress or trade fair visitors who come from all over the world. This great economic importance for exhibitors and companies is expressed in the company claim,

"We energize your business." After all, Koelnmesse sees itself as a source of inspiration for its customers and the sectors they represent – before, during and after the trade fair, in Cologne and in all relevant markets worldwide.

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### **Ultramodern trade fair ground with excellent transport connections**

The trade fair grounds in Cologne are the third largest in Germany and among the top ten in the world. Almost 400,000 m<sup>2</sup> of indoor and outdoor space is available for all types of events.

The site's location and accessibility are ideal: as a "city-centre trade fair in the heart of Europe", it is located in the immediate vicinity of Cologne's centre. All means of transport are readily available nearby. During the events, all major long-distance trains stop not only at Cologne Central Station, but also at the Messe/Deutz station, which provides connections to the regional, national and international rail network. More than 15,000 parking spaces are available in the immediate vicinity of the halls with direct access to the European motorway network. Cologne/Bonn Airport is just a few minutes away and the high-speed ICE train connects four other international airports with Koelnmesse: Frankfurt, Amsterdam, Brussels and Düsseldorf.

Koelnmesse 3.0 is the title of the most extensive investment programme in the company's history, amounting to over 700 million euro, which will be implemented by 2034. In the coming years, emphasis will be on construction of CONFEX<sup>®</sup>, the future event location for conferences and exhibitions, which will provide for utmost flexibility and serve as a blueprint for events in the post-Corona era. Confex<sup>®</sup> will bring new types of congresses and trade fairs to Cologne that the location has not been able to serve thus far. Another component is the modernization of the more than 200,000 m<sup>2</sup> of the south grounds including optimization of the traffic routes and visitor guidance.

### **Cologne's master of transformation**

Koelncongress GmbH, a subsidiary of Koelnmesse GmbH, markets free hall capacities to trade fair organisers, companies and event agencies, and manages a wide array of guest events. Trade fair organisers from Germany and around the world, who do not have their own exhibition grounds, as well as associations and purchasing cooperatives use the Cologne trade fair grounds to hold guest events and benefit from all the advantages of the trade fair city of Cologne. In addition to this, Koelncongress GmbH takes care of all customers who want to use the flexible trade fair grounds for various types of events ranging from concerts, gala evenings and vehicle presentations to dealer conferences, road shows and sporting events. Up to 30 guest events take place on average each year under the direction of Koelncongress GmbH.

Photo material for Koelnmesse:

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