

Cologne, February 2024

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 corporate 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 54,000 exhibiting companies from 122 countries and around 3 million visitors from more than 200 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.

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Executive Board:

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Board: Mayor of the City of Cologne

Henriette Reker

Headquarters and

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A trade fair with a tradition and a future

The Cologne trade fair company can look back on a history of almost 100 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, around 80 percent of exhibitors and over 50 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, among others. 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 gamescom asia, ISM Japan, Kind + Jugend ASEAN and ORGATEC TOKYO. Six trade fairs are currently taking place in South America, including Fit 0/16, Pueri Expo and Anuga select 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.

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 m² 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. There are some 10,000 parking spaces for passenger cars located directly at the trade fair grounds and up to 7,500 additional parking spaces in the vicinity of Koelnmesse 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.

In the coming years, Koelnmesse will ensure the sustainable future viability of the trade fair location with the most extensive investment programme in its history and will continue the conversion, modernisation and digitalisation of its grounds. In the coming years, emphasis will be on the completion of Confex, the future event location for conferences and exhibitions, which will provide for utmost flexibility and serve as a blueprint for events in the future. From 2024 onwards, Confex will bring new types of congresses and trade fairs to Cologne that the location has not been able to serve thus far. The Confex received preliminary platinum pre-certification from the German Sustainable Building Council (DGNB).

Cologne's host for hosts

Koelncongress GmbH, a wholly owned subsidiary of Koelnmesse GmbH, markets free hall capacities to trade fair organisers, companies and event agencies. As a full-service provider, it also manages guest events, congresses, conferences and events of all kinds.

Trade fair organisers, associations and purchasing cooperatives from Germany and around the world use the trade fair grounds in Cologne to hold guest events and benefit from the advantages the city has to offer as a trade fair venue. In addition to the trade fair grounds, Koelncongress GmbH has a portfolio of attractive locations in the heart of Cologne: the Gürzenich Köln, the Tanzbrunnen Köln, the Rheinterrassen and the Flora Köln. Starting in autumn 2024, this will be supplemented by Confex, which will offer a unique infrastructure and combination of conference, trade fair and event location on the trade fair grounds. For the first

time, the site in Cologne will make it possible to bring together more than 6,000 congress guests in a single location.

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Koelncongress GmbH not only looks after guest trade fair organisers, but all customers who wish to use the trade fair grounds and Koelncongress locations for events of various kinds. Congresses, conferences, annual general assemblies, dealer meetings, road shows, sporting events, concerts and social events are all hosted here.

Up to 30 guest events are regularly held on the trade fair grounds under the direction of Koelncongress GmbH, and approximately another 2,000 events are held at the Congress Centre Koelnmesse and the other locations, attracting well over 1 million visitors a year.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>

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