

## Koelnmesse 3.0

Koelnmesse is building for the future



The Koelnmesse 3.0 project

# CHANCE

“ The successful trade fairs of the future will be more flexible, more inspiring and more digital - an opportunity that will become reality with Koelnmesse 3.0”

The aim of the Koelnmesse 3.0 project is to create a Koelnmesse that perfectly meets the new requirements of organizers, exhibitors and visitors, while also ensuring the success of trade fairs in the future. Visits to events will be more convenient and the experience much more intense. The trade fair environment is becoming more attractive and the burden on the environment and energy consumption have already been greatly reduced. This modernization of the exhibition grounds, improvement of the traffic routes, new entrances and buildings are the prerequisites for Koelnmesse's success as an economic engine. The first steps have been taken and the results show: It's working!



3,200

3,200 tons less CO<sub>2</sub> emissions per year

\_The new energy concept

“Huge, but almost invisible -  
the success of the new  
energy concept”

The new combined heat and power plant, the use of district heating, energy-saving ventilation of the halls, better insulation and a LED lighting system all have a tremendous impact. Koelnmesse's CO<sub>2</sub> emissions were already reduced by over 3,000 tonnes in the first year 2017, which is equivalent to the emissions of more than 400 single-family homes. And sustainable is the new standard at Koelnmesse. Buildings like Confex® were planned in such a way that they have already been awarded a pre-certification in the highest category (platinum) by the German Sustainable Building Council (DGNB).



Logistics centre and multi-storey car park

# ER E S O L C

\_Car Park Zoobrücke

**“Traffic relief, better trade fair logistics and one of the architecturally most beautiful multi-storey car parks in Germany”**

The traffic situation is significantly more relaxed even at major events due to the direct connection of the new multi-storey car park to the Zoobrücke bridge and time-saving entry and exit possibilities. However, the car park with over 3,250 parking spaces is far more than the five parking levels initially suggest: The ground floor provides extensive logistics space for the traffic required for assembly and disassembly. In the future, the digital traffic management system will allocate registered truck slots outside and inside the exhibition grounds and route them to the exhibition hall just in time. Without waiting times and backlogs.



# SPECTRUM

Multifunctional hall for increased event quality

\_Hall 1plus

“10,000 m<sup>2</sup> more and many new possibilities”

Hall 1plus offers new features, which further increase the quality of the events and the efficiency of the exhibition grounds. Hall 1plus is ideal for trade fairs, exhibitions, special shows and events with up to 4,000 participants. The variable connection with other exhibition halls opens up a whole new spectrum of events and formats for Koelnmesse.



## “Events are in demand and Confex® is the solution”

The vision consisted of realising entirely new event formats. Fusing conferences and exhibitions along with the desire to stage topics with a more intensive variety of experiences are becoming reality at Confex®. This will increase Koelnmesse's convention capacity by a further 5,500 participants. Flexible use of the up to twelve conference rooms and the combination with Hall 1plus provide it with answers to requests for direct combinations of trade fairs, conventions and events and thus space for new trade fair formats. The central city location and functionality of the ensemble consisting of Confex®, Hall 1plus and Terminal will distinguish Cologne and will only be feasible in this form on the trade fair grounds of Koelnmesse.

Capacity for + 5,500 congress participants

# FORMAT





\_Terminal and renovation of the existing buildings

## “Welcome to a better present and a promising future”

The existing south halls will be renovated from the ground up. The attractiveness of the halls will be increased, new systems for lighting, acoustics and air conditioning will provide for maximum comfort. For growing visitor numbers more space will be available and exhibitors will be able to present themselves better. The new Terminal connects the various entrances and halls and makes it possible to use numerous areas of the exhibition grounds flexibly. Restaurants, shops, rest areas and presentation rooms make the new Terminal a lively marketplace for enjoyment, relaxation and inspiration.



Reception hall, marketplace and forum - the new Terminal

# Q3

# NEW

# POTENTIAL

Into the future with digitalisation



## \_Digitalisation

**“We are building a new generation of trade fairs and their DNA is digital”**

In 2018, the new Digital Signage communication system was installed in the northern section of Koelnmesse in record time. Complete expansion to include the entire site is planned and will be implemented successively. The system enables orientation and information management in real time and creates highly attractive presentation options in high-end quality. In addition to current and planned digital services, Koelnmesse is creating the conditions for a much higher level of digital activities. Particularly powerful networks at the exhibition grounds guarantee a wealth of future options including 5G technology, indoor navigation and “smart venue” to name just a few.



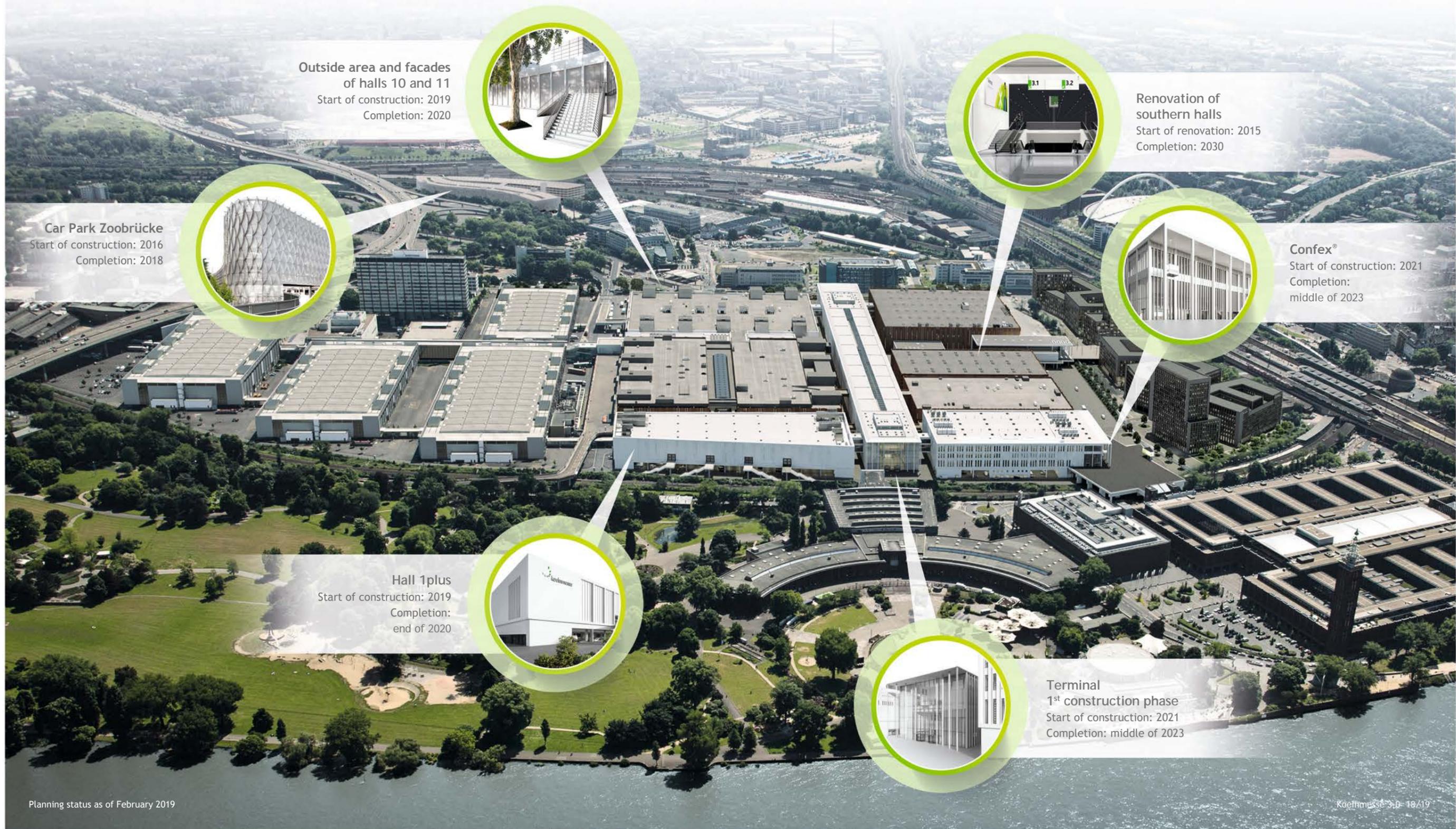
\_Design of urban open space

## “The right environment for a promising future”

As a city-centre trade fair, Koelnmesse is already unique. Visitors, exhibitors and Koelnmesse itself benefit from the special location and its excellent accessibility. In addition to functional aspects, integration in the urban environment and the atmosphere surrounding each trade fair is an important quality factor. The Koelnmesse 3.0 project also taps into this. The facades of halls 10 and 11 as well as footpaths and green areas will be redesigned. A pedestrian bridge will soon connect the new multi-storey car park directly with the exhibition grounds. The declared aim is to create the world’s most attractive inner-city trade fair grounds and thus underline Koelnmesse’s position among the global players in the trade fair industry.

New environment for halls 10 and 11

# Koelnmesse 3.0 at a glance



Outside area and facades  
of halls 10 and 11  
Start of construction: 2019  
Completion: 2020



Renovation of  
southern halls  
Start of renovation: 2015  
Completion: 2030



Car Park Zoobrücke  
Start of construction: 2016  
Completion: 2018



Confex®  
Start of construction: 2021  
Completion:  
middle of 2023



Hall 1plus  
Start of construction: 2019  
Completion:  
end of 2020



Terminal  
1<sup>st</sup> construction phase  
Start of construction: 2021  
Completion: middle of 2023



Koelnmesse GmbH  
Messeplatz 1  
50679 Köln · *Cologne*  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
info@koelnmesse.de  
www.koelnmesse30.com