

No. 23 / Cologne, 15/10/2020

#B-SAFE4business: Koelnmesse shows how it's done

At an exemplary trade fair, Koelnmesse demonstrates hygiene and distancing measures in compliance with the Coronavirus Protection Ordinance.

With the **#B-SAFE4business-village** covering around 5,000 m² of Hall 9 on trade fair grounds, Koelnmesse is demonstrating the prototype of a trade fair that translates the requirements of the German state of North Rhine-Westphalia's Coronavirus Protection Ordinance (Corona-Schutzverordnung) into the event practice of international trade fairs. Under the title **#B-SAFE4business**, a campaign was launched back in June to explain Koelnmesse's comprehensive protective measures for exhibitors and visitors. With the **#B-SAFE4business-village**, a real-life experience has now been added to the campaign. "Many of our customers are unsettled by the divergent protection regulations in the various federal states and municipalities," says Gerald Böse, CEO of Koelnmesse GmbH, explaining the need. "With the **#B-SAFE4business-village**, we present concrete practical examples and strengthen the trust in us as a trade fair organiser. We are showing how it's done. And we are saying clearly: trade fairs are possible." The **#B-SAFE4business-village** is open to Koelnmesse customers by invitation until the end of October.

Distancing, hygiene, face coverings, ventilation and the coronavirus app: simple behavioural measures with a big effect are part of our new everyday life. Compliance with these rules poses major challenges for trade fair organisers around the world. With the **#B-SAFE4business-village**, Koelnmesse is showing that it can work and that the trade fair organiser is excellently prepared for events with several thousand participants from all over the world. The whole customer journey has been mapped, from paperless ticketing and the newly developed eGuard app for directing the flow of visitors, to a wide variety of stand construction concepts that take the distancing rules into account even when space is limited. New event formats and digital technologies show how exhibitors can increase their reach with hybrid exhibition stands. When it comes to services, Koelnmesse presents its catering and hygiene concept, among other things. In addition to several Koelnmesse business divisions, various service providers are also participating in the Village.

The resumption of trade fairs is essential for Koelnmesse. In addition to the trade fair company's direct service providers, hotels, restaurants and taxi companies are among those missing the trade fair guests. The message of the **#B-SAFE4business-village** that trade fairs are possible even in times of the coronavirus is thus not only an important signal for the trade fair customers' sectors, but also for the economy of Cologne.

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About Koelnmesse:

Koelnmesse generated more than 400 million euro in revenue worldwide in 2019 and has a workforce of more than 1,000 people. As a city trade fair location in the heart of Europe, it is home to the third-largest trade fair grounds in Germany and ranks among the top ten in the world, with approximately 400,000 m² of hall space and outdoor area. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. With its portfolio it reaches over 54,000 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. By 2030, Koelnmesse is investing around 700 million euro in the future of the exhibition centre with the most extensive investment programme in its history.

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Photo material for Koelnmesse:

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