

Press release

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After Japan in 2005 and China in 2010, now for the third time in this millennium:

Koelnmesse is organising the German Pavilion at EXPO 2020 in Dubai

The German Federal Ministry for Economic Affairs and Energy (BMWi) has awarded Koelnmesse to organise and operate the German Pavilion at the world exhibition in Dubai from October 2020 through April 2021. Following Aichi, Japan, in 2005 and Shanghai in 2010, this marks already the third major EXPO following the turn of the millennium for which it has been entrusted with the official presentation by the Federal Republic of Germany.

“Koelnmesse convinced the selection committee with its long-standing EXPO competence and with the appearance by the entire eleven-member team for Dubai under the leadership of Koelnmesse CEO Gerald Böse”, notes Dietmar Schmitz, head of division for trade-fair policy/EXPO participations at BMWi and chairman of the jury consisting of representatives of the Ministry and of the German Federal Office for Economic Affairs and Export Control. “We are honoured at the opportunity to launch this effort once again on behalf of the Federal Republic of Germany. In this, we assume great responsibility, because we know from experience that a German Pavilion will be the object of intense public focus”, Böse pointed out, underscoring his team’s dedication.

Koelnmesse has recurrently managed German presentations at world expos by commission of the ministry, in a series that dates back to 1986 in Vancouver. The application from Cologne for Dubai had the strong backing of NRW Minister of Economic Affairs Garrelt Duin, who, in his committed personal video message, promised the assistance of the government of his state. Cologne Lord Mayor Henriette Reker welcomes the good news as well: “I am delighted that a company from Cologne is so instrumentally involved in presenting our cultural and accomplishments to the world. Congratulations to Koelnmesse!”

In addition to their EXPO experience, the firm from Cologne also has good connections to the United Arab Emirates as a result of its international business there - as well as its competence for the motto of the world exhibition: “Connecting Minds, Creating the Future”, which it has gained from events such as gamescom, dmexco and photokina.

The EXPO team at Koelnmesse will soon begin work in Cologne and Dubai. In close coordination with the ministry that commissioned it, the tasks include all of the preparation, tendering and monitoring of the structural and substantive design of the pavilion, recruitment of pavilion staff, and public relations - and, finally, the work of operating the pavilion itself during the six-month run. Unlike other expos, organisers have scheduled this event for the winter months, with the second half falling in the spring.

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