

Press release

Cologne, November 2020

Portrait of Koelnmesse GmbH

Visitors and exhibitors from all over the world come to Cologne in order to present the latest trends at one of the largest trade fair grounds in the world and do business worldwide. Every year, Koelnmesse organises and conducts about 80 trade fairs, exhibitions, guest events and special events in Cologne and in the most important markets worldwide.

Leading global trade fairs in Cologne

The events serve as the leading global trade fairs for more than 25 sectors. These trade fairs include:

- Anuga (The leading trade fair for the global food industry)
- ISM (The world's largest trade fair for sweets and snacks)
- INTERMOT Cologne (International Motorcycle, Scooter and E-Bike Fair)
- IDS (International Dental Show)
- ORGATEC (The leading international trade fair for the modern working world)
- 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 show)

Koelnmesse's key areas of expertise are "Global Competence in Food and FoodTec", with trade fairs such as Anuga and ISM, "Global Competence in Furniture, Interiors and Design", with imm cologne and ORGATEC, for example, and "Digital Media, Entertainment and Mobility", which addresses important future-oriented themes at events such as gamescom and DMEXCO.

The events regularly organised by Koelnmesse take place at different intervals and attract more than 54,500 exhibiting companies from 122 countries, as well as around 3 million visitors from 224 nations. In addition, around 2,000 congress events with more than 1 million visitors are held at Koelnmesse's Congress Centres North and East, which are operated by KölnKongress GmbH, a subsidiary of Koelnmesse and the city of Cologne, as well as in further locations in Cologne like the "Tanzbrunnen" and the "Festhaus Gürzenich". The majority of these congresses take place as supporting events of trade fairs.

A trade fair company with a rich heritage and a bright future

The Cologne trade fair company has a more than 95-year-old history. In May 1924, the success story of Cologne trade fairs began 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 achieved through good service, the strong commitment to trade fairs and through a dense network of

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international contacts. Back then as well as today, Koelnmesse is an important driver for global industries as well as for the regional economy.

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The Koelnmesse's consolidated companies comprise Koelnmesse GmbH with ten foreign subsidiaries and one domestic subsidiary. On 1 January 2020 Kölnkongress GmbH merged with Koelnmesse Ausstellungen GmbH. The latter took over the complete rights and obligations of the former Kölnkongress GmbH, so creating a wholly owned subsidiary of Koelnmesse. In the future, the new subsidiary will operate under the name Koelncongress GmbH and will bundle the sales and marketing activities and handle the business fields of guest exhibitions, conferences + congresses, corporate events and social events from a single source. The city of Cologne and the state of North Rhine-Westphalia are majority shareholders of Koelnmesse GmbH. Koelnmesse is legally and economically independent and has more than 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 coming from abroad.

Koelnmesse not only brings the world to Cologne, it also organises international trade fair events outside the Cologne exhibition centre. It draws on Koelnmesse's sector expertise to enter new markets within its fields of expertise in addition to the Cologne-based leading fairs, bringing events to selected target regions. Focus areas are Asia and South America. In Asia, Koelnmesse is cooperating with sector organisations and local trade fair companies to stage around 20 of its own fairs. Many of these events are leading trade fairs in their respective regions, for example the China International Hardware Show, interzum guangzhou and THAIFEX - Anuga Asia. In 2020, Koelnmesse organises gamescom asia in Singapore for the first time. In South America, 8 trade fairs take place, among others the Fit 0/16, the Pueri Expo and the ANUFOOD Brazil in São Paulo/Brazil and the 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 serve as the first points of contact to Koelnmesse in these countries. Koelnmesse is currently represented by more than 100 representations worldwide.

An economic powerhouse for Cologne

Koelnmesse events not only bring a large number of international visitors to the Cologne region; they are also accompanied by 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.

The great economic importance of the events for exhibitors and companies is also expressed by the slogan “We energize your business”.

That’s because Koelnmesse regards itself as a generator of valuable momentum for its customers and the sectors they represent – before, during and after each trade fair, in Cologne and in all of the relevant markets worldwide.

Ultramodern exhibition centre with great travel connections

The Cologne exhibition centre is the third-largest in Germany and one of the Top Ten in the world. It comprises 284,000 m² of hall space and 100,000 m² of outdoor space for all types of events. Following extensive restructuring it is today among the most attractive exhibition centres in Europe. Four new versatile trade fair halls have been built in 2006 to replace the historic Rhineland Halls constructed when Adenauer was mayor of Cologne. In addition, the entire site has been thoroughly modernised. The exhibition centre has a compact layout and outstanding facilities.

The centre’s location and accessibility are also excellent, as it is very close to downtown Cologne and all means of transport are quickly reachable. The train station at Messe/Deutz is connected to the regional, national and international rail network. During trade fairs and other events, all important long-distance trains stop at the Cologne main railway station and the exhibition centre station at Messe/Deutz. There are more than 15,000 parking spaces with a direct connection to the European highway network located right next to the halls, and Cologne/Bonn Airport is Europe’s biggest hub for low-cost carriers, serving more than 125 destinations in Germany and abroad. Thanks to ICE express trains, four other international airports – Frankfurt, Amsterdam, Brussels and Düsseldorf – can be quickly reached from Koelnmesse.

With more than 700 million Euro, Koelnmesse 3.0 is the most comprehensive investment programme in the company’s history, which will run until 2030. The focus will be on the modernisation of the southern section of the exhibition grounds, which cover more than 200,000 square metres. The work will include optimisation of the traffic routes and the guidance system for visitors. A further complex will comprise logistics and parking areas near the exhibition grounds. New buildings such as Hall 1, the multifunctional event location CONFEX[®] and the new East-West-Terminal will give the exhibition grounds a completely new structure and a new dimension of quality.

Cologne’s quick-change artists

Koelnmesse Ausstellungen GmbH, a subsidiary of Koelnmesse GmbH, markets available hall capacity to trade fair organisers, companies and event agencies, and supports guest events of all types. The Cologne exhibition centre is used to present guest events by German and international trade fair organisers without their own sites as well as by associations and purchasing cooperatives, who benefit from the advantages the Cologne trade fair venue has to offer. Koelnmesse Ausstellungen GmbH also serves all customers who would like to use the versatile exhibition centre for various types of events, such as concerts, gala evenings, automobile shows, dealer conventions, road shows and sports events. Koelnmesse Ausstellungen GmbH regularly stages about 30 guest events per annual average.

Koelnmesse photos:

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