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## Portrait of Koelnmesse GmbH

Koelnmesse is the number 1 trade-fair location for numerous industries. Visitors and exhibitors from all over the world come to Cologne in order to present the latest trends at the world's fifth largest exhibition centre and do business worldwide. Every year, Koelnmesse organises and conducts more than 80 trade fairs, exhibitions, guest events, and special events in Cologne and in the world's most important markets.

### Leading global trade fairs in Cologne

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

These trade fairs include:

- Anuga (leading trade fair for the global food industry)
- ISM (International Sweets and Biscuits Fair)
- INTERMOT Cologne (International Motorcycle, Scooter and Bicycle Fair)
- IDS (International Dental Show)
- ORGATEC (internationally leading trade fair for offices and facilities)
- gamescom (world's largest trade fair and event highlight for interactive games and entertainment)
- dmexco (leading trade fair and conference of the digital industry)
- photokina (internationally leading trade fair for the photographic and imaging industry)
- imm cologne (international furnishing show)
- spoga+gafa (The garden trade fair)

The key areas of Koelnmesse's trade fair portfolio and expertise are: Food, Food Technology, Interior- and Object Design, Digital Media and Entertainment, Child, Youth and Education, Art, House, Garden and Leisure, Tool, Machinery and Technology, Health and Energy and Environment.

The events regularly organised by Koelnmesse take place at different intervals and attract around 49,000 exhibiting companies from 117 countries, as well as

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Executive Board:  
Gerald Böse (Chief Executive Officer)  
Katharina C. Hamma  
Herbert Marner

Chairman of the Supervisory Board:  
Mayor of the City of Cologne  
Jürgen Roters

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB952

2.7 million visitors from 211 countries. In addition, around 2,000 congress events with more than 1 million visitors are held at the "Staatenhaus am Rheinpark" and 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 90-year-old history. In May 1924, the success story of Cologne 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 international contacts. Back then as well as today, Koelnmesse is an important driver for global industries as well as for the regional economy.

Today, the Koelnmesse Group, consisting of Koelnmesse GmbH with its nine foreign subsidiaries, and Koelnmesse Ausstellungen GmbH, is a legally and financially independent company that employs about 700 people around the world. The city of Cologne and the state of North Rhine-Westphalia are majority shareholders of Koelnmesse GmbH, but the company does not receive subsidies of any kind for its operating costs or investments.

#### 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. An average of 70 per cent of the exhibitors and more than one third of the visitors come from abroad.

Koelnmesse not only brings the world to Cologne, it also organizes 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. One of the focus areas is Asia, where Koelnmesse is cooperating with sector organizations and local trade fair companies to stage around 25 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 – World of Food Asia. Koelnmesse's nine foreign subsidiaries — in Beijing, China; Singapore; Chicago, USA; Milan, Italy; Hong Kong; Tokyo, Japan, Bangkok, Thailand, Mumbai, India and Rio de Janeiro, Brazil — 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 €1 billion for the region, as visitors and exhibitors stay in hotels, eat in restaurants and go shopping in the city. In Cologne alone, a total of around 11,500 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 fifth largest facility of its kind in the world, providing 284,000 m<sup>2</sup> of hall space and 100,000 m<sup>2</sup> 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 Rhineside 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 13,000 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 100 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.

At around 600 million Euro, Koelnmesse 3.0 is the most comprehensive investment programme in the company's history, which will run from 2015 to 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 the Hall 1plus, 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 organizers, 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 organizers 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 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 regularly stages about 30 guest events.