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New global competence area:

Digital Media, Entertainment and Mobility

Koelnmesse creates another consolidated topic area |

Koelnmesse has created a new global competence area for its cross-trade-fair marketing activities: Digital Media, Entertainment and Mobility. The move follows the other successful competence areas Global Competence in Food and Global Competence in Furniture, Interiors and Design. "Trade fair organizers and their portfolio of events – in Germany and elsewhere – need a sharp profile and a clear positioning vis-à-vis the customers and the public," says Koelnmesse CEO Gerald Böse. "One of our key strategic aims is the creation of market-appropriate competence areas in our trade fair programme."

The Digital Media, Entertainment and Mobility unit is of great strategic significance for Koelnmesse. It encompasses gamescom, dmexco, photokina, INTERMOT Cologne and THE TIRE COLOGNE as well as a new event, DIGILITY. As a result, the unit covers key future-oriented topics in the Koelnmesse lineup. The new competence area is headed by Senior Vice President Christoph Werner.

In addition to creating the new competence area, Koelnmesse has redefined two of its business units within Trade Fair Management. The Health, Education, Art and Culture unit is now in the experienced hands of Markus Oster, who has been a vice president for many years. Koelnmesse will soon fill the vice president position of another business unit, Home and Garden. Until then, the associated tasks will be performed by Chief Operating Officer Katharina C. Hamma.

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Overview of the business units at Koelnmesse:

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Food and Food Production Technology (head: Dietmar Eiden)

Anuga, ISM, veganfach, Anuga FoodTec, ProSweets Cologne, Eu'Vend & coffena

Interior Design and Facilities (head: Arne Petersen)

imm cologne, LivingKitchen®, LivingInteriors®, ORGATEC, interzum, FSB, aquanale, EXPONATEC COLOGNE, ZOW

Digital Media, Entertainment and Mobility (head: Christoph Werner)

gamescom, dmexco, photokina, INTERMOT Cologne and THE TIRE COLOGNE, DIGILITY

Health, Education, Art and Culture (head: Markus Oster)

IDS, didacta, Kind + Jugend, Role Play Convention, ART COLOGNE, Cologne Fine Art

Home and Garden (temporary head: Katharina C. Hamma)

EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR COLOGNE, Asia-Pacific

Sourcing, spoga+gafa,

spoga horse, h+h cologne, TAG DES GARTENS