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Koelnmesse Organização de Feiras Ltda: Everything from a single source

Koelnmesse subsidiary takes over all sales operations for trade fairs in Cologne

Koelnmesse GmbH has restructured the functions and further reinforced the strength of its subsidiary in Brazil. Starting today, Koelnmesse's subsidiary in Brazil, which was founded in 2015, will not only be responsible for local trade fair business but will also take over the sales operations in Brazil for all Koelnmesse trade fairs held in Cologne from 1 July 2017 onward. "Through this move we are creating the ideal preconditions for further enhancing the significance of Koelnmesse in this strategically important market," says Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.

"We have reinforced our team and hired sales experts for the most important areas of competence of Koelnmesse," says Cassiano Facchinetti, Koelnmesse's General Manager in Brazil. All of the inbound events of Koelnmesse that are held up to 30 June 2017 will continue to be managed by the previous foreign representative Brena Bäumle and her team. Immediately after the conclusion of each event, the planning for the respective next event will be handed over to Koelnmesse's subsidiary in Brazil. "As a result, the contacts that have been made in recent years will be maintained without a break," says Cassiano Facchinetti concerning the ongoing transfer of responsibilities.

In the future, Bäumle Organização de Feiras Ltda. will continue to manage sales for the following Koelnmesse events worldwide: yummex 2017 (Dubai, U.A.E.), Andina Pack 2017 (Bogotá, Colombia), THAIFEX 2018 (Bangkok, Thailand), Alimentec 2018 (Bogotá, Colombia) and IDEM 2018 (Singapore).

Koelnmesse trade fairs are firmly established in Brazil

The past trade fair year has clearly shown that in spite of the current economic crisis, Brazil is an important market in South America for Koelnmesse. The trade fairs for children's fashion and children's outfitting, FIT 0/16 and Pueri Expo in São Paulo, have been successful. ANUTEC BRAZIL in Curitiba, a supplier trade fair for the food industry, also posted impressive increases in the areas of exhibitors (+40 per cent) and stand area (+15 per cent), as well as stable visitor figures. In addition, in 2017 Koelnmesse will stage UrbanTec Brasil for the second time in Rio de Janeiro.

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