

Press release

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German Brand Award: Koelnmesse is Service Brand of the Year

Koelnmesse was one of eight companies to win the award in the German Design Council's main category "Excellence in Branding", and was named the "Service Brand of the Year". In the category "Industry Excellence in Branding - Trade Fairs & Event Locations" it won the German Brand Award in Gold. "The satisfaction of our customers and our service quality are the crucial factors for the success of our trade fairs and our company. This is also reflected in our long-term brand communication.", explains Koelnmesse CEO Gerald Böse. With the German Brand Award, the German Design Council and the German Brand Institute single out successful brands, consistent branding and lasting brand communication.

The German Brand Award was initiated by the German Design Council, which was launched by the German Bundestag in 1953 and sponsored by the Federation of German Industries. For more than 60 years, this has sought to promote the competitiveness of German companies. The German Brand Institute, which was founded to strengthen activities in the field of branding, is tasked with executing the contest. In addition to Koelnmesse, other notable companies including LAMY, Lufthansa Systems and Motel One won awards.

Koelnmesse last won an award in 2016: as one of ten companies and the only trade fair organiser, Koelnmesse was recognised for its service quality by the analysis institute ServiceValue in cooperation with the newspaper DIE WELT and Goethe University Frankfurt. This puts Koelnmesse in the "Club of the Best 2016".

Note to the editors:

You can find views from brand communication here: [Koelnmesse brand communication](#).

Your contact for questions:

Guido Gudat

Tel.

+49 221-821-2494

Fax

+49 221 821-2460

e-mail

g.gudat@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

info@koelnmesse.de

www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

Chairman of the Supervisory Board:

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Headquarters and

place of jurisdiction: Cologne

District Court Cologne, HRB 952