

Press Release

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Final Report

photokina — the leading sector fair — now more international than ever

photokina reaffirms its position as the world's leading innovation and business platform for the photography and imaging sector — some 185,000 visitors from around the globe come to the fair in 2012 — greater international scope than ever before — Cologne is the central meeting place for the global photo and imaging industry

The 32nd photokina, which ended on Sunday, 23rd September 2012, was a great success. Some 185,000 visitors from 166 countries attended the world's leading fair for the photography and imaging sector, which marked an increase in visitors from the prior event in 2010 (181,464). The share of trade visitors was 48.8 per cent; 42.5 per cent of these visitors came from abroad, a significant increase (7.5 per cent) compared with the equivalent figure for the prior event. In particular, photokina recorded a substantial increase in the number of specialist dealers and imaging professionals from Asia (16 per cent), North America (26 per cent), and Eastern Europe (40 per cent). "The further increase in the international scope of the fair and the extensive ordering activity by trade visitors underscored photokina's significance as the world's leading business platform for the sector," said Gerald Böse, CEO of Koelnmesse GmbH.

Christoph Thomas, President of the Photographic Industry Association, the co-organizer of the World of Imaging, also emphasized the international importance of photokina 2012 as an ordering and networking platform for the photo and imaging industry. He also praised the innovative capability of the sector: "The companies once again staged a spectacular presentation of new products that put their tremendous innovative capability on display and also impressively demonstrated the huge range of products the sector offers for everything from image capture to image output. Moreover, photokina 2012 once again succeeded in effectively presenting the future of the photo and imaging sector. Indeed, a key topic at the fair was the increasing convergence of digital imaging and modern communication technologies."



photokina
World of Imaging
18th – 23rd September
2012 in Cologne

www.photokina.com

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The newly introduced trend segments of mobile imaging, connectivity, and digital camera filming were extremely popular among exhibitors and visitors alike. "The new segments enabled photokina to present itself as an important source of momentum for the sector," said Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. "What's more, the expansion of its topical spectrum to include a greater number of modern image communication systems again impressively demonstrated the fair's role as a trendsetter."

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Extensive ordering activity by trade visitors from around the world led to full order books and an exuberant mood among exhibitors. Andreas Wahlich, Senior Manager Marketing Digital Imaging at Samsung, was extremely pleased with the way the fair went: "The many visitors at our stand and the very satisfying number of new orders we received clearly show that photokina 2012 was a great success for us." Ralf Hansen, General Manager Communication at Panasonic Deutschland, was also happy with the large number of visitors from Germany and abroad. As a result, he believes Panasonic will enjoy very positive business development up until the end of the year on the heels of photokina: "photokina has once again proved to be the international photography trade fair. It was very important for us — and also very successful." Martin Winkler, Director of Sony Deutschland, said his company was "able to attract more visitors to our stand than we did two years ago," and that "we had a successful fair in every way." Jürgen Schmitz, Director of the Consumer Imaging Group at Canon Deutschland GmbH, was already looking forward to the next photokina on the last day of the fair: "This fair once again impressively demonstrated that consumers remain very interested in innovative high-quality products. We're very satisfied with the way in which the trade reacted to our products and look forward to returning here in two years."

The decision-making competence of the trade visitors was also impressive. In fact, initial results of an independent survey show that around two-thirds of visitors (65 per cent) were either main procurement decision-makers or else had decision-making input. Fredrik Franzén, PR & Media Coordinator at Profoto AB from Sweden, was especially pleased about that: "We were able to welcome a very qualified group of specialist visitors — increasing numbers of them from Eastern Europe — to our stand on every day. photokina allowed us to reach all of our key high-level customers, which is why the fair is so important to us."

Visitors to photokina were just as happy with this year's fair as exhibitors and the trade were with the visitor response. A total of 87 per cent of visitors said they were either satisfied or very satisfied with the range of products and

services on display at photokina. Trade visitors were pleased with the opportunity photokina offered them to achieve their trade fair goals. Altogether, some 84 per cent of trade visitors reported they were either satisfied or very satisfied with the results of their visit; 93 per cent said they would recommend the event to close business acquaintances.

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The sector also reacted very positively to the expansion of the exhibition portfolio at photokina 2012 to include modern image communication products and services such as mobile imaging and connectivity. Exhibitors presented numerous new cameras equipped with state-of-the-art imaging technology that allows photos to be wirelessly uploaded to social networks, and whose features can be expanded with Apps. Many companies recognized this growing trend and displayed products and applications specifically tailored to this segment. Dr. Rolf Hollander, CEO of CeWe Color Holding AG, utilized photokina to exchange ideas with retail partners and consumers: "We decided to make photokina the venue for unveiling our innovations, video photobook features, and all smartphone and Tablet PC photo applications for the first time under the motto 'CeWe goes mobile'." photokina also set aside a special area for presenting the various aspects of mobile imaging. Smartphone manufacturers joined network providers and App creators to highlight their product portfolios in this photokina showcase section. Martin Kang, Head of Marketing DACH at smartphone manufacturer HTC, said his company's first trip to photokina was a great success: "We were really pleased by the great interest shown by the media, trade visitors, and the imaging community at photokina 2012."

The premiere of the special "shoot movie Park" presentation for imaging professionals was a success as well. The event, which focused on professional filming with DSLR and system cameras, featured 28 companies — including premium partners Canon and Zeiss — which presented their products and services for this special segment to an international audience. Martin Dominicus, Head of the Marketing Camera Lens Division at Carl Zeiss AG, said the event paid off for his company, praising the high quality of the visitors in attendance and the opportunity "shoot movie Park" offered for directly engaging specialist visitors. Dominicus' overall assessment of photokina was equally positive: "The fair proved again this year that it's able to intelligently incorporate new market segments like HD video and mobile imaging. We've been here since the first photokina and this year we're once again very satisfied with its outcome. Not only that: We're already looking forward to 2014; we'll definitely be back then."

The wide-ranging program of events was a big hit again this year. Professionals at the fair focused on exchanging information on the latest sector trends, market developments, and business models. For private users it was all about touching, sampling, and experiencing the latest systems and technologies. In addition, photokina 2012 again featured many high-quality photography exhibitions that addressed topics ranging from photo documentation and photo design to photo journalism and photo art. A lot of praise was given to Leica Camera AG, which presented pictures shot by internationally renowned photographers in Hall 1 and transformed photographic art into an exciting experience for visitors.

The "photokina: köln fotografiert!" event, which took place this year for the third time, once again saw photokina organizers successfully take photography to the streets from the beginning of September until the end of the fair. Cologne Mayor Jürgen Roters was the patron for "köln fotografiert!", which consisted of a large number of individual events that included photo workshops, shoots, exhibitions, and more. Nearly all of these events, which were carried out in cooperation with Cologne-based companies and institutes, attracted many participants; in some cases they were fully booked.

photokina 2012 figures:

A total of 1,158 companies from 41 countries participated in photokina 2012, with 63 % of the exhibitors coming from abroad. The exhibiting firms included 280 exhibitors and 140 additionally represented firms from Germany and 523 exhibitors and 215 additionally represented firms from abroad. Including the estimates for the last day of the fair, around 185,000 visitors from 166 countries came to photokina 2012.

The next photokina Köln - World of Imaging — will take place from Tuesday, 16th September to Sunday, 21st September 2014.

Digital press service

The final report on the trade fair, as well as other press releases, the exhibitors' press compartments, an overview of the innovations presented, and an image database with photo materials and the trade fair logo are available on the Internet at <http://www.photokina.de>, in the Press section.

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