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Check against delivery!

**Remarks by the Mayor of the City of Cologne, Henriette Reker,
Chairwoman of the Supervisory Board, at the Koelnmesse Annual Press Conference
at 11:00 a.m. on 6 July 2016 in the Großer Sitzungssaal of the Messehochhaus administration
building**

Being able to welcome all of you at the Annual Press Conference is one of the pleasant duties I have taken over as Mayor of Cologne and Chairwoman of the Supervisory Board.

There are several reasons why it's such a pleasure.

- First of all, over the years I've always been fascinated by what goes on at trade fairs. I've seen what exciting things happen here and how important trade fairs are for attracting top-quality businesspeople to Cologne from all over the world, all through the year. My appearances in my official capacity as Mayor — in Cologne and also in cities such as Beijing — have confirmed that.
- Secondly, every individual trade fair presents an unbelievable concentration of exciting topics and important developments from the participating sectors — and it always does so with the Cologne brand stamped squarely upon it.
- And finally, it's always nice to be the bearer of good news.

And today we have plenty of good news! It's no secret that today we will be announcing Koelnmesse's best-ever results. This applies to both turnover and profits, and it also applies to a whole row of our events and guest events, all of which are flourishing and some of which recorded enormous growth last year.

As you already know, Koelnmesse does its utmost to deserve such good results. You have already reported in detail on the investment programme Koelnmesse 3.0. And I looked forward with great anticipation to the outcome of the architecture competition for the southern section, which we presented back in March. The winning design, submitted by the Cologne architectural practice JSWD, promises to give Koelnmesse a striking architectural appearance. It will shape the image and provide a symbol of Cologne and the region far beyond the borders of North Rhine-Westphalia. It will also make a powerful statement about the modern world of trade fairs. And it will enable Koelnmesse to deliver on its claim to provide its customers with the world's most attractive city-centre exhibition grounds in the future.

Last year the Executive Board and the employees of Koelnmesse once again demonstrated their outstanding commitment, creativity and know-how. But they are not about to lean back and relax. On the contrary, there's still a lot of work to be done. I would like to sincerely thank the entire Koelnmesse team in Cologne — and abroad as well — for this great performance. And I wish all of you plenty of staying power for the tasks ahead.

At this point I would like to emphasize once again that all of this success also benefits our city and our region. The Koelnmesse of the future will be a seamless part of Cologne's programme of urban development — especially on the right bank of the Rhine. This programme of urban development is progressing

well. Zurich Versicherung's signature for the MesseCity was the signal for construction work to start there. According to the current schedule, work at Cologneo — formerly Euroforum Nord, which is north of the exhibition grounds — will start next year. Together we are building Cologne's future. As you know from our branding process, Cologne's function as a trade fair and conference venue is a key factor in our city's appeal. This role will be reinforced by the planned Confex Hall on the exhibition grounds. New marketing opportunities will attract additional business travellers to Cologne.

Koelnmesse is a key ambassador for Cologne all over the world. In the past, the city of Cologne and Koelnmesse have often joined forces in important markets to advertise Cologne as a business and travel destination. We will be continuing this work in early August. As you know, South America is a key target in Koelnmesse's strategy of internationalisation. At the beginning of August we will be travelling to Brazil. There we will attend ANUTEC BRAZIL in Curitiba and meet with important business partners, who in future could be potential trade fair participants or also possible investors in Cologne. We will be using and strengthening our contacts as a powerful player in the trade fair sector, and as a partner city of Rio de Janeiro, for the benefit of Cologne as a business location. It is only a few weeks ago that we opened, here in Cologne, the first international office of the Vargas foundation, which is Latin America's most important think tank. This stems entirely from Koelnmesse's activities in Brazil.

You will find all of this in the Annual Report that is being presented today. It's a report that pleases me greatly. It addresses all the key themes, the dimensions in which the trade fair business of the future will operate, and the visions that this brings — and it connects all of this with Cologne as a business location.

All of these future developments are represented by the trade fair halls. These halls area are a strong guarantee of Koelnmesse's success, and they will certainly continue to be that for a long time to come. Koelnmesse communicates its vision with highly emotive images — just as it sells pure emotion to its customers through its events every day.

This emotion is also the key element of a new image film for Koelnmesse, whose premiere you are now about to see. The special thing about this film is that most of the scenes were performed by Koelnmesse employees. And this too shows the special commitment of the workforce to the company and its events.