

Not to be released until: 6 July 2016, 12 noon



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**Remarks by Chief Operating Officer Katharina C. Hamma  
at the Koelnmesse Annual Press Conference  
at 11:00 a.m. on 6 July 2016 in the Großer Sitzungssaal of the Messehochhaus administration  
building**

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- **29 own events, 25 guest events in Cologne**
- **22 own trade fairs outside Germany**
- **More than 42,600 exhibiting companies from 123 countries**
- **About 2.2 million visitors from 205 countries**

Our trade fair statistics for last year speak for themselves — 76 events, more than 42,600 exhibiting companies from 123 countries, and about 2.2 million visitors from 205 countries took part in 29 Koelnmesse own events and 25 guest events in Cologne, as well as in 22 trade fairs outside Germany. In particular, the very positive development of our own trade fairs and our guest events at the exhibition grounds in Cologne is a key factor that has led to these excellent business results.

I'd like to give you an overview of our past trade fair year by looking at specific events we staged in 2015.

We got the year off to a fantastic start with our trade fair duo in the furniture sector: **imm cologne** and **LivingKitchen®**. A total of 146,000 visitors came to the trade fair halls in Cologne, including more than 100,000 trade visitors. The clear increase in visitors shows that we are steadily enhancing our international appeal, and that our trade fair duo is the most important platform for the German and international furniture markets. There was also a third highlight during the spring of 2015: the four days of **interzum** created a wonderful atmosphere for the furniture and interior decoration sector, which is one of our global areas of expertise.

Our traditional ISM trade fair also posted a huge increase in visitors. Around 39,000 trade visitors came to the 45th ISM — the world's biggest and most important trade fair for confectionery and snack items. This represents an increase of about 12 per cent compared to 2014. Parallel to ISM, ProSweets Cologne — the international supplier fair for the confectionery industry — once again registered 17,000 trade visitors. The proportion of visitors from abroad was 61 per cent. We were especially pleased to note the consistently high decision-making authority of the trade visitors, because we were able to create incomparable synergies through the linkage of ISM and ProSweets Cologne. That has been confirmed by visitor questionnaires and by the registration data. For the top buyers from Germany and abroad, both of these trade fairs are a guarantee of good business.

A further example of the steadily growing internationalization of our own trade fairs was the International Dental Show **IDS**, the leading global trade fair for the dental sector. In mid-March 2015, it attracted about 139,000 trade visitors from 152 countries to Cologne — an increase of almost 11 per cent compared to the previous event. **IDS** also set new records for exhibitor numbers. At this trade fair, 2,201 companies — 6.9 per cent more than at the previous event — presented a broad range of innovations, enhanced products and services.

In the realm of art, **ART COLOGNE** was the art fair highlight in the spring of 2015. This time-honoured Cologne art fair impressed the participating art dealers and galleries with its new structure. For the first time, the range of artworks on show was distributed on three hall levels. This compact and easily navigated event layout was greatly appreciated by the gallery owners, collectors and visitors from the museum sector.

But our excellent business result was not due solely to our classic trade fairs and traditional favourites. Our portfolio also includes numerous events that the public is less aware of, but that are fixed points in our trade fair calendar for Koelnmesse, our exhibitors and our visitors.

These events include the international garden trade fair **spoga+gafa** and the equestrian sports trade fair **spoga horse**. Both of these events have a constantly high level of exhibitors and a growing proportion of visitors from outside Germany. The premiere of the end-consumer event **TAG DES GARTENS** attracted more than 15,000 visitors to Hall 8 and the outdoor area in Rhine Park. Another good example is the spring edition of **spoga horse**, which posted a nine per cent increase in exhibitors. And **spoga horse autumn** slightly increased its constantly high share of visitors from outside Germany to more than 60 per cent. The international trade fair for handicrafts and hobbies, **h+h cologne**, also broke records in 2015. It increased its exhibitor figure by about six per cent for a total of 368 exhibiting companies and was completely booked out. The most important global trade fair for the babies' and children's outfitting sector, **Kind + Jugend**, was also impressive because of a significant increase in visitors — more than five per cent compared to the previous year.

Of course I don't want to overlook the trade fair highlights of last summer. Our two digital stalwarts, **gamescom** and **dmexco**, are not yet classics compared to our decades of trade fair history, but to judge from their smashing success in recent years, they certainly have what it takes to become classics in the future. Last year's **gamescom** was especially popular, attracting about 345,000 visitors, including 33,200 trade visitors. That represents a more than five per cent increase of trade visitors. The proportion of visitors from outside Germany remained constant at 52 per cent. Together, these figures show that **gamescom** is the leading business platform for the European computer and video-game industry. Thanks to our significant expansion of the exhibition space by about nine per cent and an expanded visitor guidance system, exhibitors and visitors alike benefited from an enhanced quality of stay. The leading trade fair for the digital economy, **dmexco**, also set a new benchmark, with more than 44,000 trade visitors and a fantastic 48 per cent increase in visitors compared to 2014. The rapid development of both of these trade fairs convinces us that Koelnmesse is addressing important future-oriented topics early on and that it is a leader and a source of momentum for its sector. This confirms our sense that the increasing digitization of business and society is not an obstacle to the success of trade fairs, which bring together these sectors and their target groups face to face in our trade fair halls. Our current investment in Koelnmesse 3.0 is therefore an important step towards the further development of Koelnmesse.

Food is another important area of expertise for Koelnmesse. **Anuga**, the world's most important trade fair for the food and drink industry, makes Koelnmesse the global marketplace and trendsetter for the food sector. Last year **Anuga** set a new record for exhibitors, with more than 7,000 companies participating. There were approximately 160,000 trade visitors, and the share of visitors from abroad was 69 per cent. I'm especially delighted that we were able to increase the number of trade visitors in spite of the well-known tendency for companies in the sector to consolidate. **Anuga FoodTec** — the international trade fair for food and drink technology — is the driver of innovation for the food and drink industry. We are especially proud of the fact that the basic concept of **Anuga FoodTec**, which covers all processes and is independent of particular raw materials, was so popular among the exhibitors and visitors. This is impressively demonstrated by the 13 per cent increase in the number of exhibitors and the six per cent increase in trade visitors.

The finale of the trade fair autumn 2015 was marked by two of our successful trade fair duos. One of these duos — two trade fairs that are held in parallel — consists of **FSB**, the leading trade fair for innovations, products and services for amenity areas and sport and pool facilities, and **aquanale**, the international trade fair for sauna, pool and ambience. The two of them benefited from strong synergy effects. This is demonstrated quantitatively by the key figures, especially the data concerning these fairs' increasing internationality, with 57 per cent of the visitors coming from outside Germany. It's also shown qualitatively by the high level of decision-making authority of the exhibitors and visitors.

The parallel trade fairs **Cologne Fine Art** and **EXPONATEC COLOGNE** at the end of November were the final own events we organized in 2015 on the Cologne exhibition grounds. **Cologne Fine Art** celebrated a premiere by offering a dedicated platform for contemporary art: **COFA Contemporary**. Art galleries and art dealers reported very good sales. Around 15,500 visitors came to our time-honoured art fair. And **EXPONATEC COLOGNE** once more confirmed its reputation as Europe's most important trade fair for the museum sector. More than 4,000 trade visitors took advantage of the opportunity to find out about new concepts and product innovations at **EXPONATEC COLOGNE**, Europe's most important sector platform for museums, art conservation and cultural heritage.

That concludes my overview of Koelnmesse's own trade fairs in 2015. We are equally satisfied with the excellent development of our guest events here in Cologne. The event business of Koelnmesse Ausstellungen GmbH also made a key contribution to Koelnmesse's record-breaking year.

The first event I should mention in this connection is the leading global trade fair for fitness, wellness and health: **FIBO**. Ever since it moved from Essen to Cologne in 2012, its exhibition capacity and its visitor numbers have almost doubled. We apply the same strategy to our guest events as to our own trade fairs: in addition to outstanding large-scale events that are very popular with the public, we also successfully organize specialized fairs for trade visitors. This strategy is crucial to our long-term corporate success and the overall development of the Koelnmesse consolidated companies. These specialized guest events include the trade fair for broadband, cable and satellite communication, **ANGA COM**; the **RDA Workshop**, which is the leading trade fair for group travel; the **EUROBAUSTOFF FORUM** for building materials; and new acquisitions such as **FILTECH**, the leading trade fair for the worldwide filtration and separation industry.

I'd like to conclude by giving you a brief overview of our current trade fair year. As Mr. Böse already mentioned in his speech, fiscal year 2016 will be a weaker one than 2015 because of our rotating trade fair calendar. That's simply in the nature of our trade fair business. However, we're already sure of one thing: we can be very satisfied with the success of the first six months of 2016. The results we have had so far are quite impressive.

At **imm cologne** and **LivingInteriors®** at the end of January, the exhibitors benefited from an almost five per cent increase of trade visitors. The number of visitors from outside Germany also developed well. In particular, this trade fair duo posted a clear increase in visitors from the rest of Europe. Approximately 1,600 exhibiting companies presented themselves at **ISM 2016** — five per cent more than in 2015. The visitor numbers also developed positively: the more than 40,000 trade visitors who attended represented an increase of two per cent. In 2016, the link with ISM also resulted in a slight increase in exhibitors at **ProSweets Cologne**. At the spring edition of **spoga horse** we were happy to see a constantly high level of trade visitors from abroad; this year it was once again about 50 per cent. At the end of February, the education trade fair **didacta 2016** concluded with very good results after welcoming about 100,000 visitors — over 35 per cent more than the figure for last year's didacta in Hannover. At the beginning of March, the **EISENWARENMESSE – International Hardware Fair Cologne** presented many new formats, such as the E-Commerce Arena and the DIY Boulevard, a 230-metre-long swath running through the middle of Hall 5.1. Here the exhibitors pulled out all the stops and successfully presented their products authentically — in other words, at stands that directly reproduced their respective points of sale on the construction market shelves. **h+h cologne** posted a further increase in international interest and lived up to its reputation as the most important global trading platform of the sector for handicrafts and hobbies. Also in the spring, we celebrated two "round" trade fair anniversaries. The world's oldest art fair, **ART COLOGNE**, celebrated its 50 years of success, and at the end of May thousands of roleplaying enthusiasts from all over the world came to Cologne to celebrate the tenth **Role Play Convention**, Europe's biggest fantasy event.

There's a lot going on at Koelnmesse, and we are more than satisfied with the interim results for 2016. We are now setting our sights on the second half of the year, which will include fantastic trade fairs such as **gamescom**, **spoga+gafa**, **dmexco**, **INTERMOT** and **ORGATEC**.

For our next trade fair, **gamescom**, we are already recording new record figures, even though the event won't be opening for six weeks yet. We are already sold out for the Thursday, Friday and Saturday of this event. We do still have some day tickets remaining for the Sunday.