

Press release

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Koelnmesse's new sales partner in Sweden

Starting on April 1st, 2017, Björn Delin will be representing Koelnmesse GmbH in Sweden. The company BraMässor Sverige AB will assume responsibility on location for acquisition and support of visitors and exhibitors for Koelnmesse's events.

"Björn Delin has many years of experience in the Swedish trade fair industry and will be making use of his excellent business network in the Scandinavian market for our shared success. We are looking forward to working with him and his team", explains Koelnmesse's CEO, Gerald Böse. Björn Delin served as Marketing Director of the international Stockholm-based trade fair company Stockholmsmässan AB for many years. With its new sales partner, Koelnmesse intends to intensify and further expand its successful business activities in Sweden.

In 2016 more than 150 exhibitors and approximately 3,500 visitors from Sweden participated in events in Cologne. Most of the trade fair visitors from Sweden visited ISM, Kind+Jugend and ORGATEC this year.

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Henriette Reker

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District Court Cologne, HRB 952