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Trade fair joint venture in Colombia for the furniture industry in the Andes region:

Koelnmesse takes over 50 percent of Feria Mueble & Madera in Bogotá

From 2018, Koelnmesse will become co-organiser of the trade fair Feria Mueble & Madera in the Colombian capital of Bogotá, which will take place every two years. With this move, Koelnmesse is expanding its portfolio with another cooperation with the largest Colombian trade fair company Corferias Bogotá - this time in the area of furniture production, interior design and wood processing. Colombia's economy has undergone an historic development over the past ten years and is now the third-largest national economy in Latin America. Koelnmesse is already taking advantage of these excellent market conditions and has positioned itself locally with various trade fair events.

"Feria Mueble & Madera is our third joint venture in Colombia. This means that from 2018, we will be excellently represented with a regional trade event in another highly attractive market and in the area of competence of furniture production and interior design," explains Gerald Böse, Chairman of the Board of Management at Koelnmesse. Feria M&M is the largest and most important trade fair for industrial wood processing, furniture production and interior design in Colombia, Central America and the Andes region. The event has undergone a particularly successful development in the past years. The number of exhibitors, for example, climbed by a good 33 percent from 2010 to 2016, reaching 231 exhibitors, therefore the internationality is 17 percent. A similar trend was recorded in terms of visitors within the same period of time – an increase of 33 percent to 12,300 visitors at the last event in 2016.

The cooperation between Koelnmesse and Corferias aims to further develop the trade fair format and expand it, thereby further increasing the number of international exhibitors and national pavilions at Feria M&M. "With our many years of experience and our wide-ranging expertise in organising leading trade fairs as well as our proximity to the key industry players in this segment, we will positively drive the development of Feria Mueble & Madera," says Gerald Böse. "This also affirms us in the task given to us by the Federal Ministry of Economics to conduct the German joint participation stand."

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:

Mayor of the City of Cologne

Henriette Reker

Headquarters and

place of jurisdiction: Cologne

District Court Cologne, HRB 952

Together with Corferias, Koelnmesse is offering interested companies attractive starting conditions. This includes inexpensive stand packages or an appearance within the scope of international pavilions. "With Feria M&M, we are consistently further developing our strategy of competently accompanying and supporting our customers as a global trade fair service provider in their respective target markets," says Denis Steker, Division Manager International at Koelnmesse.

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The 14th edition of Feria M&M will take place from 6 to 9 March 2018. The event celebrated its premiere in 1991 in the trade fair grounds Centro Internacional de Negocios y Exposiciones S.A. in the west of the Colombian capital.