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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 17 May 2018 in the Großer Sitzungssaal of the Administrative Building  
(Messehochhaus)**

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At the beginning of this year, all of you learned about our new record-breaking year. Koelnmesse, please accept my warmest congratulations! I'm delighted that, among other things, the company's ambitious plans will continue to have a stable economic foundation.

The Annual Report that Koelnmesse will present to us today bears the motto "Rethinking trade fairs". As always, the motto focuses on current aspects of Koelnmesse's corporate strategy. This time it is Koelnmesse's declared intention to exploit the opportunities that digitalization offers and to implement it in the right areas for the benefit of its customers and employees. Our city will ultimately benefit from that as well — through the large numbers of high-calibre trade fair and conference participants from all over the world and through the exemplary nature of individual projects.

That includes a joint initiative by the city of Cologne, Koelnmesse and other regional partners: the Cologne Game House, a Koelnmesse building that will be located across from us on Deutz-Mülheimer Straße. It is a home of start-ups and established companies from the gaming sector. That will generate many kinds of potential synergies, especially with events such as gamescom, photokina, dmexco and DIGILITY.

In this building, Koelnmesse will also establish its incubE8 digital campus, where it will strategically bring together innovative young start-ups with established companies from its trade fair sectors. This initiative is unique in the international trade fair industry. Koelnmesse is thinking outside the box, and it's ready and willing to get involved in areas outside its core business if the effort will ultimately pay off for Cologne as a trade fair and business location.

Today our city is probably developing more dynamically than at any other time since the days of the "economic miracle". Seldom has Cologne experienced so many exciting plans for ambitious real estate projects that are located close together and in the immediate area. One example I'd like to mention is MesseCity, a huge anchor project. MesseCity will be the new headquarters of the Zurich Versicherungsgruppe, an insurance company that is very important for Cologne. Besides offering this company an attractive base, it will also upgrade our urban landscape.

Koelnmesse is right in the midst of things — as a trendsetter and a driving force, and through its own projects such as the Confex® centre. Within the framework of its master plan Koelnmesse 3.0, it is planning to create the world's most attractive city-centre exhibition centre by 2030. It will be a shining example for all city-based trade fairs. And it will provide us with international guests, fully booked hotels and turnover from many different kinds of trade fair-related service providers in our city for many years to come.

But it will also continue to depend on us to ensure its customers arrive at the trade fair halls safely and on time. The traffic situation in recent months has reminded us repeatedly that our transportation system does not always function smoothly. Not only Koelnmesse but also local residents, neighbouring companies and ultimately all of the projects on the right bank of the Rhine need a stable environment and good accessibility. That means the various ongoing

construction projects have to be coordinated. It also means making the necessary traffic routes available so that trucks can quickly reach the exhibition grounds in order to relieve the pressure on all of us. Those trucks are indispensable. It's also necessary to improve our local public transportation system, especially the railways, because it's becoming increasingly clear that the east-west routes are especially overloaded.

The city of Cologne is working together with the Kölner Verkehrs-Betriebe on many different measures to strengthen local public transportation and avert the threatened overloading. In addition, the city of Cologne is making every effort to expand Cologne as a railroad hub so that it can master the challenges of the future.

This is why we have established the Bureau of Traffic Management. This new bureau focuses on innovative and future-oriented mobility. We want to create the key prerequisites for a state-of-the-art and high-performance traffic infrastructure for Cologne by means of smart controlling, digitalization, and the intelligent and user-friendly connectivity of buses, trains, bicycles, cars and many other services, such as the new sharing services.

Koelnmesse also takes its responsibility for these efforts very seriously. It sits at the table together with the participating institutions, coordinates, motivates, and gets involved. I would specifically like to encourage the individuals pursuing these projects to continue their activities in the future.

Mr. Böse, to you and your team I can only say, "Keep up the good work!" You and your entire team have developed Koelnmesse into a company that today is characterised by sustainable growth and for years has been a leader in the worldwide trade fair market — and is tirelessly publicizing the Cologne brand throughout the world.