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Koelnmesse breaks records: international business is flourishing

More exhibitors, more visitors, more space - three Koelnmesse events abroad achieve top performances: in Brazil the area of the B2B childcare event Pueri Expo is growing by more than 125 percent, in Colombia the Alimentec food trade fair is showing international exhibitor growth (+53%) and THAIFEX - World of Food Asia has set a new trade visitor record. Koelnmesse is thus on course for international success: in 2017, more than 12,000 exhibiting companies and more than 600,000 visitors used the business platforms worldwide.

Bangkok, Bogotá, São Paulo - within just under two weeks, Koelnmesse organised three successful events abroad. The result: more than 3,200 exhibitors and almost 100,000 trade visitors. For example, THAIFEX - World of Food Asia in Bangkok has grown since its opening in 2004 from including 700 to over 2,500 exhibitors. Record number of trade visitors as well: with more than 62,000 visitors (+12.6% compared to the previous event), the fair exceeded all expectations and previous records.

On course for success in Latin America

At the same time, the results show that Brazil is an important market despite the current economic crisis. The international trade fair for baby and children's clothing FIT 0/16 in combination with the children's outfitting trade fair Pueri Expo attracted 300 exhibiting companies (+45%) and almost 9,500 trade visitors (+9.5%). Koelnmesse is systematically expanding its presence in the South American market. Pueri Expo as a satellite event for Kind + Jugend in Cologne is strengthening its position as the world's leading trade fair organiser for the childcare industry.

The 10th anniversary edition of the Alimentec food trade fair in Colombia also showed excellent results. 449 companies from 30 countries presented their products and services to more than 28,400 trade visitors. Since the end of May, Koelnmesse has also been present in Colombia with its own subsidiary, which is responsible for three trade fairs and the inbound business since July 2018. Due to its geographical location, Bogotá is an ideal hub for entering the regional target markets in Central America and the Andean region.

30 events around the globe

With around 30 successful international events, Koelnmesse not only brings the world to Cologne, but also positions itself in the relevant industrial and growth

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markets in cooperation with eleven subsidiaries and numerous foreign representatives. "The interplay between Koelnmesse's international industry know-how and regional expertise works well," says Gerald Böse, CEO of Koelnmesse GmbH. "Our local subsidiaries are familiar with the respective trade fair business and have direct contact with customers. At Koelnmesse, we provide international industry know-how and proximity to the most important players in our fields of expertise."

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Koelnmesse's long-term internationalisation strategy

With its events abroad, Koelnmesse supports its customers in the most important growth markets around the world. "Our customers can therefore rely on the proven quality of Koelnmesse's services even far from home and concentrate on expanding their business internationally," says Denis Steker, Vice President International. At the same time, Koelnmesse is attracting potential exhibitors and visitors abroad to its events in Cologne, while also establishing important contacts with international opinion leaders. Denis Steker sums it up: "a successful event abroad always has a positive effect on our events at home in Cologne."