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## **New congress trade fair insureNXT | CGN: starting in 2020, the international insurance industry will be convening in Cologne**

**On 21 and 22 April 2020, the insurance and tech industry will be meeting in the exhibition halls in Cologne. For the first time, Koelnmesse and the non-profit organisation InsurLab Germany will be jointly organising the insurance congress trade fair insureNXT | CGN. The aim is to provide a comprehensive overview of digitalisation in the insurance industry and contribute to shaping the industry's InsurTech future.**

"The new trade fair format offers full solutions for the insurance industry and covers the entire value chain, including upstream and downstream industries. As a trade fair with an integrated congress, insureNXT | CGN will be the central platform for the insurance industry," explains Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH.

The two-day event will focus on Insurance Technology (InsurTech) and digital transformation from the perspective of insurers and startups. A cross-industry approach as well as integration of an academic and career-specific conference round off the event. Additional partners are currently being integrated into insureNXT | CGN to ensure it is perfectly tailored to the target group. "insureNXT | CGN will be a new platform that brings together multiple formats from independent partners. The congress trade fair is unique in its comprehensiveness and offers participants countless opportunities to make contacts and instigate new projects," says Dr. Mathias Bühring-Uhle, Chairman of Gothaer and InsurLab Germany.

InsurLab Germany e.V. has been active in Cologne since 2017 and is one of a total of 12 digital hubs designated by the Federal Ministry of Economics and Energy (BMWi). Within this context, InsurLab Germany forms one of the leading InsurTech competence centres and is dedicated to digitalisation of the insurance industry in Germany. As sponsor and co-organiser of insureNXT | CGN, InsurLab Germany will be using its broad network of startups, leading technology providers and service providers, scientific representatives and experts from the German insurance industry to benefit the congress fair: "Germany has lacked an event that covers all the facets of our industry and includes the increasing influence of technologies, startups and cross-industry contexts. We are delighted to be closing this gap and developing Cologne into a hotspot for the international InsurTech scene together with Koelnmesse," says Sebastian Pitzler, Managing Director of InsurLab Germany. The initiative already involves 77 insurance companies, including more than 30 established insurers and over 20 InsurTech startups.

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North Rhine-Westphalia and Cologne are considered to be important insurance locations. Hardly any other location has such a broad insurance infrastructure: 25 percent of the people working in the German insurance industry (around 77,000) work in NRW. Of around 670 insurance companies throughout Germany, approximately 20 percent (over 70 companies) are based in Cologne. And that is not all. Historically, the first global insurance company was located in Cologne.

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"Cologne is the perfect location for insureNXT|CGN," says Gerald Böse. "Koelnmesse's infrastructure was also a decisive factor for our partnership. Our partners were convinced by the advantages of our location as a city-centre fair, the flexibility of our site and the efficiency of reaching us." The trade fair site's proximity to five international airports (Cologne-Bonn, Düsseldorf, Frankfurt, Amsterdam and Brussels), direct connection to ICE train lines and the ten major motorways nearby were all decisive factors due to the international orientation of the insurance congress trade fair.

The insureNXT|CGN primarily caters to industry insiders and will take place annually starting in 2020.

More information about the insureNXT|CGN can be found under the following link:  
<https://insurenxt.com/>