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From imm cologne to INTERMOT: Bringing trade fair topics into the city

## The "Trade Fair City" initiative — benefiting the region

Six major events in 2010:

Koelnmesse and the city of Cologne are calling for concerted action

**The declared goal of the "Trade Fair City of Cologne" initiative is to enable Cologne and the surrounding region to profit even more from Cologne's large trade fair events and to get actively involved in activities related to the trade fairs in the future. At the invitation of Koelnmesse and Cologne Mayor Jürgen Roters, the people and institutions involved in these issues have come together in Cologne to take concerted action. Business development agencies, City-Marketing Köln, the Cologne Chamber of Commerce and Industry, the retail trade, the catering and hotel trade, transport services, conference and tourism organizations, public facilities, and companies — all of them will help to bring the key themes of Cologne's public trade fairs into the city. Six events are planned for 2010, from imm cologne — the International Furniture Fair — in January to the motorbike trade fair INTERMOT in October.**

Every year, the Cologne trade fairs generate turnover of more than €1 billion in Cologne alone, providing 11,000 full-time jobs in the surrounding region. This is why Cologne Mayor Jürgen Roters believes that "a new initiative could exploit the potential of the trade fair city of Cologne even more effectively." Roters refers to prominent competitors such as Paris, which impressively shows "what a strong presence a trade fair metropolis can have in terms of its internal and external image." Under the motto "Capitale de la Creation," Paris conducted an extensive campaign for 36 trade fairs that included displays of flags on the Champs-Élysées.

Gerald Böse, CEO of Koelnmesse, has been promoting a joint welcome of the companies represented at the Cologne trade fairs by the members of the initiative ever since he assumed office in 2008: "The topics are already there — together we can turn the trade fairs at the Koelnmesse exhibition grounds into major events for Cologne's surrounding region, which will benefit everyone involved and show our guests that they are very welcome here!" In addition, he says, "The more people and businesses take part in the initiative, the larger the events will be and the greater

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benefits they will bring to everyone involved." The first campaigns in 2008 and 2009 have demonstrated that this approach works and enriches the event city of Cologne. These campaigns included the gamescom Festival in August, whose highlight was a concert given by the band "Die Toten Hosen" at the Tanzbrunnen, and the Anuga Gourmet Festival in October, which included culinary events in hotels, department stores, and restaurants.

Above all else, the current goal of the "Trade fair city of Cologne" initiative, whose members met for the first time on December 9, 2009, is to exploit every opportunity by addressing all potential participants at an early stage and remaining in touch with them on a permanent basis. For its part, the city of Cologne will facilitate the implementation of the events as far as it can and investigate all the possibilities for simplifying the approval processes and creating the optimal framework for the events.

Six dates have been set for trade fairs which are of great interest to the general public and will offer businesses and institutions in Cologne many opportunities to participate in the events. In detail:

**imm cologne, January 19 to 24, 2010**

The opening of imm cologne will be celebrated with a glittering party in the "Alter Wartesaal." Flags will be fluttering throughout the city of Cologne, and guided architecture tours and combined events with Cologne Music Week will be on offer.

**ART COLOGNE, April 21 to 25, 2010**

ART COLOGNE has a strong impact on Cologne's art scene and works in cooperation with many of Cologne's galleries and art institutions, including Museum Ludwig and the Cologne Art Association.

**gamescom, August 18 to 22, 2010**

In addition to numerous events in the trade fair halls, gamescom is accompanied by an extensive series of events providing gaming fun and entertainment. The gamescom Festival offers numerous stages in the city center with a diverse gaming and entertainment program, including concerts and attractive game presentations.

**Kind+Jugend, September 16 to 19, 2010**

Young visitors and adult game fans can look forward to Kind+Jugend's cooperation with the City-Marketing initiative "Köln spielt" (Cologne at play) in 2010. Adults and children can play throughout the entire city center — the possibilities range from parlor games and Barbies to Lego.

**photokina, September 21 to 26, 2010**

The umbrella brand "photo.COLOGNE" combines the events of the International Photoscene Cologne, photokina, and the city of Cologne for amateur photographers and professionals.

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**INTERMOT Cologne, October 6 to 10, 2010**

INTERMOT 2010 will be presented throughout Cologne in various exhibitions in retail stores, at the airport, and in the central station. The "Night of the Jumps" in the Lanxess Arena will take place as a parallel event, and the traditional church service for motorcyclists will take place in Cologne Cathedral.

The following institutions have joined the "Trade Fair City of Cologne" initiative so far:

City-Marketing Köln	Cologne-Bonn Airport
Cologne Bonn Business	Köln Tourismus
DB Station und Service AG	Kölner Außenwerbung
DEHOGA Köln	KölnKongress
EHDV – Einzelhandels- und Dienstleistungsverband Köln e.V.	Region Köln Bonn
IHK Köln (Cologne Chamber of Commerce and Industry)	City of Cologne
Koelnmesse	Taxi-Ruf Köln