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Eleven event premieres in 2010

## **New Groundbreaking Themes in Cologne and Around the World**

Koelnmesse has expanded its portfolio of trade fairs in Germany and abroad

**Networked living, alternative drive systems, and virtual seminars, called webinars — Koelnmesse is addressing groundbreaking themes with its new trade fairs and conferences in 2010, in Germany and abroad.**

In 2010 the Koelnmesse portfolio will be enhanced by five premieres in Cologne and six new trade fairs abroad. "We have further developed our line-up of trade fairs in a targeted manner, adding new, innovative themes," says Gerald Böse, Chief Executive Officer of Koelnmesse. The new events serve the needs of many different sectors and markets.

### **New trade fairs in Cologne:**

#### **elektro:mobilia, March 3 – 4, 2010**

Alternative drive systems, electric mobility, and sustainable environmental friendliness are the focuses of the new trade fair elektro:mobilia. Koelnmesse is organizing the trade fair together with the German Electrical and Electronic Manufacturers' Association (ZVEI). The fair will take place in parallel to the second Expertise Meeting on Electric Mobility.

#### **Role Play Convention, April 17 – 18, 2010**

Following the Role Play Convention's successful premiere in 2009 as a show by an outside organizer, in 2010 Koelnmesse is organizing the event in cooperation with the previous organizer, Enjoy Event Marketing GmbH. The trade fair, which is open to the public and focuses on all aspects of role play

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and fantasy, offers visitors the opportunity to experience the latest games and trends.

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### **ConLife, May 19 – 20, 2010**

The new conference with accompanying trade exhibition concentrates on innovative concepts and ideas for energy-efficient networking of appliances and systems in the home. Whether televisions, washing machines, or heating systems — through “networked living” suppliers bring individual everyday functions together in complete solutions that are user-friendly and energy-efficient. Koelnmesse is organizing the new event together with Germany’s Federal Association for Information Technology, Telecommunications and New Media (BITKOM).

### **Gusto Italia, June 15 – 16, 2010**

Italy’s core market for food and beverage products will be represented in Cologne at the new trade fair Gusto Italia. The fair features the entire spectrum of products from the Italian kitchen, from general provisions and delicatessen products to wine and dairy products to frozen foods.

### **IMB Select 2010 – Fashion & Textiles: IT Systems, Services and Strategies, November 10 – 11, 2010.**

The new trade fair format is a result of the further development of the IMB Forum. The congress trade fair presents new and enhanced solutions for process control and data transfer in the clothing industry’s entire production and supply chain. The event is the platform for direct dialogue between users and suppliers of IT solutions in the areas of production and processing of textiles and flexible materials.

### **New Koelnmesse events abroad:**

#### **Carbon Summit, January 19, 2010, Washington, U.S.**

Carbon Summit is getting a new virtual format in 2010. Prominent speakers will address the theme of carbon by holding online seminars known as “webinars.”

**ChemProTech India, April 15 –16, 2010, Mumbai, India**

ChemProTech India, a chemicals industry trade fair for process technology, production, and manufacturing, will take place for the first time in Mumbai in 2010.

**domotechnica, April 22 – 25, 2010, Istanbul, Turkey**

domotechnica will have its Istanbul premiere in 2010. The fair encompasses all “white goods” segments: large appliances such as refrigerators and washing machines, small appliances from the household and wellness area, and industrial and brand-name kitchens.

**World of Halal, May 12 – 16, 2010, Bangkok, Thailand**

World of Halal will take place in 2010 together with Thaifex – World of Food Asia in Bangkok. The event expands the spectrum of the Asian food-sector trade fair to include the halal food products prescribed in Islam.

**INDIAPACK, September 30 – October 3, 2010, Mumbai, India**

Koelnmesse is organizing the new trade fair for the packaging industry, which will take place in parallel to International FoodTec India and the new trade fair AsiaCoat+Ink Show in Mumbai. INDIAPACK covers the entire range of themes, from materials to packaging for the non-food sector to secondary packaging.

AsiaCoat+Ink Show, September 30 – October 3, 2010, Mumbai, India

AsiaCoat+Ink Show will take place along with International FoodTec India and the new trade fair INDIAPACK in Mumbai. It encompasses the segments lettering and labeling, coatings, and package printing.