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Koelnmesse and Samsung SDS launch strategic partnership

Corner stone is laid for digitalization of Cologne exhibition centre

Koelnmesse and Samsung SDS are now beginning a close cooperation to develop smart technologies that are optimally adapted to the trade fair business. Koelnmesse and Samsung SDS Europe, the European arm of the global IT service company Samsung SDS, recently signed the cooperation contract in Cologne. “We want to digitally upgrade our exhibition venue in order to further optimize our customers’ trade fair participation and their stay in Cologne,” explains Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. “We are delighted to have gained Samsung SDS as a strong partner.” The first cooperative development will be digital signage, a flexible digital information and orientation system that will already be implemented on part of the exhibition grounds this year.

The preparations are now in full swing. The digital signage system will be specially adapted to a variety of event formats, ranging from trade fairs to conferences and special events. It will enable easy orientation on the exhibition grounds and provide exhibitors and visitors with information on the respective event. “With this system we will fulfil our customers’ growing demand for an efficient trade fair visit and access to digital services,” explains CEO Böse. Other products will follow.

Dr. Won Pyo Hong, the CEO of Samsung SDS, came to Cologne from Korea together with top managers from the company for the strategic partnership. He expressed his expectations to develop innovative digital solutions together with Koelnmesse, as an important customer in the German market.

Koelnmesse is giving the digital transformation top priority as a basis for new business models and for the improvement of its own processes. It plans to invest more than €50 million in digitalization by 2022.

Samsung SDS is a top-tier global solution provider, maximizing customer’s business performance with differentiated IT technology and industry-specific expertise. It will envision Koelnmesse how to lay a foundation for digital innovation to the convention business.

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