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#INTERNATIONALEEISENWARENMESSE

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE 2021 EUROPEAN PRESS CONFERENCE, 29 OCTOBER 2020



**INTERNATIONAL HARDWARE
FAIR**
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www.eisenwarenmesse.com

The most important international business platform of the hardware industry will rock in the spring with a hybrid concept, innovative special events and disruptive trend topics

From 21 to 24 February, the EISENWARENMESSE - International Hardware Fair Cologne will take place under the slogan "We're starting the engine". As one of the first hybrid trade fairs, it will combine a safe live event with an online platform.

The broad range of topics as well as the extensive event and workshop programme has been very well received by the exhibitors. A total of 2,762 companies have registered so far, including international players such as Metabo with the Cordless Alliance System (CAS), Gesipa, HAZET, Pferd Rüggeberg, Proxxon, Prebena, Reyher, Scheppach Stanley Black & Decker, Wiha, Witte and Kukko. Awaiting visitors are innovative solutions for e-commerce, 5G and 3D printing as well as unique new products and technologies.

The EISENWARENMESSE - International Hardware Fair Cologne is an absolute must for anyone who is interested in the future of the hardware industry and the latest trends - just alone for the innovative hybrid format of a live and online event.

The physical product presentations and first-rate networking formats that are so crucial for successful trade fairs will be enhanced by exciting digital offerings. This allows EISENWARENMESSE - International Hardware Fair Cologne to generate even greater reach and offer exhibitors additional business opportunities in addition to a wider range of national and international visitors. The entire hardware industrial market will also be presenting again next year. The tools segment will once again make up the core competence of the trade fair in 2021. Many well-known exhibitors will present their latest developments, which range from hand tools and tool accessories to machine tools. Besides current solutions for fastening technology and the separation of materials, the focus will also be on ideas for simplifying and accelerating work processes.

The area of industrial supply is also represented with around 450 exhibitors. The range of compressors, high-pressure cleaners, welding and soldering tools,

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District Court Cologne, HRB 952

workshop and storage equipment, store fittings, ladders and scaffolding as well as products for occupational safety cover the entire spectrum.

Page

2/4

DIY Boulevard: Now also international

In 2021, the popular DIY Boulevard will be international for the first time with 13 exhibitors from abroad. With the addition of Hall 11.2, there will be even more space available for the exhibition area used for the cooperation with the German Association of Home & Garden Manufacturers (HHG) and fediyima. Companies from the construction, home and garden industry will present their new products on an area of 240 metres.

New platforms and events with added value

New theme platforms and innovative special events at the EISENWARENMESSE - International Hardware Fair Cologne offer excellent added value for exhibitors and visitors. In the top-class eCommerce area, everything revolves around the digitalisation of commerce megatrend - with innovative, disruptive solutions and strategies for payment, shop systems, enterprise resource planning (ERP), hosting, search engine optimisation (SEO) and multichannel. At the expo on 23 and 24 February, online giants such as Facebook and eBay as well as business providers like Shopware will also be there. The presentations will be accompanied by an equally exciting stage and lecture programme with expert talks and high-calibre keynotes by speakers like digital rock star Michael Atug and digitalisation guru Frank Thelen. More details about the eCommerce area can be found at <https://www.eisenwarenmesse.de/events/events/ecommerce-area/>

First-class event programme and special events

In 2021, the products that won and were nominated for the EISEN Innovation Award, which took place only in digital form this year, will be prominently presented.

Due to the enthusiastic response from participants and the further development of the cooperation with Koelnmesse, the Federal Association of Material Management, Purchasing and Logistics (BME) will be holding a Buyers' Day again on 23 February 2021. The topics will include the top key figures in purchasing, eProcurement, steel procurement, trends in C-item management, blockchain and bitcoin as well as the cooperation between technology, suppliers and purchasing.

Other trend topics in the hardware industry are 5G and 3D printing. Ultimately, they enable the optimisation of ordering, logistics and sales processes. With "Factory in a Box," Nokia presents a practical example and provides an overview of the potential of campus networks, innovative industrial use cases with 5G and technical implementation possibilities.

EISENWARENMESSE@home - the digital trade fair experience

Thanks to the hybrid concept, the EISENWARENMESSE - International Hardware Fair Cologne will also be a digital experience. In addition to the in-person event, there will also be a digital platform. The entire event programme will be streamed here and available live on demand. Brand showrooms and stages, where exhibitors can present themselves and their products, will be available for interaction and exchange. They can engage directly with customers and partners in the virtual café. Digital tools also make matchmaking unlimited and even more individualised: The Discovery Graph offers a very simple and efficient way of making new contacts via

an intelligent visual filter search.

Page
3/4

#ROCK-SAFE4business: Comprehensive hygiene programme for safe networking

By holding EISENWARENMESSE - International Hardware Fair Cologne 2021 as a hybrid event, Koelnmesse is meeting both the desire for face-to-face networking and the safety requirements of exhibitors and visitors. Maximum safety is ensured with the comprehensive #B-SAFE4business hygiene concept with ultra-modern ventilation systems, aisles widened to five metres, and the addition of exhibition halls, which allow personal encounters while keeping a distance. All of these measures can currently be seen in the #BSAFE4BUSINESS Village, which is where Koelnmesse is showing how the legal protection requirements are translated into the event practice of international trade fairs on an area covering around 5,000 square metres of Hall 9.

"For spring 2021, the EISENWARENMESSE - International Hardware Fair Cologne is once again offering a strong lineup of exhibitors and many added values for exhibitors and visitors. We are therefore well-prepared," explains Matthias Becker, Director of the trade fair. In addition to the great variety of topics and top-class supporting program, the industry's determination also plays a significant role in making this a strong trade fair. "With our hybrid concept, we are creating an indispensable business platform for the networking of stakeholders, reactivating business relationships and establishing new business so that our industry can recover quickly and sustainably."

Koelnmesse - Hardware worldwide

As an international top organiser of trade fairs, Koelnmesse is the global market leader for the product sections hardware/ironware divided up into the segments Tools, Industrial Supplies, Fasteners and Fixings, Fittings, Home Improvement as well as for the innovations of these industries. The leading trade fair EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR Cologne as well as Asia-Pacific Sourcing in Cologne, the Hardware Forum in Milan/Italy and CHIS - China International Hardware Show in Shanghai/China are exemplary for this. www.hardware-worldwide.com

Note for editorial offices:

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Page
4/4

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