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#photokina #imagingunlimited

photokina 2020: an industry in transformation, a decisive chance for the future

Transformation of the market will change the leading trade fair for imaging

The imaging industry is currently undergoing massive changes, which also have an impact on photokina as the industry's leading trade fair - and this in a dimension never seen before. While on the one hand the classic camera market reports strongly declining sales and turnover figures, the enjoyment of photography continues to grow - with a positive effect on the demand for pictures. The industry also expects additional impetus from the consistent further development of innovative segments such as mobile, motion and digital imaging at the upcoming event from 27 to 30 May 2020. "photokina represents a unique opportunity to show the world that the themes of photo, video and imaging have not become less relevant", according to Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "We are relying on the major players of the industry to make the greatest possible use of this opportunity."

Already in 2016, Koelnmesse, together with the photo industry association (PIV), derived consequences from the declining development of the market and reacted with a fundamental conceptual adjustment and high levels of investment in new exhibitor and visitor segments. These aim at inspiring the mobile, motion and digital imaging segments, as well as young target groups for photokina and thus at ensuring the continued existence of the world's leading trade fair for imaging. Accompanying the opening for further segments, an annual cycle and the rescheduling of the dates to May were decided, in order to make photokina even more attractive for new participants.

Already with the last photokina, important new exhibitors could be won with this conceptual adjustment. The share of younger visitors has also increased consistently over the last two events. The attention for photokina remains great, as does the sense of anticipation for photokina 2020 of many visitors and exhibitors. "We look forward to strong demand and applications from both the new and the classic segments of companies like Canon, CEWE, GoPro, Sony, Panasonic, Kodak Alaris, Sigma, Tamron, Carl Zeiss, Hasselblad, Hahnemühle, Arri, Rode Mikrophones, DJI and Insta360", says Christoph Werner, Vice President of Koelnmesse. These are contrasted by cancellations, including from Leica, Nikon and Olympus.

This new situation changes nothing for the event planning for photokina 2020, which is already proceeding at full speed. Concrete discussions are taking place concerning a new experience area for photography, the acquisition of outstanding speakers for the stages is well underway, and specific concepts for start-ups, traders and

photokina
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photokina
27.05. - 30.05.2020
www.photokina.com

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professionals are being worked on. Christoph Werner is certain of also being able to present visitors with a fantastic trade fair experience in 2020: "We of course regret these cancellations, but they change nothing for the overall experience of photokina. The unique mixture of product presentation, networking, experience and continuing training have been making photokina a very special international event for many decades."

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Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

The next events:

photokina - IMAGING UNLIMITED, Cologne 27.05. - 30.05.2020

THE TIRE COLOGNE - Empowering the entire business, Cologne 09.06. - 12.06.2020

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment (21.08. trade visitor and media day), Cologne 25.08. - 29.08.2020

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