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#photokina

photokina 2020: A visit to the motherland of imaging

Cologne delegation travels to Japan

The twinning arrangement between Cologne and Kyoto has been in place since 1963. It is characterised by an active exchange ranging from sports to art and culture. The economic relations are also close: the state of North Rhine-Westphalia, with Cologne as its largest metropolis, has long been one of the most important locations in Europe for Japan. More than 600 companies have settled here. photokina is also an integral component of the good connection with Japan. A delegation of the City of Cologne, Koelnmesse and the association of the photo industry (PIV) once again strengthened this bond during a visit to Tokyo.

The Mayor of Cologne, Henriette Reker, the President and Chief Executive Officer of Koelnmesse, Gerald Böse, and the Chairman of the PIV, Kai Hillebrandt, were warmly welcomed at a celebratory reception in the German Embassy in Tokyo by Ambassador Ina Lepel and high-ranking company representatives. Also among the guests were many representatives of the Japanese imaging industry, which can look forward to a big year in 2020: the Olympic Games are taking place in Tokyo and, thanks to outstanding photo and film technology, people around the world can experience these up close. Many millions of snapshots and selfies by spectators and athletes will travel around the world in the social media. This is made possible by the achievements of imaging, the latest developments of which can be seen shortly before the start of the Olympic Games at photokina in Cologne.

Manufacturers once again promise a fireworks display of new products at photokina

Top exhibitors of photokina confirmed their commitment to photokina 2020 in a personal discussion.

"For many years, photokina has been the ideal platform for us to present our product innovations. The Imaging industry is facing big changes and challenges these days. In 2020, we will also be coming to Cologne with big expectations in the new photokina format and are looking forward to contributing with great innovations.", says Yosuke Yamane, Director Smart Life Network Business Division at Panasonic.

photokina
IMAGING UNLIMITED

photokina
27.05. - 30.05.2020
www.photokina.com

Your contact:
Judith Leyendecker
Tel.
+49 221 821-2486
Fax

e-mail
j.leyendecker@
koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Herbert Marner

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

Go Tokura, Chief Executive Officer Image Communication Business Operations at Canon confirms: "As the imaging industry is at a significant turning point, we expect photokina to be a leading show of the worldwide photo and imaging industry. Canon is eager to introduce new products and concept products at photokina, thereby contributing to the industry's success."

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Yosuke Aoki, Senior General Manager of the Marketing Division at Sony Imaging Products & Solutions shares these positive expectations: "Sony is very glad to be part of Photokina again next year. Photokina 2020 gives us the opportunity to present our latest innovations and to maintain a direct dialog with all Digital Imaging Lovers. Sony is looking forward to seeing you all in Cologne."

Dynamic market development requires a dynamic trade fair platform

For Gerald Böse, President and Chief Executive Officer of Koelnmesse, the support from the motherland of imaging is indispensable for the success of photokina:

"Japanese companies have decisively shaped the development of imaging technologies, just as they have also shaped the leading trade fair of the industry, photokina, for almost 70 years. In this time, we have mastered many challenges together, because the enthusiasm for images continues unabated. We are currently once again facing major changes. Which is why I am all the more pleased to have received many positive signals during this trip, showing how important photokina remains for industry representatives here in Japan."

Kai Hillebrandt, Chairman of the photo industry association (PIV) emphasises the chances of a leading trade fair in times of transformation: "One thing is in any case clear for us: as dynamically as the market development is presenting itself, so dynamic must a trade fair concept and a trade fair platform also be. We, as an association, are convinced that photokina, as the leading trade fair of the industry, still offers the best prerequisites for this. Because, only at photokina in Cologne can we present all new products of our industry to a world of international specialists within a very short period of time and disseminate these worldwide via the media."

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 (25.08. trade visitor and media day), Cologne 25.08. - 29.08.2020

Note for editorial offices:

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