

No. 7 / March 2020, Cologne  
#photokina

## photokina 2020 is cancelled

**photokina**  
IMAGING UNLIMITED

After intensive consultation, Koelnmesse GmbH has decided to cancel photokina 2020, originally planned to be held 27 to 30 May 2020. The next instalment of the leading international trade fair for photography, video and imaging will be presented from 18 to 21 May 2022. The Imaging Innovation Conference will not be celebrating its première in 2020 as originally planned; a new date will be coordinated.

photokina  
27.05. - 30.05.2020  
www.photokina.com

In general the management team of Koelnmesse has decided not to organise any own events on the part of Koelnmesse until the end of June 2020. This decision is supported by the crisis management team of the City of Cologne, which also recommended in its meeting on 18.03.2020 to cancel the trade fairs during this period.

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This also happens against the background of the agreement reached on 16.03.2020 between the German federal government and the governments of the German states - laying down common guidelines for dealing with the coronavirus epidemic and explicitly including the general closure of trade fairs and exhibitions. This impairs the planning security for Koelnmesse and the participants of the trade fairs in Cologne far beyond the scope of the current scenarios. With this early announcement, Koelnmesse wants to give its exhibitors and visitors planning security.

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The decision not to host the next edition of photokina until May 2022 was made with in view of several factors: Even before the appearance of the coronavirus, the imaging market was already subject to strongly dynamic movements. This trend will now gain momentum and must be factored into plans for the upcoming photokina. Added to this is the fact that our customers' resources are already under heavy strain in 2021 - as a result of general economic trends as well as rescheduled events on the global trade fair calendar. The orientation towards 2022 gives everyone involved time enough to design the next photokina with an eye to the needs of the market, and of our exhibitors and visitors.

Executive Board:  
Gerald Böse (President and Chief  
Executive Officer)  
Oliver Frese  
Herbert Marnier

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

Kai Hillebrandt, Chairman of the Photo Industry Association : "It goes without saying that PIV completely stands behind the decision taken by Koelnmesse to cancel photokina 2020. The health of exhibitors and visitors is top priority at the moment. As the conceptual sponsor of photokina, we will do our utmost to assist the Koelnmesse with the planning of the next edition of photokina."

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

**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.

Page

2/2

**Note for editorial offices:**

photokina photos are available in our image database on the Internet at [www.photokina.com](http://www.photokina.com) in the “News” section. Press information is available at: [www.photokina.com/Pressinformation](http://www.photokina.com/Pressinformation)

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