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Koelnmesse opens incube8 digital campus

Simultaneous establishment of the "Cologne Game House" at the Koelnmesse site

Koelnmesse is launching a project that is truly unique in the trade fair industry. It is setting up a digital campus called incube8 on the eighth floor of its building at Deutz-Mülheimer Straße 30 with the goal of bringing young innovative companies together with established companies in its trade fair industries. "This project will support Koelnmesse's continuing digital transformation as well as that of our customers," explains President and Chief Executive Officer of Koelnmesse GmbH, Gerald Böse. The opening and first phase of incube8 is planned for the second quarter of 2018.

In order to achieve the greatest possible synergy effects with Koelnmesse's fields of expertise, the programme is geared toward startups that have developed or will continue to develop innovative digital business ideas in the areas of nutrition, interiors, digitalization or the trade fair and event business. During defined project periods, the startups can use the space provided by Koelnmesse, receive support from mentors from Koelnmesse and other companies in the development of their business ideas, and network with companies in the respective industry as well as investors and business angels.

"Both the startups and the companies will benefit from this collaboration, as it will provide the established companies with fresh digital impetus for their business development, while providing the startups an opportunity to gain knowledge, use the infrastructure and take advantage of the network. In the best case scenario, this will result in long-term partnerships," explains Dr. Christian Glasmacher, Senior Vice President at Koelnmesse and Vice President Corporate Development, who is responsible for the company's digital development.

incube8 will be located in the immediate vicinity of the trade fair site and Messehochhaus trade fair office building on Deutz-Mülheimer-Straße.

In addition to workspaces, the 540 square metres on the 8th floor will include flexible space for meetings and events.

The initial incube8 project phase is scheduled for the second quarter of 2018 and will serve as a pilot project for the interiors industry.

In addition to the incube8 campus, the "Cologne Game House" is to be set up in the same building subject to the approval of the political committees.

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Chairman of the Supervisory Board:

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District Court Cologne, HRB 952

In cooperation with the city of Cologne and several regional partners, the 4th and 7th floors of the building are to initially house 20 startups and established companies from the gaming industry. Many synergy effects are to be achieved here as well, particularly in connection with Koelnmesse events in the area of "Digital Media, Entertainment and Mobility" with trade fairs including gamescom, photokina, dmexco and DIGILITY, as well as the new incube8 digital campus.

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