

Press release

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Koelnmesse receives additional subsidy for digital traffic management system

The Federal Ministry of Transport provides funding for air pollution control measures

Almost 4.3 million euro will be flowing into Cologne for air pollution control. Federal Transport Minister Andreas Scheuer presented Koelnmesse in Berlin with a further grant for the expansion of its digital traffic and parking guidance system. Koelnmesse is thus extending its package of measures as part of the "Clean Air 2017-2020 Programme", with which it is expanding its traffic management system around the exhibition grounds to reduce emissions in the area on the right bank of the Rhine.

Including the new funding, Koelnmesse's total investment in traffic digitalisation, which is subsidised by the ministry, will increase to around 8.5 million euro, half of which the company itself is paying.

Koelnmesse CEO Gerald Böse emphasises: "We are tackling the issue of sustainability head on, especially with regard to trade fair traffic, and we also want to have a positive impact on our customers, so that the city remains worth living for all of us. Our efforts are rewarded with the new subsidy and we will thus be able to secure the long-term accessibility of our site."

Cologne's Mayor Henriette Reker, who also serves as Chairwoman of Koelnmesse's Supervisory Board, says: "We are very happy for Koelnmesse - and for Cologne. Once again, not only the economy, but also the air and climate in the region are benefiting from Koelnmesse's measures. This is good news for the city and its inhabitants."

One of the measures consists of constructing a Mobility Hub in the Zoobrücke multi-storey car park, which will be available to the public 24/7 outside trade fair times. The Mobility Hub connects individual transport with environmentally friendly transportation models such as public transport, car sharing, bike sharing, e-hailing - calling taxis and arranging driving opportunities - and on-demand travel services. "We provide all the possibilities in one place to reach Cologne city centre or our exhibition halls from the Zoobrücke multi-storey car park on the last mile with environmentally friendly means of transport. In this way, we will help prevent terminating and parking search traffic, strengthen the switch to lower-emission means of transport and relieve the load on the city centre," says Dr. Georg Klumpe, Vice President Infrastructure at Koelnmesse, who is responsible for implementing the measures.

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In addition to this, Koelnmesse's parking and logistics areas inside and outside the exhibition grounds will be equipped with sensors that record parking space occupancy and space usage. With the help of intelligent routing software for tourists, commuters and other trade fair traffic, all arriving traffic is automatically optimized and directed to the nearest available parking area.

With an initial package of measures, Koelnmesse has already put the digitalisation of logistics processes on the right track. Among other things, this includes introduction of a new digital navigation system via app, which will bring visitors from the starting point to the nearest Koelnmesse car park in a more stress-free and congestion-free way - and thus lower emissions. Another important component is the digital handling of logistics processes for suppliers and customers.

Koelnmesse is working closely with the City of Cologne to implement the measures and embed them in the municipal transport system. In particular, this will include an interface to the city's traffic control centre and public transportation network.

With around 850 employees worldwide, Koelnmesse generated sales of over 337 million euro in 2018 and is targeting 400 million euro for the first time in 2019. As a city-centre trade fair in the middle of Europe, it occupies the third largest exhibition site in Germany and, with 384,000 m² of hall and outdoor space, is among the top ten in the world. Every year, Koelnmesse organises and supports around 80 trade fairs, guest events and special events in Cologne and the most important markets worldwide. With its portfolio, it reaches over 55,000 exhibitors from 122 countries and over 3.2 million visitors from more than 200 nations. By 2030, Koelnmesse will be investing around 700 million euro in the future of the exhibition grounds within the framework of the most extensive investment programme in its history.

Note to the editor:

Koelnmesse photos can be found in our image database in the "Press" section of our website at

<https://www.koelnmesse.com/Koelnmesse/Press/Image-Database/index.php>