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Koelnmesse creates planning security: interzum 2021 purely digital, next edition of THE TIRE COLOGNE coming in 2022

Following intensive consultations, and in coordination with the sectors of industry involved, Koelnmesse has decided not to organise the Extra Edition of THE TIRE COLOGNE 2021, together with its digital supplement TTC@home (which was originally planned for 18 to 20 May 2021). interzum will relocate to the Internet, where, as interzum@home, it will take place from 4 to 7 May 2021, offering a digital trade fair platform for innovations in the supplier industry.

“The pandemic situation is still tense”, according to Koelnmesse President and Chief Executive Officer Gerald Böse. “Because we must continue offering our customers maximum planning security, we have taken these decisions early on in light of the current situation.”

The next edition of THE TIRE COLOGNE will be held on the regularly scheduled date, in May 2022. “The original early-summer date scheduled for even-numbered calendar years has been a fixture in the international tyre and wheel industry for decades”, Chief Operating Officer Oliver Frese pointed out. “That is why we have decided against postponing this event to another time. Instead, we are already working full throttle to plan sales activities for the upcoming regular event in 2022.”

Months ago, interzum 2021 was conceived to make it possible for the event, which was originally hybrid in scope, to be held in purely digital form as well. With this in mind, in early May there will be a digital platform at interzum@home, presenting innovations to suppliers in the furniture industry and the interior furnishings sector and addressing current topics with top industry representatives. “Even though there is no substitute for a physical trade fair with real attendance and real contacts, we offer a diverse platform that certainly must be considered as state-of-the-art and will achieve maximum reach”, Frese explained. Hettich, Blum, Häfele and Vauth-Sagel are already the first market leaders to announce that they will be presenting their innovations in the virtual space, at interzum@home.

In the current situation, digital events are excellent solutions, but Koelnmesse continues to focus on relaunching trade fairs as soon as possible. All of the preparations in this direction have already been made. “We will continue to be there for our customers and partners: whether this involves the upcoming physical trade fairs, extensive advice at a purely digital event, or general interaction around conducting trade fairs during pandemics”, as trade fair head Böse confirmed.

Your contact for questions:

Guido Gudat

Tel.

+49 221-821-2494

Fax

+49 221 821-2460

e-mail

g.gudat@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

info@koelnmesse.de

www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief Executive Officer)

Oliver Frese

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

The relaunch could be rung in with the world's largest garden-lifestyle trade fair, spoga+gafa, from 30 May to 1 June 2021: From the end of February, Koelnmesse will consult with the participating exhibitor and visitor associations about the opportunity to successfully hold a trade fair in three months' time. In the interest of gaining a complete view of opinions internationally, spoga+gafa will conduct a survey of its visitors and exhibitors in the next few weeks, so that we can act in the interests of the industry in early March.

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About Koelnmesse:

Koelnmesse employs more than 900 people and in 2019 had a global turnover of more than 400 million euro. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m² of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,000 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. In the years ahead, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds and its digital infrastructure in the most extensive investment programme in its history, to allow it to cover all event formats in the future.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>