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Koelnmesse provides its customers planning security:

gamescom will be held in purely digital form again in 2021 and the next spoga+gafa will take place in June 2022

After intensive consultation and in agreement with the participating sectors, Koelnmesse and game - The German Games Industry Association have decided to once again implement gamescom (25 to 27 August 2021) in purely digital form. The spoga+gafa trade fair, which was planned to take place from 8 to 10 August 2021, will be suspended in 2021 and will once again serve as the place for innovations, new products and trends in the garden lifestyle sector in 2022.

“The pandemic situation remains difficult to predict,” says Gerald Böse, CEO of Koelnmesse. “We have made this decision to meet the strong need for planning security among our customers and partners. We continue to examine each event individually and fight for relaunch as soon as possible on our premises in Cologne. Progress in the vaccination campaign gives us reason to hope for trade fairs in the fall.”

“Together with the game association, we made every effort to make a hybrid gamescom 2021 possible for the fans and the sector,” explains Chief Operating Officer Oliver Frese. “Although our partners were very enthusiastic about our hybrid concept, we have had to acknowledge that gamescom is still too early for many companies due to their need for planning security. One thing is clear: Everyone involved needs planning certainty now. We are therefore planning another purely digital gamescom this year. With ample lead time, we will be able to offer the gaming community an even stronger online event at the end of August 2021.” gamescom managed to achieve numerous successes in digital form in 2020: Over 100 million video views across all formats and channels, over 50 million unique users from 180 countries and 370 partners from 44 countries. In follow-up, the digital offering is now being improved and expanded.

The next spoga+gafa, the world's biggest trade fair for garden lifestyle, will be held at the venue in Cologne from 19 to 21 June 2022. “The new date perfectly fits in with the order phase for all the sectors involved and has received a positive response from exhibitors,” says Frese.

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Digital events are excellent solutions in the current situation, and at the same time Koelnmesse is continuing to focus on relaunching as soon as possible. All the necessary preparations have already been made for this with the company's #B-SAFE4business package of measures. DMEXCO (7 and 8 September 2021), the leading international trade fair for premium baby and toddler products Kind + Jugend (9 to 11 September 2021) and the leading global trade fair for the dental community IDS (22 to 25 September 2021) are all scheduled for September and hold the prospect of a relaunch this fall at the Cologne trade fair grounds.

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About Koelnmesse:

Koelnmesse employs around 1000 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>