



EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE 2021

EUROPEAN PRESS CONFERENCE
OCTOBER 29, 2020

KEYNOTE
OLIVER FRESE
COO KOELNMESSE GMBH





#ROCKSAFE4BUSINESS: WE GET THE MOTOR RUNNING AGAIN!



#BSAFE
VILLAGE

#ROCK
SAFE

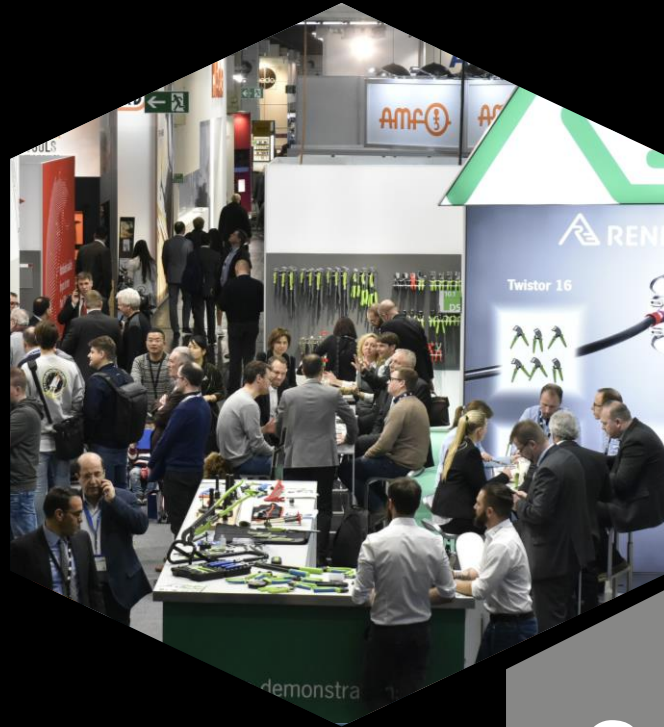




OUR EXHIBITORS

2,762

Exhibitors

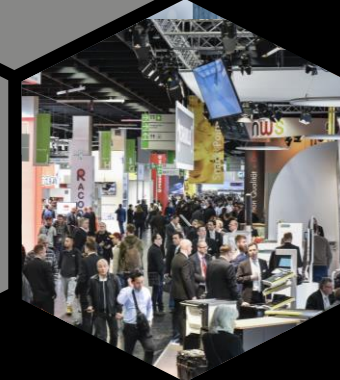


2,474

International
exhibitors

288

Exhibitors from
Germany





OUR EXHIBITORS

metabo
PROFESSIONAL POWER TOOL SOLUTIONS

CAS CORDLESS ALLIANCE SYSTEM

EQUIPMENT
VIGOR

HAZET

ALTRAD

PFERD

PROXXON

GAH ALBERTS
Ideen für Haus und Garten

GESIPA

PREBENA

**GUNZBURGER
STEIGTECHNIK**

StanleyBlack&Decker

schepach

wiha *Ultra*
Tools that work for you

mob
PEDDINGHAUS

WITTE

KUKKO

REYHER *R*



OUR EXHIBITORS AT THE DIY BOULEVARD

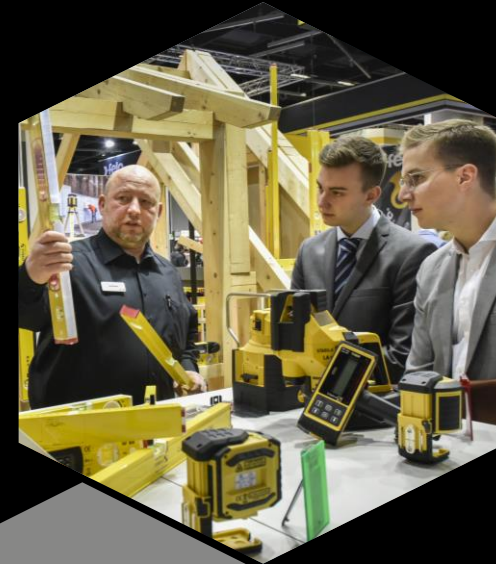




TARGET GROUPS TRADE VISITORS



TOOLS
SPECIALIST
TRADE



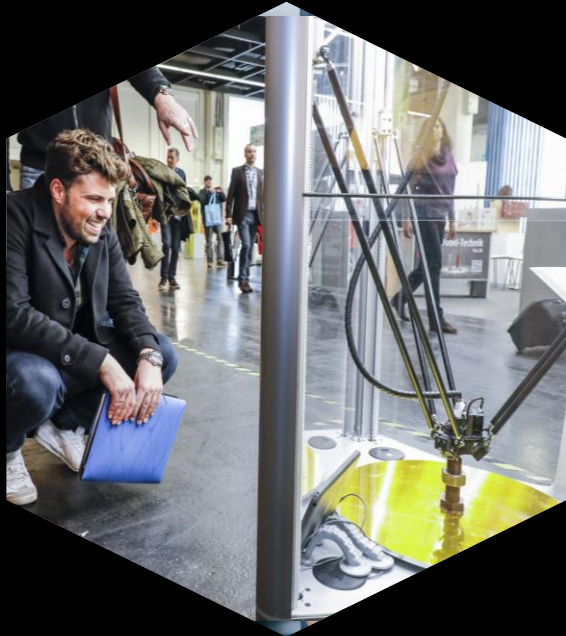
ONLINE
RETAIL

COMMERCIAL
USERS

PROCUREMENT
MANAGER



WE OFFER AN EXTENSIVE EVENT PROGRAMME





E-COMMERCE AREA

- Exposition on February 23 and 24
- Presentation of innovative, disruptive solutions and strategies for the retail sector, e.g. in the areas of payment, shop systems and multi-channel
- High-level keynotes and expert talks





EISENWARENMESSE@home



THE INTERNATIONAL
HARDWARE FAIR COLOGNE

transforms into one of the
first hybrid trade fairs

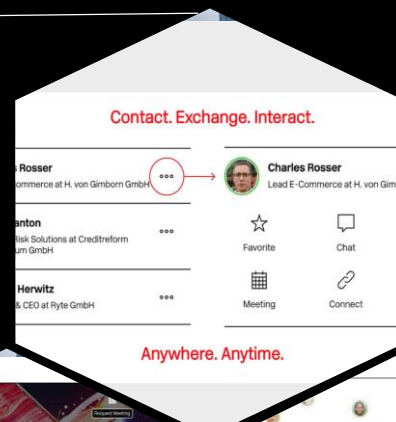


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Live stages



Personal
profile

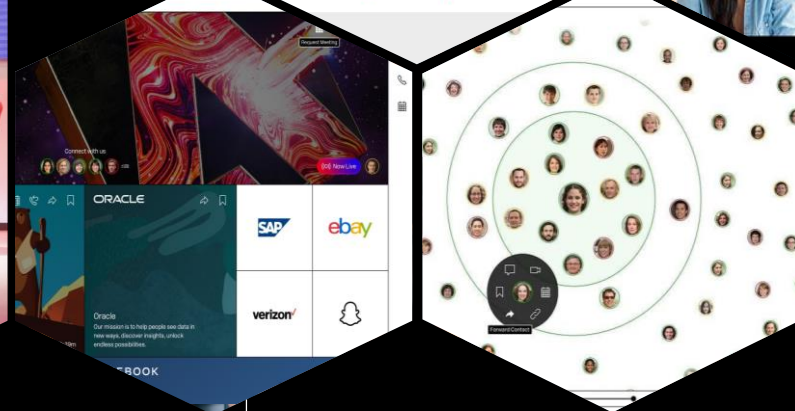


Networking



Discovery graph

Showrooms / showfloors





**LET'S
ROCK!**