

Comments by Oliver Frese, Chief Operating Officer of Koelnmesse, on the occasion of the European Trade Press Conference for ORGATEC 2022

ORGATEC 2022
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Ladies and gentlemen,

I too am delighted to be able to welcome you all to our press conference on ORGATEC 2022. The last time we were able to stage ORGATEC in Cologne was in 2018. Almost four years have passed since then.

However, we can't take a look at the coming ORGATEC 2022 without at least looking back over the past 24 months.

There have been a lot of changes over this period of time. And hardly anything has developed as we had hoped it would. The last two years have presented huge problems for many branches of industry. As trade fair organisers, we were faced with very special challenges since we weren't able to stage any physical events for almost two years.

Today, we can say with certainty that the trade fair business will take on a different shape after the pandemic.

But challenges and changes are of course nothing new for a top trading platform like Koelnmesse. Changes are part of the business. And anyone, who wants to be successful, has to be on top of these developments. That is why we have made use of the time to develop new, hybrid formats and digital tools, which can satisfy the constantly changing demands. The speed at which such changes occur has accelerated rapidly over this period of time.

Take the development of digital offers as an example. We were already working on enabling our customers to expand their trade fair success through additional digital offers before the pandemic started.

Yet, today digital and hybrid offers are practically taken for granted on the trade fair scene - even though many industries have only been able to gain very little practical experience to-date.

We had to flexibly keep on reacting to new challenges, plan, change the plans, replan them and then change them again. We have carried out purely digital events,

we have planned and conducted hybrid trade fairs and we have had to continually readapt in line with changed realities and individual industry peculiarities and each time we learned something new!

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Since last autumn and since the beginning of this year we have now been on course for the restart. In the autumn of last year and at the start of this year we demonstrated in the scope of IDS, FSB aquanale, Anuga, ISM/PSC in January as well as at Anuga Foodtec, which closed its doors just a few days ago, that successful international trade fairs are possible again after the pandemic - and also in the age of the current geopolitical occurrences.

We are thus delighted to finally be able to offer our customers the necessary business platforms they are familiar with, namely our trade fairs. This of course also applies for ORGATEC 2022. And in the course of our discussions with those responsible within the companies and with trade visitors from all trades, one thing has repeatedly become evident: The desire to engage in a personal exchange or mutual discussions, to be able to see, touch and try out creative solutions has grown more than ever.

ORGATEC TOKYO, which came to a close a few days ago, is proof that our assumption is correct. Around 22,000 visitors attended the premiere of the event. This success underscores the need for an event dedicated to the design, equipment and technology of modern working worlds.

We are thus looking optimistically ahead to ORGATEC in October and are delighted that with a view to the currently booked exhibition space, regarding the applications from abroad, we have almost reached the excellent level of 2018. Overall, we are expecting around 600 exhibitors from 35 countries in the coming October.

On-site in Cologne, ORGATEC is being staged in Halls 6 to 9 as well as in Halls 10.1 and 10.2.

Regarding the themes ORGATEC 2022 will focus on, these will be examined from a wide range of angles in cooperation with the parties concerned from the fields of science, research and practice.

The focal themes of the coming ORGATEC will without doubt be the latest developments in the area of hybrid and flexible working and the related smart technologies. The initial keywords in this connection are the progressing digitalisation and new technologies for efficient and sustainable building planning.

Of course, new solutions for the equipment of flexible working environments after and during the pandemic also make up part of this, such as the transformation of the office into “collaborative zones”. The ever-increasing demand for sustainable solutions in general and technical solutions and materials that contribute towards climate protection will be further key topics.

ORGATEC is dedicating an own event area called “Materials for future” to the latter.

The exhibition presents sustainable material innovations for the biological cycle and underlines impressively which sustainable solutions for interior construction and design are currently under development or which are almost ready for market launch. Incidentally, in the course of the day we will also be able to experience up-close everything that is already possible today in this connection.

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This brings us to the events that ORGATEC has to offer this year. And these are plentiful: In addition to the “Materials for future”, the iba Conferences, the Investors Day or the PropTech Arena are worth a special mention. They will illustrate the latest technology solutions for the optimisation and increased efficiency of building management. The Fraunhofer Symposium “People in Rooms” and the event zone “Inspired Office” will no doubt also definitely be worth visiting.

Please let me tell you a little more about the latter two, as representative examples for the further events of ORGATEC.

In the scope of the “People in Rooms” Symposium, the Fraunhofer Institute for Building Physics, IBP, has been bringing research and practice, scientists, architects, planners as well as users and companies together for years to inform and discuss with them the interaction between people and rooms. This year, a special edition of the event is being staged at ORGATEC.

The design and effect of working environments gains special significance in a hybrid world of work. Here, the demands of the employees have to be brought into line with the possibilities and the demands of the employers as well as with the framework conditions for work safety and the new legal requirements that are currently emerging. At the same time, modern places of work also have to comply with growing ecological demands - offices and buildings are to be constructed in a sustainable way and all workplaces should be operated as resource-sparingly as possible. The MiR-Symposium 2022 addresses these challenges that arise on designing the new world of work and will provide the latest scientific cognitions, inspiring keynotes and examples of best practice.

At ORGATEC 2018, in the scope of **Inspired Collaboration** we made it possible to experience how technology can inspire the collaboration between people. This year, **Inspired Office** will underline how inspiring worlds of work can be designed through the practical implementation of technology in conjunction with good organisation and office design. Whereby this world is not limited to a concrete place, but actually links up the home office, with work on the road and in the office to form a hybrid “ecosystem”.

The special feature of this event zone is the step from the product presentation of a wide range of technology leaders such as Cisco or Telekom through to the presentation of an integrated overall system. In this way, we make it possible to experience hybrid work in a playful manner and the individual applications and products are expediently integrated into an experiential world for the trade visitors of ORGATEC. Hence, we won't be presenting abstract “future visions” that are nice to look at, but which are not implementable in the near future. No, Inspired Office shows totally concrete work environments, where the technology and equipment are

indeed already connected today in a useful, efficient and creative way.

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As you can see: Once again this year, ORGATEC will emotionally present relevant themes and will provide the industry with new impulses. Because that is what this leading, international trade fair does, as a theme-oriented business event it brings the decision-makers of all sections together and invites them to experience and push forward the development of modern working worlds.

Thank you very much.

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