

Welcome Speech, Oliver Frese, Chief Operating Officer Koelnmesse GmbH, EISENWARENMESSE - International Hardware Fair 2024

EISENWARENMESSE - International Hardware Fair 2024
19. June 2023, 5:00 PM, Koelnmesse Congress-Center North Conference Room D



EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
eisenwarenmesse.com

Dear ladies and gentlemen,

I am delighted to welcome you here today to the press conference of EISENWARENMESSE - International Hardware Fair Cologne. It is nice to see the hardware industry gathering again. After the digital and hybrid press formats of the past three years, it is now finally time for personal encounters again. Which is why I would first like to thank you, dear media creators, for your participation in the press conference.

I would also like to welcome and thank the representatives of the associations who took the time to talk about current industry themes and trends here on site.

I would like to start on the manufacturer side with Stefan Horst and Thomas Glockseisen as representatives of the trade association for the tools industry (FWI).

Representing the specialised trade, I welcome Dr Peter Wüst and Jörn Brüningholt as representatives of the trade association for DIY, building and gardens (BHB). The same applies to John W. Herbert of the European DIY Retail Association (EDRA) and the Global Home Improvement Network (GHIN) I also welcome Kurt Radermacher from the association for the German wholesale trade of machinery and tools (FDM). And finally, I have the pleasure of very warmly welcoming Thomas Dammann and Alberto Amos as representatives of the central association for the hardware trade (ZHH) here in Cologne.

Before we move on to an exchange about the current developments of the EISENWARENMESSE - International Hardware Fair 2024 and the hardware industry, I would like to very briefly report on how Koelnmesse is setting itself up for this and the next year.

This is because 2024 is going to be a very special year for Koelnmesse: in the coming year, Koelnmesse will be celebrating its 100th anniversary parallel with the EISENWARENMESSE - International Hardware Fair. As you know, the EISENWARENMESSE - International Hardware Fair has been a fixed component of Koelnmesse for more than 50 years now. Over the course of the years, it has developed from being the oldest and the most traditional trade fair of the tool and hardware industry to becoming the largest international networking platform of the global hardware industry. We at Koelnmesse have also continually improved our

products and adapted them to the needs of the market. As a trade fair company, we must react proactively to current events and constantly develop ourselves further. This is why we have further advanced themes and, among other things, defined new key points for our sustainability strategy.

Page

2/3

Thus we pursue the firm goal of becoming climate-neutral by 2035. Since 2015, sustainability has become a theme that always accompanies us in the framework of modernisation and building projects. Since then, we have already been successful in realising numerous sustainability measures. The world's largest trade fair traffic guidance system, eSlot, which contributes to reducing traffic jams and vehicle emissions, as well as the complete conversion to green energy already contribute today to more sustainable trade fair presences and visits. We summarise our sustainability activities in the three core action areas of nature, events and community and would like to reflect these holistically from now on. All measures and ideas are aimed at being a marketplace that allows trade fair operations to be as resource-efficient as possible. In order to reinforce the consciousness for this important theme, we as Koelnmesse will, effective immediately, bundle our individual measures under the newly developed label "Tradefairer".

We are also continuing to invest in the modernisation of our fair grounds. We are firmly convinced that meeting up on-site will also remain a key element of our services in the future. Thus, for example, the Confex will open in the coming year, which enables the organisation of large congresses with a simultaneous expo. With its structural and technical qualities, it stands for the event formats of the future.

Our services are also becoming more digital and more efficient: for example, the trade fair app, which will serve over the medium term as a navigation device, ticket wallet, exhibitor, event and product database as well as a communications tool. With Lead+Meet, which was offered for the first time at the IDS and interzum, we are the first trade fair company worldwide to have realised a digital product that perfectly brings together exhibitors and visitors in the exhibition halls. By way of personalised push messages that are issued via the trade fair app, exhibiting companies can address the most important visitor target groups in a deliberate fashion. Thanks to an indoor navigation that guides the target customers directly to the trade fair stand, visitors can quickly and easily find the appropriate exhibitors.

The developments of the past years have also demonstrated how important regional events are for our markets. Which is why we are constantly working on expanding our business overseas by adding new events. I am therefore especially pleased that Koelnmesse is the global market leader for the events of trade fairs in the tools and hardware segment. We have opened up new target markets for the EISENWARENMESSE - International Hardware Fair with our global brands and celebrated the successful premiere of the International Hardware Show Italy - powered by EISENWARENMESSE in Bergamo at the beginning of May.

In addition to this, Koelnmesse is bringing the proven trade fair model of the EISENWARENMESSE - International Hardware Fair to India. The International Hardware Fair India - powered by EISENWARENMESSE - International Hardware Fair supplements our global portfolio and is taking place for the first time at the

beginning of December of this year in New Delhi. The new B2B trade fair for the Indian and subcontinental market offers a professional business platform for the entire hardware industry and provides important responses to the increasing demand from the Asian market.

Page
3/3

With the Asia-Pacific-Sourcing in February and March of this year, we have reinforced our position as the most important sourcing platform in Europe for new products and trends revolving around the house and garden segments from the Far East, which has also paid off with regard to our positioning as a top international trade fair organiser.

Ladies and gentlemen,

I am now looking forward to good conversations and an intensive exchange with you in the coming hour.

Stand: 19.06.2023

Kürzel: