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#fsb

## **FSB 2021: #B-SAFE4business - Koelnmesse has shown how it works**

**Koelnmesse has demonstrated hygiene and social distancing measures that comply with the Corona Protection Ordinance at a showcase trade fair**

In order to host trade fairs such as FSB 2021 - International Trade Fair for Public Space, Sports and Leisure Facilities - as in-person events and to provide a safe trade fair experience for exhibitors and visitors in the coronavirus era, Koelnmesse presented the prototype of a trade fair that translates the requirements of the State of North Rhine-Westphalia's Coronavirus Protection Ordinance into the event practice of international trade fairs with the #B-SAFE4business Village, which covered approximately 5,000 square metres in Hall 9 of the trade fair grounds. Under the title #B-SAFE4business, a campaign was launched back in June to explain Koelnmesse's comprehensive protective measures for exhibitors and visitors. A real-life experience has now been added to the campaign in the form of the #B-SAFE4business Village. The #B-SAFE4business Village was open to Koelnmesse's customers on invitation throughout the entire month of October, and many FSB exhibitors took advantage of the opportunity to gather plenty of information.

Distancing, hygiene, face coverings, ventilation and the coronavirus app: simple behavioural measures with a big impact are now part of our new daily lives. However, compliance with these rules poses major challenges for trade fair organisers across the globe. With the #B-SAFE4business Village, Koelnmesse has demonstrated how the requirements can be implemented at industry events and proved that the trade fair organiser is excellently prepared for events with several thousand participants from all over the world. The entire customer journey was mapped, from paperless ticketing and the newly developed eGuard app for directing the flows of visitors, to a wide variety of stand construction concepts that take the social distancing rules into account even when space is limited. New event formats and digital technologies showed how exhibitors can increase their reach with hybrid exhibition stands. In the field of event services, Koelnmesse presented its catering and hygiene concept, among other offerings. In addition to several Koelnmesse business divisions, various service providers also participated in the Village.

The resumption of trade fairs is essential and not just for Koelnmesse. As the world's leading trade fair for urban living environments, FSB in Cologne presents the global range of products and services for public spaces, sports and leisure facilities. It will play a decisive role in successful business development in the post-COVID-19 era.



FSB  
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<https://www.fsb-cologne.com/home/>

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Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

Cologne is the only place where international business partners can meet decision makers from local authorities, clubs and associations, and connect with representatives from the fields of architecture and sports. The extensive #B-SAFE4business measures provide the most suitable framework for safe face-to-face interaction. The package of measures is an important signal that a new era is dawning and gives trade fair participants every reason to look ahead with optimism.

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Official images of the #B-SAFE4business Village are available at [https://www.fsb-cologne.com/news/content-for-media-representatives/image-database/image-database-b-safe4business-village/?\\_ga=2.19951547.2062807143.1605864878-1442756429.1603439767](https://www.fsb-cologne.com/news/content-for-media-representatives/image-database/image-database-b-safe4business-village/?_ga=2.19951547.2062807143.1605864878-1442756429.1603439767)

Film footage of the #B-SAFE4business Village can be viewed at <https://www.youtube.com/watch?v=GhbFnccjTzY&feature=youtu.be>

Further information is available at: [www.fsb-cologne.com](http://www.fsb-cologne.com)

**Koelnmesse - Global Competence in Furniture, Interiors and Design:** Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: [www.global-competence.net/interiors/](http://www.global-competence.net/interiors/)

Further information about ambista: [www.ambista.com/](http://www.ambista.com/)

#### **The next events:**

interzum bogotá - The event for industrial wood processing and furniture manufacturing, Bogotá 02.02. - 05.02.2021

interzum - Furniture Production Interiors Cologne, Cologne 04.05. - 07.05.2021

spoga+gafa - The garden trade fair, Cologne 30.05. - 01.06.2021

#### **Note for editorial offices:**

FSB photos are available in our image database on the Internet at [www.fsb-cologne.com](http://www.fsb-cologne.com) in the "News" section.

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