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#thetirecologne

## THE TIRE COLOGNE 2021: #B-SAFE4business - Koelnmesse shows how it is done



**In an exemplary trade fair, Koelnmesse is demonstrating hygiene and social distancing measures that comply with the Corona Protection Ordinance**

THE TIRE COLOGNE  
18.05. - 20.05.2021  
[www.thetire-cologne.com](http://www.thetire-cologne.com)

In order to also enable trade fairs like THE TIRE COLOGNE 2021 with a physical presence and thus a safe trade fair experience for exhibitors and visitors in times of the corona virus, Koelnmesse is presenting the prototype of a trade fair that integrates the stipulations of the Corona Protection Ordinance of the state of North Rhine-Westphalia into the event practice of international trade fairs on around 5,000 square metres in Hall 9 of the fair grounds in the context of the #B-SAFE4business Village. A campaign that explains the extensive protective measures of Koelnmesse for exhibitors and visitors was already launched under the title #B-SAFE4business in June. The campaign has now been enhanced with a real experience in the form of the #B-SAFE4business Village. The #B-SAFE4business Village is open for invited customers of Koelnmesse until the end of October.

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DHM + V + C - these five letters have become part of our new everyday routine: distance, hygiene, masks + ventilation + corona app. Simple behavioural measures with a huge impact. Observing these rules poses huge challenges for trade fair organisers worldwide. With #B-SAFE4business Village, Koelnmesse is proving this is possible and that the trade fair organiser is ideally prepared for events with several thousand participants from all over the globe. To this end, the entire customer journey was depicted, from paperless ticketing through the newly-developed eGuard app for guiding the visitor flow to the most varied stand construction concepts, which take distancing regulations into account even when space is limited. New event formats and digital technologies show how exhibitors can extend their reach using hybrid exhibition stands. Among other things, the food service and hygiene concept of Koelnmesse are being presented for the service section. In addition to several Koelnmesse business sections, diverse service providers are also participating in the Village.

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Oliver Frese  
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Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

The recommencement of trade fair business is essential, not only for Koelnmesse. THE TIRE COLOGNE, as a global communication platform of the international tire and wheel industry, plays a key role in the successful restart of business in the post-corona period. The extensive #B-SAFE4business measures offer the best possible framework for safe, personal exchange and thus also decisive impulses for a spirit of optimism.

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

Official photo material of the #B-SAFE4business Village is available at:  
<http://koelnmesse.onlinemedianet.de/download?guid=7784ED31-EA5D-4FE4-AB0C-4E23D249AEED> .

Page

2/3

Film material on the #B-SAFE4business Village can be called up under the following link <https://www.youtube.com/watch?v=pLU7a5bSlOk&feature=youtu.be> .

#### **Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:**

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

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

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment, hybrid show on-site and digital, Cologne 25.08. - 29.08.2021  
DMEXCO - Europe's leading Digital Marketing and Tech event, Cologne 07.09. - 08.09.2021  
gamescom asia - Asia's Heart of Gaming, Singapore 14.10. - 17.10.2021

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

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

Press information is available at: [www.thetire-cologne.com/Pressinformation](http://www.thetire-cologne.com/Pressinformation)  
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#### **THE TIRE COLOGNE in the Social Web:**

<https://twitter.com/thetirecologne>  
<https://www.youtube.com/c/TheTire-CologneDe>  
<https://www.linkedin.com/showcase/thetire-cologne/>

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