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## "Respectable result" in second year of pandemic

### 2022 is the year of the re-start - concrete forecasts are hardly possible

Koelnmesse concluded its second year of the pandemic with a "clear loss, but a respectable result under the circumstances," according to the Chairwoman of the Supervisory Board, Cologne's Mayor Henriette Reker, at the annual press conference. 35 of the 68 events planned worldwide could take place in 2021 - many with a good level of success, but in some cases with significantly reduced participation. Last year's turnover reached more than 130 million euro, and the loss was limited to around 80 million euro. In 2022, the return to the exhibition halls is in full swing: "We are at the forefront of the re-start. We were once again among the first to open our doors at the end of January with ISM and ProSweets Cologne," says Koelnmesse's President and Chief Executive Officer Gerald Böse. "Compared to other countries, the trade fair business in Germany has hesitated a bit longer, but is now coming back with great force."

A spirit of optimism surrounds the trade fair company's office high-rise in Cologne. The 2022 trade fair calendar is well filled and the first trade fairs of the year have shown strength, especially due to a high level of international participation. Gerald Böse considers the fact that Anuga FoodTec at the end of April returned to two-thirds of its exhibitor and half of its visitor numbers, with over 1,000 exhibitors and around 25,000 participants, to be a good success: "The glass is half full again and no longer half empty. And it will continue to fill up! Our customers want to return to the exhibition halls, and our events thus far have confirmed this without a doubt."

"Even in these difficult times," said the mayor, "company management and the entire team have always continued to work on the future. Koelnmesse has largely stuck to its investment plans. It has continued to fine-tune its trade fair programme at home and abroad, as well as preparing a number of premieres, some of which have already successfully taken place."

#### 2021: 35 trade fairs with over 10,500 exhibitors and about 470,000 visitors

Among Koelnmesse's 35 events in 2021 were 8 of its own trade fairs held at the Cologne trade fair grounds including Kind + Jugend, ART COLOGNE and Anuga, the largest trade fair held anywhere in the world in 2021. There were also 5 digital events, 10 foreign trade shows, as well as 12 guest events and special events in Cologne. In total, more than 10,500 exhibiting companies and about 470,000 visitors took part. The gamescom asia in Singapore celebrated its premiere abroad as a hybrid event.

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Oliver Frese

Herbert Marner

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

### **Substance remains healthy with 134.2 million euro turnover and just 81.4 million euro loss**

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The 134.2-million-euro turnover and limitation of the loss to 81.4 million euro in 2021 are primarily due to the initial trade fair relaunches last fall, implementation of the Cologne vaccination centre, but also to significant cost-cutting measures as well as short-time work until September. Equity remains sufficient at over 180 million euro - thanks to the exceptional volume of more than 250 million euro at the start of the pandemic and the equity increase of 120 million euro by the shareholders in 2021.

### **2022: reducing costs, increasing flexibility, growing both existing and new business**

It is difficult to make concrete forecasts regarding the economic result for 2022. Despite the promising re-start, Koelnmesse is prepared for further significant losses. Gerald Böse: "We have to find the right path between newfound hope and the required realism. Short- and medium-term forecasts are hardly possible in view of ever-changing influences against the backdrop of the war in Ukraine as well as the recent effects of the healthcare crisis and the lockdown in China. We will therefore continue to pay strict attention to keeping our costs low, increasing profitability and flexibility, and focusing on new business in Germany and abroad."

### **Further re-starts, a full programme, premieres at home and abroad**

Koelnmesse is planning a total of 61 events for 2022, including 19 of its own events, 20 guest events and 3 special events in Cologne, plus 19 trade fairs abroad. In Cologne, these include gamescom, which is returning to the halls along with DMEXCO and the INTERNATIONAL HARDWARE FAIR, as well as ORGATEC. Cologne premieres in May included polisMOBILITY and insureNXT, two new formats for the future of mobility in the context of urban living and the insurance sector. The events outside of Germany have got off to a good start so far this year. These include THAIFEX - Anuga Asia in Thailand, where exhibitor participation and occupied space have almost doubled compared to the previous event. The premiere of ORGATEC TOKYO was a resounding success with around 22,000 visitors. With h+h Americas in Chicago, another premiere is on the agenda at the end of June.

### **Implementation of German participation in Expo 2025 Osaka**

The German Expo participations remain one of Koelnmesse's strong suits. The German Pavilion at Expo 2020 Dubai, which the company organised in its entirety, won the most important awards and was rated good or even excellent by 98 percent of the guests. The fact that Koelnmesse has now once again been commissioned by the German Federal Ministry of Economics and Technology to organise the German Pavilion at the next major world exhibition, Expo 2025 Osaka, confirms its outstanding expertise.

### **The modern trade fair era: Koelnmesse 3.0, digitalisation and sustainability**

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Koelnmesse is sticking to its long-term plans. "The modern trade fair era" is the title of its current annual report. Essential aspects include

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- the continuation of investment in the site as part of the "Koelnmesse 3.0" programme as an essential part of securing the company's future, with a focus on the new Hall 1 and the Confex event and congress location currently under construction
- the development of digital services as essential building blocks of existing and new trade show formats with global reach on the web and as forums for communities up to 365 days a year
- the further global expansion of the international event networks to cover the core topics of the trade fair programme
- the development of a sustainability strategy that balances economic activity in the trade fair business with having a positive impact on society and the environment.

### **Gerald Böse extends contract to 2028, Herbert Marner retires**

After more than 20 years of service to Koelnmesse, long-time Chief Financial Officer Herbert Marner is retiring at the end of May 2022. Gerald Böse, who has extended his contract as President and Chief Executive Officer until 2028, and Oliver Frese, Chief Operating Officer, will lead the company as a two-member management team starting 1st June. Volker Ahrberg, Vice President Finance and Controlling, will then be responsible for financial issues as an authorized signatory for Koelnmesse.

### **About Koelnmesse:**

Koelnmesse employs around 1000 people. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m<sup>2</sup> of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,500 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. Until 2034, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future.

Photo material for Koelnmesse:

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