

No. 14 / Cologne, 01.07.2022

Koelnmesse honoured with Operations and Services Award from the Global Association of the Exhibition Industry, UFI

Highest distinction for the Covid safety concept #B-SAFE4business, which has ensured smooth trade fair operations during the pandemic

The Global Association of the Exhibition Industry (UFI) has honoured Koelnmesse for its creativity and highly effective communication during the Covid pandemic. This specifically includes development and implementation of the #B-SAFE4business concept, physical realization in the #B-SAFE4business Village and the new digital ticketing process.

"The award from Paris confirms the many extremely positive responses from the media, authorities, politicians and our customers, to whom we presented our measures in the #B-SAFE4business Village in 2020 and who experienced digital ticketing and well-planned admission controls during our events. In doing so, we have provided inspiration for our sector by way of example and our dedication to remaining operational," says Koelnmesse's Chief Operating Officer, Oliver Frese. UFI praised Koelnmesse's commitment as an "outstanding initiative" and successful preparation for a return to trade fair business without restrictions.

The #B-SAFE4business concept resulted in 2020 from tremendous team effort involving 15 of Koelnmesse's business units, around 80 service providers and representatives from the city of Cologne. One of the concept's key components was the #B-SAFE4business-Village, which simulated a safe trade fair in the Covid era on around 5,000 square meters of space at the end of 2020. Approximately 1,000 exhibitors, stakeholders and representatives of associations and subsidiaries were given the opportunity to experience concrete solutions such as a streaming studio, camera-based visitor counting, catering concepts, hygiene products and body scanners.

Koelnmesse's digital ticketing system provided an additional way to ensure safe trade fairs, as it not only converts tickets into QR codes, but also links each ticket directly to the required 3G proof in an app, thus making admission even faster and safer.

Your contact:

Guido Gudat

Tel.

+49 221 821-2494

Fax

+49 221 821-2460

e-mail

g.gudat@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief Executive Officer)

Oliver Frese

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:

Cologne

District Court Cologne, HRB 952

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 m² 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:

<https://www.koelnmesse.com/news/image-database/image-database.php>

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