Press release

koelnmesse

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Mayor of the City of Cologne and Minister-President of North Rhine-Westphalia at gamescom:

Henriette Reker calls for planning reliability for trade fairs

At this year's gamescom, politicians have spoken out in favour of predictable and uniform trade fair operations in Germany. Trade fairs need to be able to plan ahead to keep functioning as strong and innovative sectors, and to lend internationality and economic added value to Germany as a trade fair location.

In early August, the country's federal government unveiled its new Covid protection plan, which it describes as "winter tyres", for the critical fall and winter season. It also announced possible additional tightening of measures using metaphorical "snow chains". This could include upper limits on the number of people allowed at indoor events including trade fairs. The stricter measures will be imposed separately by the individual state governments.

Mayor of the City of Cologne, Henriette Reker, commented on the German government's approach at the opening of gamescom in Cologne as follows: "If we want to continue to rely on trade fairs as a motor for the economy in the future, then we should already be considering their needs today. Due to their long lead times, trade fairs require planning reliability or at least the opportunity to prepare very precisely for different scenarios. They also need comparable and uniform framework conditions throughout Germany."

Minister-President of North Rhine-Westphalia, Hendrik Wüst, also emphasised the importance of being able to reliably organise on-site trade fairs for all stakeholders: "In a sector as digital as this, some might think it should be easy to simply do without something as analogue as a trade fair in the wake of the Covid pandemic. However, I have heard from exhibitors, visitors, developers and publishers how good it is to finally meet again in person."

With regard to possible "winter tyres" and "snow chains", President and Chief Executive Officer of Koelnmesse, Gerald Böse, affirms: "We are back, but worries are once again clouding the spirit of optimism. As is so often the case in Germany, we are faced with the threat of a patchwork of measures that do not apply nationwide and are neither understandable nor justified from our perspective as an organiser. After all, the trade fair industry can proudly claim that we have long since equipped our vehicles with all-season tyres."

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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.

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