

No. 17 / Cologne, 13.09.2022

Koelnmesse expands business activities to Mexico

Memorandum of Understanding signed with ANTAD, organiser of Expo ANTAD in Guadalajara

Koelnmesse GmbH has further expanded its market activities in Central America by signing a Memorandum of Understanding with ANTAD, the leading retail association and organiser of Expo ANTAD in Guadalajara, Mexico. The cooperation marks the first building block for Koelnmesse's business activities in the Central American country. After Brazil, Colombia and the US, Mexico is the fourth business location of Koelnmesse in the Americas. Koelnmesse will be the official international sales partner of Expo ANTAD 2023.

With their new cooperation, the two trade fair organisers intend to explore a deeper partnership in the food sector in Mexico, the bridge between the markets in the US and South America. In a first step, the two partners will join forces and take advantage of their respective counterpart's strengths on both sides of the market: with Expo ANTAD, Mexico's leading event in the food industry for the retail sector, hotels and restaurants, ANTAD has a broad overview of retailers' demand. Koelnmesse will contribute with their know-how and network within the food industry. "Food and food technology is one of Koelnmesse's focus areas, with our flagships Anuga and ISM, and other trade fairs around the globe, such as ANUFOOD, Alimentec and THAIFEX - Anuga Asia. We look forward to expanding our portfolio in Mexico with ANTAD as our strong partner", says Gerald Böse, President and Chief Executive Officer at Koelnmesse. In a second step, ANTAD and Koelnmesse will explore additional cooperation projects, also in non-food sectors.

The move comes at a decisive time for Koelnmesse customers. While the geopolitical situation around the globe and trade chain disruptions are leading to growing insecurities about formerly established trade fair regions, Koelnmesse is seizing the opportunity to expand its business to Mexico. On the one hand, Koelnmesse customers will benefit from access to a thriving food and food tec market with comfortable trade regulations. On the other hand, the Mexican retail sector will benefit from access to new actors and products in the region.

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

Both parties believe in the great potential of their agreement and look forward to a fruitful cooperation. “This cooperation agreement with Koelnmesse, the organiser of the most important food industry event in the world, ANUGA, will bring to our event exhibitors from all over the globe, which will allow to broaden the variety of products in the shelves of our associates in benefit of the consumer, and also attract investment to our country”, said Vicente Yanez Solloa, Executive President of ANTAD.

Koelnmesse had previously worked together with ANTAD when organising the German Pavilion at Expo ANTAD for the German Federal Ministry of Food and Agriculture in May 2022.

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>

Follow our English social media channel:

www.linkedin.com/company/koelnmesse-gmbh