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Expo 2025 in Osaka: Koelnmesse to organise the German Pavilion

**Koelnmesse involved in four out of five world exhibitions so far this millennium
Christopher Hecker to head the Expo team as Pavilion Director**

The German Federal Ministry for Economic Affairs and Climate Action has once again commissioned Koelnmesse to organise and operate the German Pavilion at the World Expo in Japan from 13 April to 13 October 2025. Following its successful operation of CAMPUS GERMANY at the current Expo 2020 Dubai (1 October 2021 to 31 March 2022), the Cologne team is looking forward to once again demonstrating its expertise and passion for Expo in three years.

"Following Expo 2005 in Aichi, 2010 in Shanghai and the ongoing Expo 2020 in Dubai, it is great to have this new opportunity to contribute our experience and knowledge to Expo 2025 in Osaka," says Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "It is an honour for us to once again present Germany to the world in this capacity. We are quite aware of the responsibility associated with this great task." Cologne's Mayor Henriette Reker also welcomed the good news: "Koelnmesse's significant contribution to showing the world relevant trends and solutions for future challenges further reflects its role as a key player in the international trade fair business. Congratulations!"

The designated Pavilion Director Christopher Hecker ([portraitlink](#)) will lead the team in Osaka as a proven expert on Japan. He already lived in Japan for two years and is currently working alongside his job on his doctorate degree on the topic of "Digital Leadership and Trust Building in Japanese-German Teams". "We are sure his experience in the Japanese context and his network in the worlds of business and politics will contribute to successful teamwork with the Expo company as well as the service providers and partners on site," explains Denis Steker, Senior Vice President International at Koelnmesse, who is responsible for the company's successful bid for the Expo contract. Among other things, Christopher Hecker and his soon growing Expo team will be responsible for all preparations, supervising the pavilion's construction and content design, recruiting the pavilion staff, public relations and finally operating the pavilion on site.

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

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

Approximately 28 million visitors are expected to attend the Osaka Expo during its 184-day run. With its theme "Designing Future Society for Our Lives," the Expo aims to contribute to the achievement of the United Nations Sustainable Development Goals (SDGs). The Expo is set to take place five years ahead of the United Nations' target year of global goals for socially, economically and environmentally sustainable development by 2030. As such, the Expo will provide an ideal opportunity to demonstrate and further accelerate international progress in this regard.

A photo of Christopher Hecker can be found [here](#).

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 54,000 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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