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KOELNMESSE AND DMG EVENTS JOIN FORCES TO BOOST THE MIDDLE EAST EXHIBITION SCENE

Koelnmesse and dmg events, two global leaders in the exhibition industry, have officially signed a Memorandum of Understanding (MoU) to collaborate on developing key trade exhibitions across the Middle East.

This strategic partnership will combine and leverage their respective brands, creating a dynamic synergy that promises innovative and impactful events. The Middle East market, with its rapid growth and diverse industries, presents a unique opportunity for both organizations.

Gerald Böse, President and CEO of Koelnmesse, explains: “Koelnmesse is excited to collaborate with dmg events, the leading international organizer in the Middle East. Our shared vision is to extend our brands and events in the world’s fast growing exhibition market. As the region’s ambitious plans drive industry growth and investment, our partnership will play a pivotal role in shaping the future.”

The collaboration will focus on several critical areas including:

1. Sports, Build, and Leisure Facilities: Drawing from Koelnmesse’s successful FSB (28.-31.10.2025), the world leading trade fair for public spaces and sports facilities, and dmg’s Sport, Leisure & Facilities Shows, the partnership will curate cutting-edge exhibitions that cater to sports enthusiasts, architects, builders, and leisure facility managers. These events will showcase the latest trends, innovations, and solutions in sports infrastructure and recreational spaces.

2. Office Design, Build & Fit-out: Building on the success of Koelnmesse’s ORGATEC (22.-25.10.2024), the leading international trade fair for the modern working world, and dmg’s Workspace, the collaboration will introduce an exclusive office design and build show. Architects, interior designers, and corporate decision-makers will discover groundbreaking concepts, sustainable designs, and smart office solutions.

3. Furniture and Fittings: The Middle East furniture market is poised for significant growth over the next five years, driven by changing lifestyles and urbanization, increasing disposable income & affordable housing Schemes, all encouraging homeownership and creating a surge in demand for furniture. To meet this demand Koelnmesse and dmg events will curate exhibitions that showcase innovative designs, sustainable materials, and smart solutions for the furniture manufacturing industry. Koelnmesse has extensive expertise in this area, not least because of its interior business event, imm cologne (12-16.01.2025). Koelnmesse’s Living, Contract & Public Spaces portfolio comprises 11 international shows and trade fairs.

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Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

4. Hardware & Tools: Koelnmesse has been successfully organizing the EISENWARENMESSE since 1971 and Asia-Pacific Sourcing in Cologne since 2005, as well as numerous satellite events in the Hardware & Tools segment. Building on this expertise, Koelnmesse and dmg will also examine possible potential here.

Geoff Dickinson, Group CEO of dmg events, expressed his enthusiasm: “We are thrilled to further expand our footprint in the Middle East by partnering with Koelnmesse. With over 35 successful annual events in the region, we are committed to adding value and building on our existing portfolios. Together, we will create exceptional experiences for exhibitors and visitors alike.”

This groundbreaking alliance between dmg events and Koelnmesse underscores their commitment to advancing the exhibition landscape in the Middle East. By harnessing their collective strengths, they aim to create transformative events that drive economic development, foster innovation, and connect businesses across borders.

Stay tuned for updates as dmg events and Koelnmesse collaborate to create unforgettable experiences for the Middle East’s business community.

Images of the mentioned trade fairs can be found [here](#).

About dmg events: dmg events is a leading organizer of face-to-face events and publisher of information services. Our aim is to create dynamic marketplaces to connect businesses with the right communities to accelerate their growth in today’s rapidly evolving landscape. With a presence in over 20 countries and organizing more than 90 events each year, dmg events is a global leader in the industry. Our flagship events including the Big 5 Global, ADIPEC, Gastech, EGYPES, The Hotel Show, INDEX and The Saudi Food Show. For more information visit www.dmgevents.com. Founded in 1989, dmg events is a wholly owned subsidiary of the Daily Mail and General Trust plc (DMGT, www.dmgmt.co.uk).

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 corporate 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 2040, Koelnmesse is investing more than one billion 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. Koelnmesse is celebrating its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History | Koelnmesse](#)

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