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Successful trade fair premieres in 2025: Koelnmesse expands international business

## Successful trade fair premieres in 2025: Koelnmesse expands international business

- **ORGATEC WORKSPACE Saudi Arabia to debut on 16 September 2025 in Riyadh - bringing the expertise of the renowned ORGATEC Cologne to the Middle East**
- **Koelnmesse advances its internationalisation strategy and expands strong trade fair brands abroad**
- **Strong debuts: FSB Sports Show Riyadh and International Hardware Fair Saudi Arabia attracted 13,110 trade visitors in June 2025**
- **By the end of 2025, Koelnmesse will launch six further international trade fairs, including in India and Indonesia**

Koelnmesse is set to celebrate the launch of ORGATEC WORKSPACE Saudi Arabia on 16 September 2025 in Riyadh. Building on the long-standing success of the renowned ORGATEC in Cologne, the new event will provide a key platform for modern workplace design, office furnishings and future-focused working environments. Organised in cooperation with dmg events, a leading trade fair organiser, the debut marks another milestone in Koelnmesse's drive to expand its portfolio into dynamic growth markets across the Middle East.

Following the successful premieres of FSB Sports Show Riyadh and International Hardware Fair Saudi Arabia, which together drew 13,110 trade visitors in June 2025, Koelnmesse is further accelerating its internationalisation strategy and opening new business opportunities for exhibitors and visitors alike.

"I am delighted that our recent trade fair premieres in Saudi Arabia have been so well received for their scale, the quality of participation and the business opportunities they have created – and that they have quickly secured their place in the Saudi trade fair calendar," says Gerald Böse, Chief Executive Officer of Koelnmesse GmbH.

The first edition of the FSB Sports Show Riyadh ended successfully on 18 June 2025 and has established itself as Saudi Arabia's largest trade event for sports infrastructure, leisure facilities and public spaces. The trade fair was launched within the context of the "Quality of Life" program and the development of new sports halls, stadiums and leisure facilities as part of "Vision 2030", the ambitious Saudi government program for the country's economic and social development, and struck a chord. The aim of this program is to offer the Saudi population a wide range of recreational sports. There is also a growing demand for modern and professional

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sports infrastructure in the run-up to major events such as the 2029 Asian Winter Games, the 2030 World Expo and the 2034 FIFA World Cup.

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### **Numerous visitors and high-quality business partnerships**

The simultaneous premiere of the International Hardware Fair (IHF) Saudi Arabia met with an equally positive response and also marked an important milestone for the growing construction, trade and industry sectors in the region. It is the first trade fair to focus on the Saudi Arabian market for tools and hardware, which is worth around eleven billion US dollars.

"Foreign trade fairs are a booster for German SMEs," emphasises Chief Operating Officer (COO) of Koelnmesse, Oliver Frese. "They support small and medium-sized companies in particular in diversifying their business, securing it through a broader positioning or even gaining a foothold in markets in which they previously had no presence of their own." Koelnmesse is an important door opener to many international markets for them.

"We are very happy with the participation and strong interest we've seen at the launch editions of FSB Sports Show Riyadh and International Hardware Fair Saudi Arabia," says dmg President Matt Denton. "The excellent feedback and high levels of rebooking show there is strong demand for these product sectors and we will deliver even bigger editions in 2026 to meet that demand. Our partnership with Koelnmesse brings together complementary strengths and we are excited to build on this momentum as we prepare to host ORGATEC next week in Riyadh. Partnerships like this are important to us because they combine expertise and networks, giving our customers greater choice and access to leading global brands."

### **Further international expansion**

Koelnmesse's international business has been developing at a highly dynamic pace for several years now. Since 2023, the company has placed a total of 21 new international trade fairs on the market and also significantly expanded existing trade fair formats. "I see this as clear evidence of the increasing global reach of the Koelnmesse portfolio. This strengthening of our international presence is primarily based on targeted activities in key markets and the expansion of strategic partnerships," explains Gerald Böse. With its strategy based on its areas of expertise, global brands and strategic focus on selected target countries, Koelnmesse serves as an international leader, while strengthening Cologne as a business location.

However, the CEO of Koelnmesse sees further considerable growth opportunities for the international trade fair business. This optimism is based on the fact that the global B2B trade fair market already broke the 40-billion-dollar mark in 2023, a significant increase compared to 34.4 billion dollars in 2019. "This underscores the continuing interest and willingness to invest in international trade fair participation," says Böse. However, regional requirements and geopolitical changes have a strong influence on international trade fairs. Koelnmesse is therefore shaping its international strategy with foresight and flexibility in order to adapt to these

volatile conditions. "In this way, we also guarantee worldwide what has always characterised us in Cologne: the highest trade fair standard with a regional focus abroad," explains the trade fair company's CEO.

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### **International events are important brand ambassadors**

New partnerships and intensive activities in global markets have raised the internationalisation of the Cologne trade fair company's business to a new level in recent years. The global network with ten subsidiaries abroad and numerous representative offices around the world ensures proximity to customers, industries and markets in around 100 countries.

In 2024, Koelnmesse's turnover from international business was already in the mid double-digit million range. The company intends to continue the success of its outbound strategy and is planning 39 foreign trade fairs for 2025 alone. Eight of these trade fairs are celebrating their premiere this year, including ORGATEC India, interzum jakarta and the International Hardware Fair Indonesia. In terms of participation in trade fairs abroad, Koelnmesse will continue to focus on the organisation of private-sector participations and the implementation of the Expo in Japan in 2025, which is already considered an international flagship project. The foreign trade fair business is not a one-way street. "Our events abroad are very important brand ambassadors for Koelnmesse and bring numerous new international exhibitors and visitors to our trade fairgrounds in Cologne," explains Böse.

**Further information about FSB Sport Show Riyadh:**  
[www.fsb-riyadh.com](http://www.fsb-riyadh.com)

Next dates: 15-17 June 2026

**Further information about International Hardware Fair Saudi Arabia:**  
[www.hardwarefair-saudi.com](http://www.hardwarefair-saudi.com)

Next dates: 15-17 June 2026

**Further information about ORGATEC WORKSPACE Saudi Arabia:**  
<https://orgatec-workspace-saudi.com/>  
Next dates: 16-18 September 2025

**Further information about interzum jakarta:**  
<https://interzum-jakarta.com>  
Next dates: 24-27 September 2025

**Further information about International Hardware Fair Indonesia:**  
<https://hardwarefair-indonesia.com>  
Next dates: 24-27 September 2025

**Further information about ORGATEC India:**  
<https://orgatec-india.com>

Next dates: 04-06 November 2025

**Link to images:**

Current photo material from the two premiere events FSB Sport Show Riyadh and International Hardware Fair Saudi Arabia is available for download here:

[https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse\\_Mitteilungen/Presse\\_Mitteilungen\\_2025/20250704\\_PM\\_FSB\\_Saudi\\_Arabien&cms=neu](https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse_Mitteilungen/Presse_Mitteilungen_2025/20250704_PM_FSB_Saudi_Arabien&cms=neu)

[https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse\\_Mitteilungen/Presse\\_Mitteilungen\\_2025/20250704\\_PM\\_IHF\\_Saudi\\_Arabien&cms=neu](https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse_Mitteilungen/Presse_Mitteilungen_2025/20250704_PM_IHF_Saudi_Arabien&cms=neu)

**About dmg events**

dmg events is a leading organizer of face-to-face events and publisher of information services. Our mission is to accelerate business by connecting the right communities, driving growth, innovation and progress across industries.

With a presence in 25+ countries and 13 offices worldwide, Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore, and India, dmg events organizes over 115 large-scale events annually, attracting 650,000+ professionals and delegates. As the largest international event organizer in Saudi Arabia since 2011, dmg events connects international businesses with local demand through its offices in Riyadh and Jeddah. Our growth in the Kingdom is driven by our ability to geo-adapt strong brands, build strategic partnerships and align our events with market needs. Flagship events like Big 5 Saudi, INDEX Saudi, The Hotel Show Saudi Arabia, The Saudi Food Show and Saudi Infrastructure Expo drive industry transformation.

For more information, visit [www.dmgevents.com](http://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](http://www.dmgmt.co.uk)).

**About Koelnmesse:**

Koelnmesse employs around 1,200 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 m<sup>2</sup> 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 49,000 exhibiting companies from 129 countries and around 2,5 million visitors from more than 220 nations. Until 2040, Koelnmesse is investing more than 1 billion euro in the development of the trade fair grounds with the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse has celebrated its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide.

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