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Recent study: Koelnmesse is once again "Company of the Year"

- For the second time in a row, FOCUS MONEY and DEUTSCHLAND TEST have recognised Koelnmesse as a benchmark among German trade fair venues.
- The 2025 "Company of the Year" award is based on an AI-assisted reputation analysis consisting of four individual studies from 2024.
- The award is given to companies that are rated particularly highly online in terms of price, trust, popularity and sustainability.

Koelnmesse once again comes out at the top of a reputation ranking of major German trade fairs. DEUTSCHLAND TEST and FOCUS MONEY have named Koelnmesse "Company of the Year" for the second time in a row.

The ranking summarises the results of four nationwide reputation analyses conducted over the course of 2024: "Best Value", "Highest Trust", "Customer Favourites" and "Germany's Best - Sustainability". Koelnmesse already achieved the highest number of points last year and has once again come out at the top of the overall ranking within the trade fair industry.

"This award provides confirmation for us - but also for our customers, exhibitors and partners," says Koelnmesse CEO Gerald Böse. "It shows that we are consistently perceived as particularly efficient, trustworthy and sustainable. Trust and innovation are our greatest strengths, especially in turbulent times."

The "Company of the Year" study was conducted by the Institute for Management and Economic Research on behalf of DEUTSCHLAND TEST and is based on evaluations of publicly available sources. The aim of the analysis is to regularly compare companies in terms of value for money, trust, popularity and sustainability. Each of these categories represented 25 percent of the overall assessment. The two-stage data collection process involved compiling millions of online texts from German-language sources and then using artificial intelligence to analyse the material for tonality and reach.

Further information on the study can be found here (in German): <https://deutschlandtest.de/rankings/unternehmen-des-jahres>

Press photos: Under the following link you will find the latest images from Koelnmesse: https://koelnmesse.omn5.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Abteilungen/Presse_Mitteilungen/Presse_Mitteilungen_2025/20250122_PM_Unternehmen&cms=neu

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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

About Koelnmesse:

Koelnmesse employs around 1,100 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 43,100 exhibiting companies from 125 countries and approximately two 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 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. 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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