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Koelnmesse pursues further growth in Indonesia with new joint venture

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- **Koelnmesse and AMARA Expo establish PT. Nine Koeln Indonesia in Jakarta, combining international trade fair expertise with local market knowledge**
- **Koelnmesse continues to strategically expand its growth business in the Asia-Pacific region (APAC)**
- **Indonesia is regarded as the largest economy in Southeast Asia and a regional trade hub with strong economic growth**
- **The Indonesian joint venture becomes part of a global network of eleven international subsidiaries**

Koelnmesse is strengthening its strategic presence in Southeast Asia through the establishment of a joint venture with the Indonesian exhibition organiser AMARA Expo. The new company, PT. Nine Koeln Indonesia, headquartered in the capital Jakarta, represents Koelnmesse's eleventh international entity and its first dedicated company in Indonesia. With the establishment of the joint venture and a dedicated local team, Koelnmesse aims to drive the further development of Indonesia's trade fair industry while expanding access to international markets and business networks.

"Further internationalisation is a core element of our corporate strategy," explains Gerald Böse, CEO of Koelnmesse. "Our goal is to connect global industries with strong regional ecosystems. Indonesia - and Southeast Asia as a whole - offer enormous potential in this regard. Together with the AMARA Expo, we are further strengthening our presence on the ground while linking regional growth markets with our international portfolio and global networks."

"The establishment of PT. Nine Koeln Indonesia marks an important milestone in our journey with Koelnmesse," says Danny Budiharto, Chairman of AMARA Expo. "Since our first collaboration on the Indonesia Dental Exhibition & Conference (IDEC) in 2017, we have demonstrated the value of this partnership. With this joint venture, we are taking a significant step forward in delivering high-quality platforms and creating more opportunities for Indonesian businesses to connect globally."

As the largest economy in Southeast Asia, Indonesia records stable annual economic growth of around five per cent, supported by favourable demographic trends. Indonesia's Meetings, Incentives, Conferences and Exhibitions (MICE) sector is developing particularly dynamically, with industry growth of up to 15 per cent expected this year.

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Cologne

District Court Cologne, HRB 952

Against this backdrop, PT. Nine Koeln Indonesia will focus on enhancing trade fair quality, increasing international participation and supporting Indonesian companies in accessing new markets. The company is strategically positioned to support Indonesia's national ambition to establish itself as a leading trade fair hub in the region.

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The joint venture builds on a successful partnership between both organisations - from IDEC 2017 to the first interzum jakarta in 2024 and the International Hardware Fair Indonesia in 2025. This cooperation will continue in 2026 with IFFINA+ powered by imm cologne and IFMAC WOODMAC, which will both take place in September alongside interzum jakarta and International Hardware Fair Indonesia.

“Our collaboration with AMARA Expo has consistently delivered strong results across numerous events,” says Mathias Kuepper, Regional President APAC of Koelnmesse. “With the establishment of PT. Nine Koeln Indonesia, we reaffirm our long-term commitment to Indonesia while strengthening the connection between our global portfolio and this dynamic market.”

Koelnmesse has been continuously expanding its APAC portfolio for many years and currently organises around 20 trade fairs across the region. Flagship events include THAIFEX - Anuga Asia in Bangkok as a leading platform for the food and beverage industry in Asia, ORGATEC TOKYO as a key driver for modern work environments, and interzum guangzhou as one of China's leading trade fairs for furniture production and interior design. The portfolio is complemented by a host of high-growth platforms such as gamescom asia in Bangkok and the dental trade fair IDEM Singapore.

To further develop its exhibition business across borders, Koelnmesse has established a centrally coordinated yet regionally focused leadership structure for the Asia-Pacific region based in Singapore. From there, the cooperation between subsidiaries in Singapore, Thailand, Indonesia, Japan, China and Hong Kong is coordinated and advanced strategically. In mainland China alone, Koelnmesse operates three offices in Beijing, Shanghai and Guangzhou. This strong regional network creates the foundation for closer collaboration and further strengthens the position of Koelnmesse and its international trade fair brands in one of the world's most important growth regions.

As one of the world's leading trade fair organisers, Koelnmesse brings more than a century of experience and a strong international portfolio in key sectors such as food, dental, furniture and hardware into the joint venture. Each year, the company organises more than 80 trade fairs worldwide, attracting around 49,000 exhibiting companies from 129 countries and approximately 2.5 million visitors.

“We are excited to take this step together, combining Koelnmesse's global reach and broader portfolio with the in-depth market knowledge and operational strength of our team on the ground,” says Ety Anggraeni, Managing Director of PT Nine Koeln Indonesia. “This creates a powerful platform that will facilitate Indonesian companies' access to international markets and unlock a wide range of new business opportunities.”

Images of PT. Nine Koeln Indonesia and Koelnmesse's events in Indonesia are available for download here:

https://koelnmesse.omn-cloud.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Shop/Presse_Mitteilungen/20260507_Jointventure_Indonesien&cms=neu

PT. Nine Koeln Indonesia will organise several trade fairs in 2026, including the next edition of interzum jakarta (24-27 September 2026), International Hardware Fair Indonesia (24-27 September 2026), IFFINA+ powered by imm cologne (24-27 September 2026) and IFMAC WOODMAC (23-26 September 2026).

About AMARA Expo:

AMARA Expo is a leading Indonesian exhibition organiser with a proven track record of delivering high-impact B2B trade platforms across diverse industrial sectors. Headquartered in Jakarta, the group specialises in creating strategic marketplaces that bridge local expertise with international standards.

With an extensive portfolio that includes flagship events in woodworking, furniture production, and the dental industry, AMARA Expo is recognised for its deep market penetration, strong government and association relations, and operational excellence. Through its partnership in PT. Nine Koeln Indonesia, AMARA Expo continues to drive innovation and economic growth by connecting global suppliers with Indonesia's rapidly expanding industrial landscape.

About Koelnmesse:

Koelnmesse employs around 1,200 people. As a city-based trade fair in the heart of Europe, it operates the third-largest trade fair grounds in Germany and, with almost 400,000 square metres of hall and outdoor space, ranks among the 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 key markets all over the globe. Its portfolio reaches over 49,000 exhibiting companies from 129 countries and around 2.5 million visitors from around 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, enabling it to accommodate all future event formats. In 2024, Koelnmesse celebrated its 100th anniversary - a century of bringing people and markets together worldwide.

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