

Sustainable economic momentum

In Cologne and around the world

- Every year, Koelnmesse organises and manages around **80** trade fairs, exhibitions, guest events and special events in Cologne and the most important markets around the world.
- The company is the leading trade fair organiser for **25** branches of industry. In total, more than **50,000** companies from **128** countries and approximately **3 million** visitors from **210** nations take part. **70 percent** of exhibitors and more than **40 percent** of visitors come from abroad.
- The Cologne trade fair business provides **18,500** jobs in Germany and every year generates a turnover of Euro **2.02 billion** throughout the country, and Euro **1.11 billion** in the city and region. **Half** of all overnight guests in Cologne are trade fair and congress participants.
- Situated right at the heart of Cologne and Europe, the exhibition centre is the **sixth largest** in the world, spanning **284,000 m²**. It can be used flexibly for the various trade fair, congress and event formats and is being modernised with the investment programme Koelnmesse 3.0, which is set for completion by **2030**.
- Koelnmesse is represented by more than **100** offices worldwide. Around **23,000** journalists from around the globe report from the events.

Leading trade fairs in Cologne in 2017 (selection)

imm cologne/LivingKitchen®	16.01.–22.01.
ISM/ProSweets Cologne	29.01.–01.02.
spoga horse (spring)	05.02.–07.02.
IDS	21.03.–25.03.
h+h cologne	31.03.–02.04.
FIBO/FIBO POWER*	06.04.–09.04.
ART COLOGNE	26.04.–29.04.
Eu 'Vend & coffeena	27.04.–29.04.
interzum	16.05.–19.05.
Role Play Convention	27.05.–28.05.
ANGA COM*	30.05.–01.06.
POWER-GEN Europe*	27.06.–29.06.
RDA Workshop*	04.07.–05.07.
gamescom	22.08.–26.08.
spoga+gafa/spoga horse (autumn)	03.09.–05.09.
TAG DES GARTENS	02.09.–03.09.
dmexco	13.09.–14.09.
Kind + Jugend	14.09.–17.09.
Zukunft Personal/HRM Expo*	19.09.–21.09.
Anuga	07.10.–11.10.
ORTHOPÄDIE SCHUH TECHNIK*	20.10.–21.10.
EUROBAUSTOFF-FORUM*	22.10.–23.10.
aquanale/FSB	07.11.–10.11.
Professional Motorsport World Expo*	15.11.–17.11.
EXPONATEC COLOGNE	22.11.–24.11.
Cologne Fine Art	23.11.–26.11.
PMRExpo*	28.11.–30.11.

*Guest events

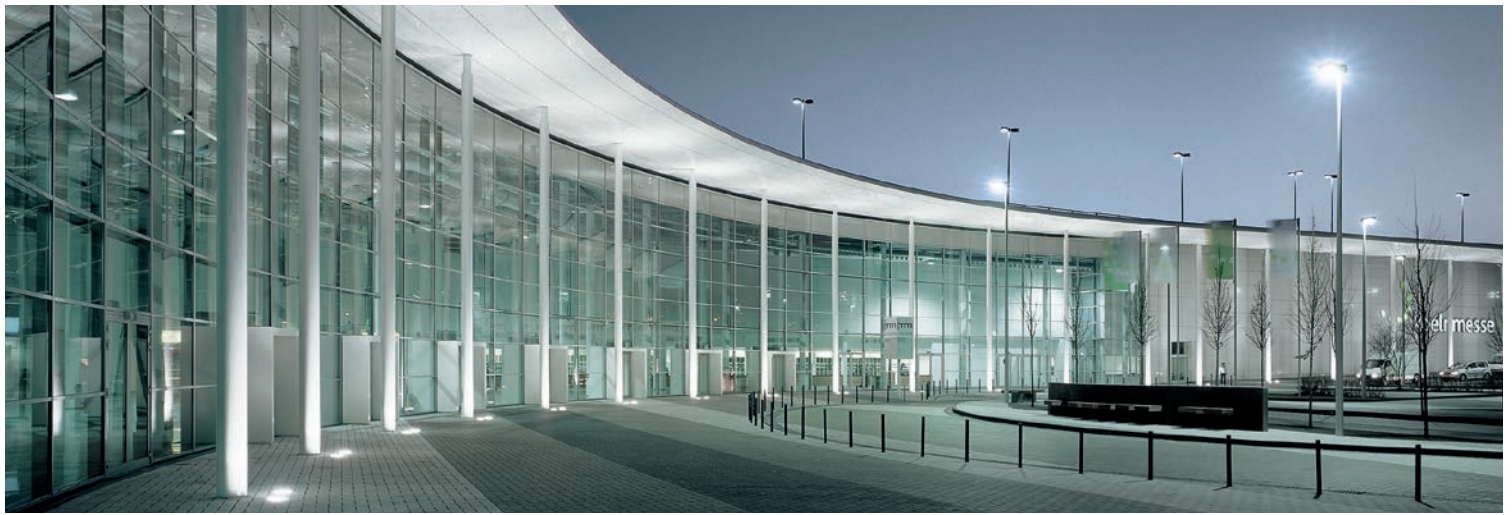
You can find more information about all Koelnmesse events at www.koelnmesse.com.

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Transformation into the trade fair of the future

Outlook and review 2016/2017





Long-term success through sustainable growth

The objective: long-term success in Cologne and worldwide

With forward-looking investments in its exhibition centre, events in Germany and abroad and the digitalisation of its business, Koelnmesse is securing its place among the top ten international trade fair organisers for the future. The Euro 600 million investment programme Koelnmesse 3.0 gained momentum in 2016. This will create the world's most attractive inner-city exhibition centre by 2030. With a new global competence field in all things related to digital content, Koelnmesse creates another consolidated topic area. Its strategic efforts focus on the digitalisation of processes, the exhibition centre and its range of services.

Internationally strong

The long-term internationalisation strategy of Koelnmesse remains successful. The company is continuing to expand its global portfolio in the furnishing, food and digital fields, also in the relevant international markets. In addition to South-East Asia and India, greater activity in South America is bearing fruit: six Koelnmesse events are currently held in Brazil and Colombia. Koelnmesse is continuing its international expansion in Latin America in 2017.

Koelnmesse is growing and holding steady in the profit zone

Koelnmesse closed the year with a turnover of more than Euro 268 million, thereby exceeding its target. This is also reflected in the result: at under Euro 10 million, the loss expected due to the rotation of exhibitions was in the single digits and thus Euro 7 million lower than planned.

The outstanding performance of Koelnmesse's own and guest events in the trade fair location Cologne is once again a guarantee for the good result. The development of trade fairs abroad, which was also far better than planned, and the expansion of services also contributed to this.

2016 is likely to be the last year with a deficit: with an average turnover above the Euro 300 million mark, Koelnmesse will remain in the profit zone in 2017 and onwards. Over its entire medium-term five-year plan, the company expects to operate in the black.

Events keep on growing – high-quality, international, successful

Koelnmesse's own events and guest event business makes a significant contribution to the turnovers generated. Turnovers from the trade fairs and events were up more than six percent on previous events. Some trade fairs, such as dmexco or ORGATEC, even saw double-digit turnover growth.

In 2016, a large portion of the Koelnmesse events grew at above the average rate calculated by AUMA, the Association of the German Trade Fair Industry, in all three of the key parameters in the trade fair business – exhibitors, visitors and space.

Some events stand out in particular:



¹ Preliminary figures

Strategic fields for the future

Koelnmesse is expanding its global competence fields further

With the central areas for the future "Digital Media, Entertainment and Mobility", Koelnmesse is establishing yet another global competence field for worldwide, cross-trade-fair marketing.

This perfectly complements its successful strategic cornerstones of "Global Competence in Food" and "Global Competence in Furniture, Interiors and Design", thereby enhancing Koelnmesse's unique profile to customers and the public for the long term.

The field of "Digital Media, Entertainment and Mobility" is of high strategic importance to Koelnmesse. The cluster encompasses the extremely successful and ground-breaking events gamescom, dmexco, photokina, INTERMOT Cologne and THE TIRE COLOGNE, as well as the new event DIGILITY.

