

# 2022

## Back on the road to success – Koelnmesse lays foundation for the future with 2022 fiscal year

### What is there to report from the trade fairs at home and abroad?

**Oliver Frese:** We pushed ahead with our portfolio expansion despite the pandemic, largely by transferring our established brands to key markets around the world. As a result, we celebrated six premieres in Cologne, Asia and the USA in 2022, which were the first of 14 new events in total.



### How would you assess the past fiscal year?

**Gerald Böse:** 2022 was an extremely challenging but, given the circumstances, successful year for Koelnmesse. We opened up new markets including Japan and managed to implement our existing trade shows here in Cologne with tremendous dedication. The digital products we offer our customers were well received. I am particularly proud of the entire Koelnmesse team, which managed to get back to full speed within a short time following the massive restrictions of the pandemic. It was an outstanding achievement, which we are now continuing to build on.

## Some of last year's highlights at a glance



### FULL HALLS

More than 260,000 gamescom visitors ensured an excellent re-start of the trade fair business.



### NEW MARKETS

With 17 trade fairs and over 5,700 exhibitors, Koelnmesse's calendars were also full abroad. Mexico is an exciting new trade fair location.

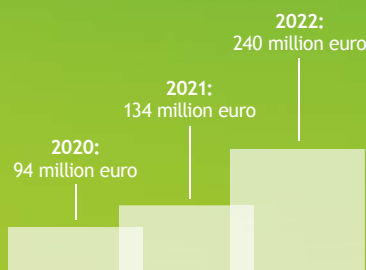


### OUTSTANDING SUCCESS

Following the fantastic response to the Expo in Dubai, the Federal Ministry once again commissioned us to organise the German pavilion in Osaka in 2025.

## The figures for the year 2022

### Increase in turnover for consolidated companies



### More investments in 2022 compared with 2021

We are investing in our future and we spent around 19 million euro more in 2022 than in 2021 - mainly on our trade fair grounds, Confex and renovation work.

### Premieres celebrated in 2022

- ORGATEC TOKYO
- polisMOBILITY
- CIBUSTec Forum
- h+h americas
- insureNXT
- gamescom asia

### Well attended events

Our physical events were attended by more than 20,000 exhibiting companies from 98 countries and more than 1.1 million visitors from 184 countries.

# 2023

## Innovative and sustainable – Koelnmesse remains a trendsetter and drover of growth



### What is the renaissance of the trade fair business in Cologne?

**Gerald Böse:** Whereas we focussed our efforts last year on our re-start and the uncertainty of the pandemic was still clearly noticeable, we are seeing a true renaissance of trade fairs in 2023. Take interzum in May, for example. Life was pulsating on the trade fair grounds and throughout the city. As around 62,000 trade visitors poured onto the trade fair grounds, the aisles of the halls were packed with people talking to each other in a wide variety of languages. It was global trade at its best!

### What digital developments are emerging in the trade fair business?

**Oliver Frese:** As we return to our physical trade fairs, we are seeing a decrease in importance of the digital platforms. But that does not mean we are putting our digitalisation efforts on hold - quite the opposite! We have learned how to best add true value to our on-site events with digital offerings such as Lead+Meet. By expanding our trade fair app, we are bringing visitors and exhibitors together in the exhibition halls in a very targeted way.

## The highlights of 2023 so far



### UPWARD TREND

While between 50 and 70% of the space was occupied in 2022 compared to pre-pandemic figures, Koelnmesse expects a level of 80 to 100% for 2023 cumulated across all events.



### IMPORTANT MILESTONE

Since the topping-out ceremony in November 2022, construction of the new Confex building has progressed. Starting in 2024, it will be home to one of the most modern event and congress centres in Europe - with a unique view to the Cologne Cathedral.



### tradefairer

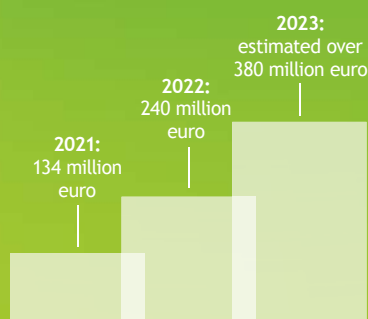
sustainable events and communities

### CLIMATE NEUTRAL BY 2035

Nature, events and community are the key elements of Koelnmesse's sustainability activities. In 2023 these measures have been bundled under the new label "tradefairer".

## The figures for the year 2023

### Increase in turnover for consolidated companies



### Initial measures are taking effect

Conversion to 100% green electricity took place at the beginning of 2022. 15,540 tonnes of CO<sub>2</sub> have since been saved annually in normal operation.

### Premieres in 2023

- PMRExpo
- ISM Japan
- Kind + Jugend ASEAN
- Sigep China
- didacta asia
- International Hardware Fair India
- International Hardware Fair Italy

### Koelnmesse at the Web Summit

On behalf of the Federal Ministry for Economic Affairs and Climate Action, Koelnmesse is organising Germany's first partner country participation at the Web Summit in Lisbon - one of the largest tech conferences in Europe with around 70,000 participants.