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Final report:

EXPONATEC COLOGNE 2015 presents itself as the most important international museum trade fair

The seventh EXPONATEC COLOGNE ended on Friday, 20 November 2015 with a good result. More than 4,000 trade visitors from 40 countries (foreign share: 17 percent, increase of 8 percent in comparison to 2013) utilise the most important European branch platform for museums, preservation and cultural heritage to inform themselves about new concepts and product innovations. With 197 participating companies from 21 countries (foreign share: 32 percent), an increase in the number of exhibitors in comparison to 2013 could already be distinguished in advance. "The thematic diversity enabling the three pillar concept of the trade fair can't be found in this form anywhere else. The increase in the number of exhibitors, the greater internationality and the stable number of visitors prove that the EXPONATEC COLOGNE is the undisputed most important museum trade fair in Europe", Katharina C. Hamma, Chief Operating Officer of Koelnmesse summarises.

The focus of the exhibition this year, besides that on technical equipment, security and logistics themes, framing and solutions for museum management, was primarily on innovations in the conveying of knowledge: the participating companies presented visitors with multimedia stagings, augmented reality concepts or new gamification approaches that realise the mediation of culture in a playful manner. As a central component of EXPONATEC COLOGNE, the high quality lecture and supporting programme once again met with a very positive response.

The exhibitors and visitors were also very satisfied with the development of the trade fair, and particularly emphasised the high level of internationality of the trade visitors:

Bernard Greiner, Sales and Marketing Director of Editag SAS (Meyreuil, France):
"The contacts were international and of high quality. In comparison with other trade fairs, here in Cologne we encounter the decision-makers of museums and institutions."



EXPONATEC COLOGNE
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The trade fair is also the central international branch meeting point of the year for **Werner Murrer, owner of Werner Murrer Rahmen** (Munich): "Die EXPONATEC is surely the most important trade fair in the field for us. An international public comes and one finds the right contacts."

Page
2/3

Markus Knecht, Director Sales International of Glasbau Hahn GmbH (Frankfurt a.M.) provides a balance: "For us, for the museum business, for everything that is necessary today for a museum, EXPONATEC COLOGNE is the international trade fair per se."

For the sixth time already, the European Heritage Association used EXPONATEC COLOGNE as a platform for presenting a specialist public prize-winning projects and concepts of European museums. **Prof. Tomislav Šola, Director of Best in Heritage** (Dubrovnik, Croatia), underlined the engagement in Cologne with the words: "EXPONATEC COLOGNE is large enough, has a very favourable geographical location and a very good reputation. It provides a good overview of the newest technologies in the cultural heritage sector. I would recommend a visit to the trade fair to anyone working in museums, archives, libraries or similar institutions."

The Berlin company shoutr labs used the EXPONATEC COLOGNE to present three world premieres. **Ronald Liebermann, Key Account & Sales Manager of shoutr labs**, confirms a "very good contact density" on all of the days. "Especially in the German-speaking region there is great interest in extensive visitor information systems."

The EXPONATEC COLOGNE 2015 in figures

197 companies from 21 countries, 32 percent of them from abroad, participated in EXPONATEC COLOGNE 2015. These included 123 exhibitors and 10 additionally represented companies from Germany and 60 exhibitors and 3 additionally represented companies from abroad. Including estimates for the last day of the fair, over 4,000 visitors from 40 countries attended EXPONATEC COLOGNE 2015. The share of foreign trade visitors was around 17 percent.

About EXPONATEC COLOGNE

Page

3/3

As a leading business platform, EXPONATEC COLOGNE represents all significant thematic fields of the branch and offers a comprehensive overview of the 'state of the art' in the museum. Besides visitor orientation, safety/security, lighting, preventive preservation or cultural heritage, the aspects of 3D staging and the use of multimedia are areas of focus of the trade fair. In 2013, more than 4,000 trade visitors were informed by 187 exhibitors from 15 countries. Exhibitors, visitors and the participating associations from Germany and abroad were convinced by the trade fair concept, which, in addition to the exhibit, is rounded off by an extensive and international supporting programme.

Note for editorial offices:

EXPONATEC COLOGNE photos are available in our image database on the Internet at www.exponatec.com in the "Press" section.

Press information is available at: www.exponatec.com/pressinformation

If you reprint this document, please send us a sample copy.

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