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Koelnmesse withdraws from hosting IMB 2012



Koelnmesse joined industry representatives in recent months in an intensive analysis of strategic options in relation to the future direction of IMB World of Textile Processing. In its estimation, current economic conditions mean that it is unsustainable.

Key to the decision was Koelnmesse's "2012 plus" efficiency programme, which examined the entire portfolio of events for sustainability and profitability. In its forecast for IMB 2012, these two points could not be answered positively. The efficiency programme is showing its first successes overall, however, with Koelnmesse drawing a thoroughly positive balance after the first six months of the year. All 29 trade fairs and congresses were extremely successful, with some of them recording double-digit growth rates in exhibitors and visitors. The active portfolio and cost management has achieved a performance improvement that will see the company make more than 10 million euros a year as early as 2013 and enter the profit zone from 2015.

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