

Koelnmesse wins the UFI Operations and Services Award 2020

Paris – 22 September 2020: UFI, the Global Association of the Exhibition Industry, has named Koelnmesse as the winner of the UFI Operations and Services Award 2020.

The UFI Operations and Services Award rewards the best exhibition industry cooperation that enhances customer experience. The Operations and Services Working Group invited venue operators and exhibition organisers to share good practice examples, showcasing successful operations partnerships where collaboration had enhanced their customer experience.

“With great pleasure, we congratulate Koelnmesse as Award Winner for the UFI Operations and Services Award 2020. This year we focused on examples of successful operations partnership and how it enhances customer service. With its large-scale digital signage project, Koelnmesse focused not only on a strong visual presence but combined it with an intelligent digital communication system. The flexible information system combines Wayfinding, Infotainment and Advertising. The project was a joint development together with long-term strategic partnerships. The jury stated that this example of digital signage in the trade fair business set a new standard for the industry and it enhances the trade fair experience.” said Jules Broex, Vice-Chair UFI Operations and Services Working Group.

Gerald Boese, President and Chief Executive Officer at Koelnmesse says, "This global-level award bestows special recognition for the shared, long-standing development work to improve the customer experience on the part of Koelnmesse and Samsung SDS. I am delighted for both partners' teams of experts, as this award sets a high benchmark for live communication in the international trade fair sector. Digital signage has proven itself. It has long played a major role in providing visitor information and as one component of our exhibitor services. We will continue to develop new and useful digital products along the 'customer journey' – to enhance the experience and the outcome of trade fairs."

Koelnmesse will be invited to present their project during the 87th UFI Global Congress. For more details on the UFI Global Congress, please visit www.ufi.org/congress2020.

For more information on UFI Operations and Services Award, click [here](#).

Attachments:

- [UFI Operations and Services Award winner logo](#)
- [Digital signage winning project](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 88 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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