

27 October 2022

## Press Release

We herewith would like to inform you about the formally objective - but for us emotional - recent renaming of our Igedo.

Since 1999 the short form “Igedo Company” has already been used. In 2006 the company name was also officially changed and entered in the company register: “Igedo Internationale Modemesse Kronen GmbH & Co. KG” was renamed “Igedo Company GmbH & Co. KG”.

After over 20 years we have now renamed Igedo and the associated general partner; the change will enter into effect from 1 October 2022, the beginning of our new fiscal year:

- Igedo **Company** => Igedo **Exhibitions**
- **Kronen** Verwaltungs => **Igedo** Verwaltung

The legal form of a GmbH & Co. KG and that of the GmbH remains unaffected.

Commenting on this change Managing Partner Philipp Kronen says, “This addition always bothered me a little because it was born out of necessity and little inventive to my mind. This is why I am immensely pleased that we were now finally able to change to ‘Exhibitions’, as this reflects what our Igedo is today: a modern and contemporary organizer of trade shows with a clear focus on fashion, shoes and lifestyle.”

“We underscore our development not only by an increasing focus on Areal Böhler as one of Germany’s most dynamically developing venues and as the location of our trade shows but also by the recent successful acquisition and move of **NEONYT** from the Main to the Rhine. On this note I look forward to many more exciting years at and with Igedo Exhibitions!” adds Managing Director Ulrike Kähler.

We have left the logo with high recognition levels in our industry unchanged.

All activities of Igedo Exhibitions:

[igedo.com](https://www.igedo.com)

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Igedo Exhibitions GmbH & Co. KG  
Emanuel-Leutze-Str. 8 | 40547 Düsseldorf – Germany  
Phone +49 211 / 43 96 01, Fax +49 211 / 43 96 345, E-Mail: [info@igedo.com](mailto:info@igedo.com), [igedo.com](https://www.igedo.com)