

P R E S S R E L E A S E

Lord Mayor Elbers and Partners Stand Behind cpd

The partners of the Igedo Company (Messe Düsseldorf GmbH along with Philipp and Timm Kronen) stand firmly behind cpd – International Trade Fair for Womenswear & Accessories. Inside of the regular trade fair evaluation, the committee rated the February cpd with its 20,000 trade visitors and more than 1,000 presented collections as the first major success for the new positioning. With a clear vote, the partners counterposed rumours about the future of cpd that had emerged during the February event, receiving consensus from lord mayor Dirk Elbers.

"cpd remains a strong brand, with which many showrooms in the city advertise. On an international level, cpd is a byword for the fashion city Düsseldorf," explained Mayor Elbers. "Only through its diversity does Düsseldorf have a real chance to compete in the global marketplace. Thus there is no reason at all to doubt the future of this trade fair."

"We never doubted the future of cpd and stand behind this trade fair with complete conviction. cpd still plays a central role for Düsseldorf as a fashion location," adds Messe Düsseldorf President & CEO Werner Matthias Dornscheidt. "The partners are firmly convinced that the Igedo Company has chosen the right path and that cpd will be able to continue to grow and move forward according to the market situation in the coming seasons."

The partners also spoke in favour of a clear concentration of the trade fair happenings in Düsseldorf and with that against the orientation of the "Impulse.TheShowroom" project in Düsseldorf-Oberkassel, since the use of the offsite location beyond the premier event was not secured.

The next cpd takes place from 25 to 27 July 2010.

Düsseldorf, 29 March 2010

All activities of the Igedo Company can be found on the Internet at: www.igedo.com
Information on cpd: www.cpd.de

Contact:

Igedo Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf, Germany

Corporate Spokesman

Thomas Kötter

p +49.211.4396.490

f +49.211.4396.6490

email: koetter@igedo.com

