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| Press Release |  |  |
| Elmia AB |  |
| November 2018 |  |
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Elmia builds for the future:

“Good news bringing great opportunities”

**Jönköping City Council gave the green light for Elmia’s planned development of its facilities.**

**The first shovel will be put in the ground next autumn and the new exhibition hall of 10,000 square metres is scheduled for completion by 2021.**

**“A hugely pleasing and important decision that brings with it great opportunities, particularly for our customers. We can now take our existing fairs to a new level while also creating the conditions for new business deals,” comments Lotta Frenssen, CEO, Elmia AB.**

Plans for a new exhibition hall have existed for a while but it was not until this week that Jönköping City Council decided in favour of the extensive building project to expand Elmia’s facilities at a cost of almost half a billion kronor.

It is now clear that Elmia will build a new exhibition hall, together with a new central kitchen, access routes and storage facilities. The project also includes refurbishing existing areas.

“This is a very important decision for Elmia,” Lotta Frenssen says. “It means we can develop our large fairs, which in turn will lead to greater opportunities for our customers and partners to improve their businesses via a better total experience.

“The expansion also means we can increase the number of exhibitors. With a smarter building, we can also increase the efficiency and flexibility of the fairs’ logistics – something we know is important to our exhibitors.”

In order not to lose momentum, detailed planning has already begun. Under the current schedule, construction should start in the autumn of 2019. This will be done in stages, and it is hoped that the new exhibition hall will be ready for Elmia’s 60th anniversary celebrations in 2021.

“We have a lot of experience from several previous expansions and development projects over the years,” Frenssen adds. “We will adapt the construction phase to our business activities in order to minimise any possible disruptions. We will even be able to use the construction site itself to display information about the various industries that meet here.”

Elmia’s properties are owned by Jönköpings Kommuns Fastighetsutveckling AB, which perceives major benefits from the go-ahead from the city council.

“This expansion is very important to Elmia and perhaps even more important to both the city and the region in the form of the hospitality industry and attracting visitors,” comments Magnus Olsson, CEO of Jönköpings Kommuns Fastighetsutveckling AB. “Developing and creating suitable premises for all our tenants and promoting enterprise and employment are part of our mandate.”

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