

PRESS RELEASE

Expotech Group Honored at the 2015 German Design Awards

Leoni AG Design Concept Receives Special Mention for Event Design

Frankfurt / Germany – 27. October 2014. Expotech Group has been honored at the German Design Awards for the international exhibition concept it developed for Leoni AG. The full-service designer and fabricator of global brand experiences has received a Special Mention in the Event Design category for the second consecutive year.

Expotech's modular trade show concept for Leoni AG supports the theme: "Making the invisible visible." Leoni's diverse and colorful product portfolio is emphasized and contrasted in a stylish black and white environment. The concept is modular, scalable, and adaptable for a global audience—with architecture that highlights Leoni's core competencies. Visual abstractions of Leoni products anchor a multi-tiered messaging hierarchy that ranges from bold brand identification to product demonstrations.

"Being recognized at the German Design Awards for the global concept we developed for Leoni AG testifies to our ability to produce world-class design," says Alexander D. Soschinski, Group President at Expotech Group.

By the end of 2014, the scalable concept will have been utilized at 18 trade fairs in Germany and the U.S. Additional international events are being planned for 2015—including in China. With this award, Expotech and Leoni AG celebrate the success of their recent collaboration. Just this year, the two parties entered into a three-year contract.

The fourth-annual German Design Awards of the German Design Council recognized outstanding products, services and personalities of the international design scene. This year, the competition received a total of 2,250 submissions in ten categories. The award winners were selected from 30 design experts from business, education and science.

Meet **Expotech**, architects of community engagement. We serve innovative corporations by creating architecture-supported experiences that entice, educate and persuade prospective customers. Our specialties include exhibits, exhibitions, events and environments. We are headquartered in Frankfurt, Germany with nine subsidiaries located across Europe, North America, Asia and Australia. Our customers include Siemens, BMW, Lufthansa and Deutsche Telekom.

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