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**FKM has a new website: emotional and user-friendly**

***Trade fair certification: central organiser service for exhibitors***

The new website of FKM – the Society for the Voluntary Control of Fair and Exhibition Statistics – has been online since mid-August 2016 (www.fkm.de). The website conveys the central function of FKM – the certification of exhibition statistics – in a significantly more emotional way than before. There are more pictures, quotes by experts and statements that express the purpose of FKM and its role as a partner of the exhibiting industry. Over 50 German exhibition organisers are represented in FKM. The slogan of the new website – “Certified exhibition data you can rely on” – represents FKM's primary objective: to generate confidence in exhibition data that is collected according to uniform standards and verified by an auditor.

This objective was defined 50 years ago when FKM was founded. One section of the website recounts the various stages in the development of FKM since 1966. Users will also find definitions of the most important exhibition terms and tips on how to use the certified exhibition data provided online in planning and evaluating the success of their exhibition participation. An exhibition quick-search function and database access with simplified filtering enable direct access to the certified exhibitor and visitor statistics, as well as the visitor structure data for exhibitions. The website now works on mobile devices as well.

FKM is the German certification organisation for exhibition statistics. It comprises 52 exhibition event-holders, which have roughly 200 exhibitions certified by the auditing company Ernst & Young. The Verona Exhibition Authority and the Hong Kong Trade Development Council are also represented in FKM as guest members. All information about the FKM can be found at: www.fkm.de

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