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#immcologne

imm cologne 2022: full speed ahead

600 exhibiting companies from 51 countries ++ High level of international participation underscores the event's importance as a global industry platform ++ imm cologne 365 - successful business all year round

The international Interior Business Event, imm cologne, will open its doors in 10 weeks' time. Some 600 companies from 51 countries are expected in Cologne for next year's edition of imm cologne. A considerable 75 per cent of exhibitors will be travelling from outside Germany to attend. The high level of international participation is further proof of imm cologne's importance as a global industry platform - especially in the light of the exceptional circumstances. As the number one interior design trade fair, even in this smaller form in terms of numbers, it is and will remain the largest and most relevant forum for the interiors industry, hosted in Europe's biggest furniture market. "The upcoming imm cologne is all about positioning - for us as a trade fair organiser, for the German furniture industry and for the entire sector. But it is not just about how dynamically we start 2022," said Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. "We are facing major challenges that also present enormous opportunities. With this in mind, I see the number of exhibitors at imm cologne 2022 as a good starting position for a successful relaunch. I'm firmly convinced that imm cologne is the ideal platform for the industry to design tomorrow's living spaces together," added Pollmann. Addressing the much-discussed question of visitor numbers, Pollmann called for a realistic estimate. "We're expecting visitor numbers to be below pre-pandemic levels. They will probably rise in line with exhibitor numbers. Visitors are more likely to come from other European countries than from overseas, but we keep seeing the odd surprise at recent European trade fairs."

In total, imm cologne 2022 will occupy nine halls. Pure, the format for design quality, will be staged in Halls 11.1, 11.2, 2.2 and 3.2, supplemented by Hall 4.2, where Pure Architects will be hosted with Connect. The Connect interior world presents the new solutions for home living in a digital future in a wide-ranging, high-profile showcase. The Home interior world is the new address for furnishing solutions that suit any lifestyle. It will occupy Halls 10.1, 10.2, 5.2 plus Halls 6 and 7 as well as Hall 9. The hall planning accommodates all the necessary measures and official requirements for the protection of exhibitors and visitors. Koelnmesse has taken the requirements of the Coronavirus Protection Ordinance for the State of North Rhine-Westphalia into careful consideration. In close consultation with the authorities, it has developed numerous measures to ensure the highest standards of professional safety at imm cologne. The CH3CK principle applies to all those wishing to enter the trade fair grounds. This means that exhibitors and visitors have three options for gaining access to the event: They must either be vaccinated, have recovered from Covid-19 or have been tested. All the measures combined create an



imm cologne 2022
17.01. - 23.01.2022
www.imm-cologne.com

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Cologne
District Court Cologne, HRB 952

environment where business can grow again.

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imm cologne 365 - successful business all year round

The Interior Business Event's 365-day strategy is forging the path into the future. As the industry's leading international trade fair, it provides exhibitors and visitors with unique added value and creates the optimum conditions for conducting business, networking and sharing inspiration throughout the year.

The 365-day strategy aims to offer knowledge, content and business opportunities not just during the limited time frame of the in-person event, as has been the case previously. imm cologne 365 now gives the industry a suitable and attractive forum all year round - completely independent of the fixed dates of the trade fair. Companies can showcase their product highlights to an interested audience 365 days a year. With imm cologne 365, exhibitors and visitors will experience the industry's biggest trade event in January - and be able to do business and network the whole year round: It's time for an exchange!

Koelnmesse - industry trade fairs for the interior, outdoor and design sector:

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-sectors>

Further information about ambista: www.ambista.com

The next events:

imm cologne - THE INTERIOR BUSINESS EVENT, Cologne 17.01. - 23.01.2022

ORGATEC TOKYO - The Rise of Hybrid Work, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

Note for editorial offices:

imm cologne press information as well as photos are available on the Internet at www.imm-cologne.com in the section "Press".

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