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#immcologne

## imm cologne Summit 2024: prospects for the interior design industry

Jointly hosted by the Association of the German Furniture Industry (VDM) and the German Federal Association of Furniture & Kitchen Retailers (BVDM), the imm cologne Summit will bring together leading figures from the German interior design scene as part of imm cologne 2024. These speakers will provide groundbreaking inspiration and shed light on future prospects for the industry and the retail sector.

The interior design industry is facing crucial questions in the age of continuous transformation. The ongoing slowdown in consumer spending due to Germany's Building Energy Act, inflation and the geopolitical situation has caused huge challenges for the furniture industry. How can the sector prepare itself for the future? What innovative concepts will lead to success in a dynamic market environment? And, most importantly, how can these ideas be implemented effectively? These and other pressing questions will be the focus of the imm cologne Summit. Devoted to "Prospects for the interior design industry", the event will be hosted from 3:00 p.m. to 6:00 p.m. on 16 January 2024 in the Congress Centre East on the grounds of Koelnmesse.

"In line with our central theme of Connecting Communities, we are bringing together renowned experts from politics, industry, the retail sector, the creative professions and the associations with the imm cologne Summit. They will analyse the current economic situation and jointly develop viable solutions. We aim to provide sector leaders with a platform where they can gather, network and find answers to the most important questions for the furniture industry," says Bernd Sanden, Director of imm cologne.

The goal behind the jointly hosted event is to present new opportunities for our industry. As Germany's biggest interior design trade fair, imm cologne is the ideal stage for this sector gathering," adds Jan Kurth, CEO of the Association of the German Furniture Industry.

"The positive feedback from participants at our last summit at the imm Spring Edition has encouraged us to continue this format to support the industry. It is immensely important to us to foster networking among industry stakeholders and to provide positive impetus going forwards," says Christian Haeser, CEO of the German Association of Furniture & Kitchen Retailers.

**Congress to focus on the future of the furniture industry**



imm cologne 2024  
14.01. - 18.01.2024  
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The line-up of high-calibre speakers includes Professor Michael Voigtländer, Head of the Global and Regional Markets Research Unit at the German Economic Institute (IW). The expert in the property market will discuss “Prospects for the German economy and homebuilding”. His talk will address the severe consequences of sluggish homebuilding for the interior design industry and look ahead to future developments in the construction sector.

Boris Hedde, CEO of the Institute for Retail Research (IFH) in Cologne, will use his talk to outline his strategies for communicating more efficiently with consumers in the furniture trade, focusing on solutions for reviving interest and generating more demand.

Martin Egner, Co-Founder and CEO of the serviced apartment provider The Porter, will highlight hotels as a potential field of business. His talk will consider the potential in furnishing hotels and high-quality apartment solutions for furniture producers.

Alongside these and other speakers, representatives from the industry and the retail sector will take part in a discussion panel to conclude the congress. The panel will address important considerations such as the industry’s strategic orientation and focus on promising concepts for future success. An evening event will be hosted to round off the congress, offering attendees a chance to exchange ideas and network in person.

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world’s top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

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

### **The next events:**

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne  
24.10. - 27.10.2023

imm cologne - The interior business event, Cologne 14.01. - 18.01.2024

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 29.05. - 31.05.2024

**Note for editorial offices:**

imm cologne press information as well as photos are available on the Internet at [www.imm-cologne.com](http://www.imm-cologne.com) in the section "Press".

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