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#immcologne

German Economy Ministry supports emerging companies at imm cologne 2024

Germany's Federal Ministry for Economic Affairs and Climate Action (BMWK) is set to support the participation of innovative young businesses in imm cologne once again in 2024. By covering up to 60 per cent of their stand costs, the funding programme offers emerging start-ups the opportunity to showcase their novel ideas at Germany's largest Interior Business Event and boost their export activities.

imm cologne is the ideal platform for young companies to present their innovative products and services to a wide audience and establish valuable contacts with major industry players. As well as raising the profile of companies, participating in the most comprehensive trade fair exclusively for interior design professionals also gives them access to potential customer groups and business partners. The international audience offers direct insights into current market trends and needs - priceless knowledge for start-ups looking to further develop their product range.

The BMWK shares this assessment and has once again included imm cologne in its portfolio of events for which funding is available in order to support the participation of small companies in leading international trade fairs in Germany. Through this funding programme, the BMWK aims to strengthen innovation in Germany and promote the export of new products and concepts. The programme actively supports businesses seeking to bring their ideas to market by covering up to 60 per cent of their stand costs, with maximum funding per company of Euro 7,500.

To be eligible for funding, companies must meet certain criteria, including being based in and operating from the Federal Republic of Germany, having been founded less than 10 years ago, having a maximum annual turnover or annual balance sheet total of no more than Euro 10 million and employing fewer than 50 people. The funding is available for participation in a shared pavilion where several start-ups exhibit side by side on one stand.

Further information and the funding application form can be found at www.imm-cologne.de/fuer-aussteller/aussteller-werden/foerderung-von-jungunternehmen/.

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



imm cologne 2024
14.01. - 18.01.2024
www.imm-cologne.com

Your contact:

Sarah Kuna

Tel.

+49 221 821-3746

e-mail

s.kuna@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief Executive Officer)

Oliver Frese

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:

Cologne

District Court Cologne, HRB 952

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.

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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:

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

soga+gafa - The garden trade fair, Cologne 16.06. - 18.06.2024

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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Your contact:

Sarah Kuna

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Köln

Deutschland

Telefon +49 221 821-3746

Mobil +49 176 125-63293

s.kuna@koelnmesse.de

www.koelnmesse.de