

No. 5 / September 2024, Cologne  
#immcologne

## imm cologne 2025: global platform for innovation and growth

**As the industry's central sourcing platform, the Interior Business Event is set to focus on international networking.**

Forging new paths and creating opportunities are imm cologne's goals for the 2025 edition of the trade fair. New formats and participation options, combined with a country partnership with Denmark, will position the trade fair as the central sourcing platform for the European market. Together with manufacturers, retailers and sector associations, the aim is to build strong networks and a platform for innovative ideas. This will equip the sector to tackle the current challenges and enable the German furniture industry to showcase its offerings in Cologne as befits its position as one of the top three interior design markets in the world.

Innovative, international and forward-looking - this is how imm cologne 2025 will be presented under the banner of its central theme, Connecting Communities. The event will emphasize the importance of the European and the German furniture markets for global companies. Germany remains the most important European nation for the furniture industry. With the volume of trade generated in the sector amounting to 30 billion euros, it is the largest sales market in Europe. Despite their current price sensitivity, German consumers are also European leaders in spending on furniture purchases. These figures demonstrate the importance of the German interior design market, which is also reflected in the registrations for imm cologne 2025: International exhibitors will continue to be strongly represented at the Interior Business Event, with their numbers expected to be similar to or even higher than in previous years. This is a clear indicator that the German market remains highly attractive for many companies across the globe.

### German furniture market has enormous potential

The German industry should use this potential to tackle the current challenges and set itself up for a successful future. Matthias Pollmann, the vice president trade fair management at Koelnmesse who oversees imm cologne, emphasises the event's relevance as an engine for the furniture industry: "We need strong networks and innovative ideas. And that is exactly what imm cologne offers - a platform for fresh ideas and business opportunities that will give the industry the momentum to move forward." For such an event, Cologne is the ideal place for international networking - and not just geographically. In addition to the city's central location, the team at Koelnmesse has hosted numerous international formats, including ORGATEC in October, and demonstrated how successful trade fairs operate and how they can bring markets, people and businesses together.



imm cologne 2025  
12.01. - 16.01.2025  
[www.imm-cologne.com](http://www.imm-cologne.com)

Your contact:  
Sarah Kuna  
Tel.  
+49 221 821-3746  
e-mail  
[s.kuna@koelnmesse.de](mailto: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](http://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

## **New momentum for a strong event platform**

Page

2/3

To stage a dynamic showcase at imm cologne and further strengthen the trade fair as a platform for fresh ideas and business opportunities, Matthias Pollmann's team has made some adjustments to the event format. The new concept is even more flexible and geared towards companies' individual needs while always keeping their shared goals in view. Country partnerships are being introduced to intensify international networking. By selecting Denmark as the trade fair's partner for 2025, the organisers have chosen a country that is synonymous with quality and innovation in design. Flexible new formats will enable companies to maintain their visibility and market presence even if they decide to participate at short notice and want to minimise their expenditure. In addition, imm cologne 2025's central theme, Connecting Communities, and the related content and event formats will create forums for sparking inspiration and nurturing fresh ideas.

### **“Face-to-face contact is essential.”**

The importance of trade fairs should not be underestimated, especially in difficult times, as Jan Kurth, chief executive officer of the Association of the German Furniture Industry (VDM), emphasised at the press conference in Copenhagen where Koelnmesse presented its new approaches. “We see face-to-face contact at trade fairs as essential. imm cologne in particular is vital to the industry, especially to the continued expansion of the export business. For foreign manufacturers, imm cologne provides crucial access to the German market.” These are aspects that Matthias Pollmann's team plans to develop further: “In 2025, we will provide crucial impetus and further expand imm cologne as an engine for the entire industry. To forge a successful future, transformation is required. That applies not just to the trade fair, but to all market actors. And to shape this transformation successfully, collaboration, commitment and the courage to change are essential - and imm cologne is the perfect format for building the strong networks that are needed for this.”

### **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.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

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 modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted

under the name La Feria De Diseño Medellín powered by imm cologne.  
Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-trade-fairs/>

Page

3/3

**The next events:**

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

imm cologne - The interior business event, Cologne 12.01. - 16.01.2025

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 24.06. - 26.06.2025

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 28.10. - 31.10.2025

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 28.10. - 31.10.2025

**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".

If you reprint this document, please send us a sample copy.

**imm cologne on Facebook:**

<https://www.facebook.com/immcologne>

**imm cologne on Instagram:**

<https://www.instagram.com/immcologne>

**imm cologne on LinkedIn:**

<https://www.linkedin.com/showcase/imm-cologne>

**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](mailto:s.kuna@koelnmesse.de)

[www.koelnmesse.de](http://www.koelnmesse.de)