

No. 1 / 2025, Cologne
#immcologne

New concept, proven strength: imm cologne as the international Interior Business Event

Efficient, dynamic, market-focused: As the international industry event for the consumer-oriented interior design market, imm cologne will take business and inspiration to new heights from 20 to 23 January 2026. The new imm cologne is based on a forward-looking trade fair concept that showcases market-ready products, sets trends and fosters business relationships. The event will maintain Cologne's position as the central meeting place for decision-makers in the furniture industry - in the heart of Europe's most important market.

The course has been set: The hall plan has been drawn up, sales are coming in, and the response to imm cologne's new direction has been tremendous. With a market-oriented participation price of 100 euros per square metre, imm cologne has created the perfect package for exhibitors in search of a transparently priced and cost-efficient trade fair presence. The detailed floor planning will begin in mid-April 2025 - exhibitors can already secure the best positions now. Together, the industry, the retail sector and Koelnmesse as the trade fair organiser are committed to playing their part in strengthening the German market as a crucial pillar for the furniture industry.

imm cologne: a forward-looking platform for the furniture industry

imm cologne is and will remain the event that kicks off the new interior design year. Its redefined concept is based on a B2B-only platform that focuses on the consumer-oriented segment of the interior design market. With our attractive participation packages, we've created the ideal platform for our exhibitors and visitors," says Bernd Sanden, imm cologne's director.

Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse, adds: "imm cologne provides real added value for the consumer-oriented interiors industry. It is playing an instrumental role in the sector's transformation. The trade fair is continuing its 70-year success story with a strong, modern concept as it moves into the future."

B2B only: imm cologne's clear positioning

A systematic B2B focus and the trade fair's international orientation remain crucial factors. While exhibitors travel from across the globe to appear at the event, the visitor profile primarily represents the European market.

imm cologne
20.01. - 23.01.2026
www.imm-cologne.com

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Alongside the traditional furniture and interior design industry, the trade fair offers exhibitors from the international manufacturing industry the perfect platform for presenting relevant market and design trends. The spectrum of the exhibition covers all the key market segments of consumer-oriented interior design - from conventional furnishing solutions to flat-pack and ready-to-assemble offerings all the way through to young home living, discounted furniture and e-commerce.

imm cologne is aimed exclusively at professionals and trade visitors from the interiors industry and the home and living sector. Alongside German and international specialist retailers and wholesalers as well as purchasing groups, the event is increasingly geared towards digital sales channels. Its concept caters for e-commerce and online furniture sales as well as merchants in the DIY and supermarket sector.

Building on tradition, forging the future

With 100 years' experience as a trade fair organiser, Koelnmesse is able to set the stage perfectly for a successful B2B event - from modern stands to well-designed exhibition halls and a high-performance infrastructure that guarantees all participants a first-class event experience. As a cosmopolitan metropolis on the Rhine with a vibrant design scene, Cologne has established itself as a major hub for the interiors industry, while imm cologne has shaped the market for decades as the furniture industry's flagship event.

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From 2026, the redefined trade fair will be hosted annually each January. The new concept will debut from 20 to 23 January 2026 in Halls 4, 5 and 10 of the Koelnmesse trade fair grounds. The January event in Cologne is a long-established fixture on the industry calendar - and the perfect way to start the new interior design year.

Further details on the trade fair and information on how to register are available at:

[The pulse of the furnishing world | imm cologne](#)
[imm cologne | imm cologne](#)

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Page

3/4

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Alongside events like imm cologne other formats hosted at the trade fair hub of Cologne such as interzum, 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 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 La Feria De Diseño Medellín - powered by imm cologne in Colombia, ORGATEC TOKYO in Japan, ORGATEC INDIA in Mumbai, ORGATEC WORKSPACE Saudi Arabia in Riyadh and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Italy. New to Koelnmesse's Living, Contract and Public Spaces portfolio is FSB Sports Show Riyadh in Saudi Arabia. Further information: <https://www.imm-cologne.com/trade-fair/imm-cologne/industry-trade-fairs/>

The next events:

ORGATEC TOKYO - SHIFT DESIGN - THE LEADING INTERNATIONAL TRADE FAIR IN ASIA FOR THE MODERN WORKSPACES, Tokyo 03.06. - 05.06.2025

FSB Sports Show Riyadh - Saudi Arabia's Largest Trade Fair for Sports Build, Leisure Facilities and Public Spaces, Riyadh 16.06. - 18.06.2025

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

ORGATEC India - India's International Trade Fair for the Future of Workplaces & Ecosystems for Facilities, Mumbai 04.11. - 06.11.2025

imm cologne - The interior business event, Cologne 20.01. - 23.01.2026

ORGATEC - The leading international trade fair for the modern working world, Cologne 27.10. - 30.10.2026

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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Page
4/4

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