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#interzum

interzum moves the 2021 fair online

interzum@home: the digital trade fair platform for the supplier industry's innovations

interzum will be taking place from 4 to 7 May 2021 as a purely digital event. "What our exhibitors need now is planning certainty. In view of the fact that the pandemic situation continues to develop so dynamically and in close consultation with the sector, we've decided to hold interzum as a purely digital event. We had deliberately designed the trade fair concept to allow us to switch from hybrid to digital at any time," says Koelnmesse's Chief Operating Officer Oliver Frese of the latest decision. "With our digital solution interzum@home, we're offering suppliers to the furniture industry and interior design sector a highly attractive platform for presenting their innovations on a digital global stage that can undoubtedly be considered state of the art," he continues.

"In these extraordinary times, Koelnmesse's interzum@home offering provides us with an optimal way to bridge the gap until interzum 2023. That's very welcome from the industry's side. The digital platform enables us to present our products and innovations to a broad audience and thus achieve maximum reach, even if it certainly can't replace a physical trade fair," says Dr. Andreas Hettich, chairman of the interzum advisory committee. With Hettich, Blum, Häfele and Vauth-Sagel, the first market leaders have already announced that they will be presenting their new launches digitally on interzum@home.

As the leading international fair for the supplier industry and a thinktank for the interiors sector, interzum@home provides companies with the infrastructure and event character they need for observing current trend developments and defining fundamental structural changes within the sector and society. More than anything else, however, it's the right place for generating tomorrow's business and developing it for the day after tomorrow - in keeping with interzum's guiding principle: "Creating tomorrow's living spaces together."

Space for the future: digital tools ensure maximum reach

The digital platform's goal is to maximise overall reach in the current situation: developing new international contacts is just as important as maintaining contacts with existing customers. "In future, digital reach will be factored in as a new and additional success criterion for all our trade fairs," says interzum director Maik Fischer. "To a very large extent, interzum@home lives from and for networking: it gives exhibitors and visitors a way to identify exactly the right person for their personal business from among all those taking part, for instance. The visual Discovery Graph is a very simple, entertaining and interactive tool for finding relevant contacts and companies - either via the networks, personal contacts or a



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match with the specified interests,” continues Fischer. But besides networking, interzum@home will of course focus on products and insights too. The digital exhibitor showroom, appearances on the Product Stage, round tables and virtual cafés are just some of the many possibilities for presenting products and solutions, knowledge and trends. Even in the face of the corona pandemic, this ensures interzum will reach a global audience - and therefore also decision-makers and opinion leaders on every continent on Earth.

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Digital participation packages available as of now

Over the next few weeks the trade fair team, among other things, will be conducting webinars with live demonstrations for various markets in order to present the functionalities and possibilities provided by the digital platform live. In addition, a wealth of information about all aspects of interzum@home is available from the interzum website. The interzum team is committed to providing the best-possible support and assisting all companies participating in interzum@home with the implementation of an optimal presentation.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/

Further information about ambista: www.ambista.com/

Note for editorial offices:

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