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#interzum

interzum @home: tomorrow is the start of the digital meeting point of the worldwide supplier industry

Tomorrow things get started: interzum @home, the first digital edition of interzum, starts on 4 May 2021. As the leading platform for the furniture production and interior finishing industry, the world's leading trade fair for the industry also remains a reliable port of call for inspiring dialogue and new business opportunities in these challenging times. In addition to all kinds of exciting themes and supporting programme points, everything revolves around the product innovations of more than 140 participating companies from 24 countries. "I am especially pleased that a great many global key players of the industry are taking part and will also present their world premieres at interzum @home this year", says Matthias Pollmann, Vice President Trade Fair Management. "But an interzum also lives from the smaller companies, which are often present with exciting products. Especially this mix of exhibitors also defines the spirit of the leading international trade fair this year", the Vice President continues.

With numerous functions, interzum @home offers the full spectrum of opportunities for business. In the process, the focus of the digital trade fair is on two central aspects: content and networking. The digital platform offers a variety of possibilities for the presentation of products and trends, as well as solutions for a knowledge transfer. The three interzum stages, Green Smart Materials, interzum Trend Stage and Mattress Recycling, as well as the interzum award invite an exchange of knowledge in approx. 100 specialist lectures and workshops. However, visitors can not only experience the key speakers from their industry digitally, but also enter into an active dialogue with the speakers with the possibility for interaction in the chat. On the digital product stages, each visitor to interzum @home receives insights into the latest trends, developments and offers of the exhibitors. This stage lives from the 130 compact, short presentations provided directly by the manufacturers themselves. In this way, visitors enter into an exchange with exhibitors and can have their questions answered directly by the pros in the simultaneous chat - or visit the showroom of the exhibitor afterwards.

However, interzum @home also lives to a very great extent from and for networking. The central features for this, besides the chat, are the audio-video call functions of "Discovery Graph" and "Lead Finder". Discovery Graph suggests potential contacts to the user, whether exhibitor or visitor, based on an algorithm. The algorithm accesses product interests that every user can and should maintain in their personal profile. In a very vivid representation, those persons are then suggested to the user with whom a high degree of matching interests exists. Last but not least, the Koelnmesse



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team has even incorporated a completely new tool, the Lead Finder. This follows a simple principle: supply finds demand! Buyers and sellers can indicate what they want to sell or are looking for and can then use each search to find the "counterpart" using various filters - that is matchmaking at its best!

Page

2/3

On the whole, the platform is designed to be exceptionally easy and intuitive to use. Irrespective of the previous digital experience of users, the welcome page, the so-called lobby, leads to all areas. Visitors are shown the current highlights and can look at your personal communication and agenda. interzum @home will thus bring the real trade fair experience to every user at home in the next four days.

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/

The next events:

interzum @home - Furniture Production Interiors, digital 04.05. - 07.05.2021

Note for editorial offices:

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Page
3/3