

No. 4 / June 2020, Cologne
#interzum

Upbeat mood, strong interest: interzum exhibitors are looking forward to the forthcoming industry event with anticipation - face-to-face meetings at a trade fair are still unrivalled

Continued high demand for interzum 2021 - numerous bookings from major industry players from previous years, newcomers and a number of returners

The coronavirus pandemic and all its social repercussions are catalysing global change processes and altering some patterns of behaviour. The forthcoming edition of interzum is benefiting from these developments in multiple ways: The lack of opportunities for business partners to meet in person in recent months means that these face-to-face exchanges are now immensely important. Focused showcases of innovative product developments strengthen established global marketplaces, and recent trends are resulting in new priorities for industry exhibitions and changing traditional trade fair profiles. Even at this early stage, eleven months before the leading trade fair for suppliers to the furniture and interior design industry opens its doors, the team led by interzum Director Maik Fischer is already registering excellent demand and large numbers of bookings - ranging from familiar names from previous events to smart newcomers and start-ups right through to major industry players that have once again recognised the tremendous role that key business events play in or after crisis situations. To make registering as easy as possible for exhibitors, the early-bird pricing has been extended until 15 June 2020.

A few days before the first early-bird phase ends, Maik Fischer can already paint a very optimistic picture of the next interzum: "All the companies among our exhibitor clientele can hardly wait for the forthcoming event. The social abstinence over the past few months is undoubtedly a major factor in this. But above all there is a strong drive from companies that want to present their products, developments and services as engines of innovation and trendsetters in a post-corona competitive environment that is still being shaped and that remains partly surrounded by uncertainty."

As of now, all the major industry players that appeared at the previous event have confirmed their attendance in 2021 with binding bookings. In addition, many small and medium-sized enterprises and some newcomers have already made bookings. The organisers especially welcome the returners who are favouring the world's central marketplace for suppliers in Cologne again. Among them is the Finsa Group, which operates globally in the particleboard and MDF sector. Two weeks before the



interzum
04.05. - 07.05.2021
www.interzum.com

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end of the first early-bird phase, more than half of the planned exhibition grounds at interzum has already been booked with confirmed reservations, large numbers of stand bookings are currently being agreed, and additional spaces are being reserved. Judging by current indications, the forthcoming trade fair is set to be an excellent industry event that is well received across the entire sector and builds directly on the success of the pre-corona event in 2019.

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interzum is poised to shape international interior design as it has done in previous years. It is able to do so largely thanks to its successful trade fair concept, which the team at Koelnmesse is constantly fine-tuning. Alongside the interzum award, which already has a high profile, the next event has some surprises in store, including trend forums and trend cases. While these new concepts are still abstract for the time being, the organisers will soon reveal more.

From a strategic perspective, the trade fair team is also expanding interzum's digital offerings. The now clearly identifiable boost for global digitalisation resulting from the coronavirus lockdown calls for trade fair organisers to present intelligent answers to the question of how we are to face the emerging new reality. The spectrum of the initial solutions for interzum 2021 ranges from smart marketing measures to IT-supported activities in the run-up to the event and following the trade fair.

All aspects of the safety and hygiene concept for the event have been completely drawn up, as the well-being of all exhibitors and visitors is naturally the highest priority in all of Koelnmesse's considerations. The detailed package of measures encompasses appropriate hygiene and allows for distance between all those involved. Here Koelnmesse is able to benefit from the size of its grounds, and the trade fair organiser also considers itself well prepared for the stringent requirements for processes at the entrances, in the trade fair halls and at the stands. "We have every confidence that our exhibitors and visitors will behave professionally. We will register all participants fully and make use of the flexibility and size of our trade fair grounds and the opportunities that our digital signage offers," said Maik Fischer as he outlined the safety and hygiene concept for interzum.

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/

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The next events:

Pueri Expo - International Trade Fair for Baby & Childcare Products, Sao Paulo
04.08. - 07.08.2020

spoga+gafa - The garden trade fair, Cologne 06.09. - 08.09.2020

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 17.09. - 20.09.2020

Note for editorial offices:

interzum photos are available in our image database on the Internet at www.interzum.com in the "News" section. Press information is available at: www.interzum.com/Pressinformation

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