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#interzum

interzum 2021 to promote young entrepreneurs with the new start-up pavilion

The newly launched Startup Area gives company founders and entrepreneurs from across the world an international stage where they can make contacts and grow their business

interzum, the world's leading trade fair for furniture production and interior design, hosted in Cologne, is the key 360° event for decision makers in the sector. The established biannual B2B supplier event covers a broad spectrum of themes comprehensively, offering its visitors insights into diverse future issues and product innovations for tomorrow's home living. The next generation of entrepreneurs in all regions of the world are especially important to the trade fair organisers. These emerging businesses are a source of innovative and often disruptive ideas, but in times of crisis such as the current economic climate, they experience difficulties reaching customers and opening up new markets. Koelnmesse is therefore devoting a pavilion specifically to start-ups for the first time at the forthcoming interzum from 4 to 7 May 2021.

Nearly all start-ups face the same situation: The first phase of launching a new business is incredibly challenging - even if it already has a host of unique ideas and concepts waiting to be put into action. Support is therefore most welcome, and that is exactly what Koelnmesse will offer company founders and pioneers starting from interzum 2021 - the world's leading trade event for suppliers to the furniture and interior design industry.

The new Startup Area is formed of a cluster of stands that are open to each other and cover four square metres of floor space each. The full-service package for young entrepreneurs from across the globe includes as standard stand construction, lighting, a bundle of various communication measures as well as admission and parking tickets and an array of other benefits. With participation priced at a low four-digit euro amount, the costs are transparent and fixed.

An event where decision makers from the manufacturing industry and the skilled trades, architects and designers gather to discover large numbers of novel materials and production processes, and to discuss astonishing ideas and concepts in a variety of forums is the perfect platform for new entrants to the sector. interzum provides the industry with crucial momentum for the global interiors business - it is where entrepreneurs, opinion leaders and multipliers make new contacts and sign attractive deals.

Around 75,000 trade visitors attended the most recent event in 2019. Of these, more than 55,000 travelled from outside Germany. Approximately 50% of the visitors



interzum
04.05. - 07.05.2021
www.interzum.com

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Cologne
District Court Cologne, HRB 952

were employed in the manufacturing industry, while a further 25% worked in the retail and wholesale trade. interzum attracts an unusually high proportion of decision makers: Roughly 70% of the event's visitors have a "decisive" or "contributory" influence on purchasing decisions. With an audience like this, interzum is the ultimate matchmaker and the place to forge new relationships and generate new business. The Startup Area is the perfect destination for companies that are looking for partners with fresh ideas.

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A factor that is at least as important as the favourable cost of participating in the event, however, is the support that the trade fair offers young companies with target group communications during the decisive launch phase. interzum offers an extremely impressive package of services: Start-ups that book a stand in the pavilion are supported with content in trade journals, on social media, in newsletters and in a company account on ambista, the industry networking platform operated by Koelnmesse. They can appear in the Speakers' Corner and take advantage of the Matchmaking365 service. They are also promoted with an online listing on the interzum website and via the high-profile presentation of the start-up in the trade fair catalogue, the interzum app and the online press box - the opportunities are many. These activities go beyond accompanying a young company's trade fair participation. They support a sustainable market entry for innovative up-and-coming businesses.

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:

LivingKitchen® - The international Kitchen Show (open to the public on Friday, Saturday and Sunday), Cologne 18.01. - 24.01.2021

imm cologne - THE INTERIOR BUSINESS EVENT (open to the public on Friday, Saturday and Sunday), Cologne 18.01. - 24.01.2021

interzum bogotá - The event for industrial wood processing and furniture manufacturing, Bogotá 02.02. - 05.02.2021

Note for editorial offices:

interzum photos are available in our image database on the Internet at www.koelnmesse.com

interzum.com in the “News” section. Press information is available at: www.interzum.com/Pressinformation

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