

No. 8 / September 2022, Cologne  
#interzum

## interzum 2023: The best of both worlds

### Live on-site and digital with interzum @home

The world's leading international trade fair for the furniture supplier industry and interior design has used the challenges of the last years to create the optimal hybrid format. By combining a digital and on-site event, the leading global trade fair will now provide exhibitors the opportunity to broaden their reach via interzum @home and generate additional sales leads. Since its premiere in 2021, the focus of the interzum @home online platform has been product innovations, knowledge exchange, high-quality content and networking. Last year, 142 companies from 24 countries used interzum @home. There were over 80,000 chat conversations and audio/video calls in total. During the 5,760 minutes of the event, more than 10,000 leads were generated. This amounts to more than one lead per minute.

Next year, exhibitors as well as visitors will be able to take full advantage of the synergies that come from interzum on-site combined with its digital extension interzum @home. In line with this concept, the on-site and digital events are optimally lined up. interzum 2023 will kick off with the digital pre-show phase from 2 to 8 May 2023. Along with generating interest and visibility, participants will be able to preview the products, innovations and services at the physical trade fair through the virtual company profiles or digital product stage of the exhibitors ahead of interzum in Cologne on 9 May. In addition, the pre-show phase will also serve as a platform for scheduling on-site appointments in Cologne.

interzum on 9 May 2023 is where the future of furniture manufacturing and interior design will start again live in Cologne. No other leading industry event in the world provides impetus for the global furniture supplier sector in such a needs-oriented and forward-looking way as interzum. Decision makers, opinion leaders, multipliers and trendsetters from all over the world learn about innovations in the sector, discover inspiring ideas and connect with existing and new business contacts.

On 15 and 16 May 2023, interzum @home will really take off with the live digital event. Over the course of two days, participating companies will have the opportunity to present themselves to the global community when their digital company profiles are full of the innovative products and solutions recently exhibited at interzum in Cologne. Users who are also interested in high-quality content and knowledge exchange will find both the digital product stage of the exhibitors as well as the digital interzum Trend Stage to be valuable sources of inspiration. At the latter, renowned experts from all over the world will talk about topics that will be very important for the global furniture industry and interior design in the future. In this phase of the digital live event, users will have the chance to go over their trade fair visit in Cologne and also find out about the innovations and offerings of participating exhibitors in a completely digital way - the very meaning of the core



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www.interzum.com

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objective of interzum @home 2023 of increasing global reach and generating additional sales leads. AI-based matchmaking as well as the wide range of networking options will also contribute to this.

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But that's not all: Starting 17 May 2023, interzum @home will remain available online as an on-demand offering.

With the experience gained from interzum @home 2021, Koelnmesse has worked closely with the exhibiting and visiting industry to drive forward the development of the trade fair as a full-fledged, hybrid event approach. The usual strong on-site presence in Cologne will be complemented by attractive digital offerings, providing a trade fair experience that is unique in every respect.

**The four possibilities at a glance:**

- The digital pre-show phase from 2 to 8 May 2023

Preview of products and solutions in the digital company profiles and product stage at interzum @home

- The live event in Cologne from 9 to 12 May 2023

Focusing awareness on new products of the companies in the exhibition halls

- The digital live event from 15 to 16 May 2023

Complete presentation of the products and innovations in a digital-only format in the company profiles or on the product stage of interzum @home, complemented by first-class lectures on the digital interzum Trend Stage as well as AI-based matchmaking and a wide range of networking functions.

- The digital post-show phase from 17 May 2023 - the entire content of interzum @home will remain available

**Koelnmesse - industry trade fairs for suppliers to the furniture sector:**

Koelnmesse is the world's top trade fair organiser in the furnishings, interiors and design segment. Hosted at the trade fair grounds in Cologne/Germany, the leading international trade fair interzum is an established, central industry gathering that showcases the latest trends and innovations from global suppliers to the furniture industry. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio with international trade fairs in key growth markets around the globe, including interzum bogotá in Colombia and interzum guangzhou in China.

Further information: <https://www.interzum.com/trade-fair/interzum-home/industry-sectors>

**Note for editorial offices:**

interzum photos are available in our image database on the Internet at [www.interzum.com/imagetdatabase](http://www.interzum.com/imagetdatabase) in the "Press" section. Press information is available at: [www.interzum.com/Pressinformation](http://www.interzum.com/Pressinformation)

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