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#interzum

Young Innovators at interzum: German Economy Ministry supports start-ups

The German Federal Ministry for Economic Affairs and Climate Action (BMWK) is helping young, innovative businesses to participate in interzum 2025 by funding up to 60 per cent of their stand costs.

From 20 to 23 May 2025, interzum will once again provide an ideal platform for emerging companies to showcase new developments in product and process engineering as well as innovative service solutions to the industry. The BMWK's "Young Innovators" funding programme makes it easier for start-ups to gain access to the world's leading trade fair for the furniture supplier industry. The programme provides recently founded companies with financial support by covering up to 60 per cent of their stand costs, up to a maximum of Euro 7,500. The aim is to boost the innovative capacity of these businesses and strengthen their ability to compete on the global market.

Government funding: springboard for start-ups

The German Economy Ministry funds participation in selected leading trade fairs that are notable for attracting a high number of international exhibitors and visitors - and interzum is one of those chosen. As the leading international trade fair for furniture production and interior design, interzum is a key meeting place where the industry does business, finds inspiration and shares knowledge. Every two years, the event draws in visitors from all over the world, welcoming around 62,000 trade visitors from some 150 countries in 2023, 76 per cent of whom came from outside Germany. The trade fair's international focus is also evident when it comes to exhibitors: 1,600 companies from 59 countries presented their products at the last edition, with 84 per cent travelling from abroad.

By participating in interzum, emerging companies can increase their visibility and showcase their capacity for innovation. In addition to the opportunity to network with contacts from around the world, start-ups can gain insights into relevant market trends and customer needs, giving them a vital competitive advantage.

Eligibility criteria and applications for funding

Funding is available to companies that meet the following criteria: the company must be registered and operate in Germany, it must not have been established more than ten years ago, and it must not employ more than 50 people. In addition, its maximum annual turnover or annual balance sheet total must not exceed Euro 10 million. Funding is subject to participation in a shared pavilion where several start-



interzum
20.05. - 23.05.2025
www.interzum.com

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Headquarters and place of jurisdiction:
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ups exhibit their innovations side-by-side. The company must also have developed new products, processes or services, or have significantly improved existing ones.

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Companies interested in finding out more about the funding programme and the application process can visit the interzum website at: www.interzum.com/de/fuer-aussteller/aussteller-werden/young-innovators/

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Alongside events like imm cologne and interzum, other formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres. To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include La Feria De Diseño Medellín - powered by imm cologne in Colombia, ORGATEC TOKYO in Japan, ORGATEC INDIA in Mumbai and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Italy. New to Koelnmesse's Living, Contract and Public Spaces portfolio is FSB Sports Show Riyadh in Saudi Arabia.

Further information: <https://www.interzum.com/en/trade-fair/interzum/industry-trade-fairs/>

The next events:

interzum - The world's leading trade fair for furniture production and interior design, Cologne 20.05. - 23.05.2025

interzum forum italy - The Networking Event in Italy for Suppliers of the Furniture Industry and Interior Design, Bergamo 04.06. - 05.06.2026

Note for editorial offices:

interzum photos are available in our image database on the Internet at <https://www.interzum.com/en/press/multimedia/image-database/> in the "Press" section. Press information is available at: www.interzum.com/en/press/press-releases/press-releases-of-interzum

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