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#interzum

Key theme of interzum 2027: "Beyond Boundaries: Elevating Strategic Resilience"

The world's leading trade fair shifts the focus to strategic resilience as a future theme of the international furniture supplier industry

interzum presents its key theme for the 2027 edition: "Beyond Boundaries: Elevating Strategic Resilience". From 11 to 14 May 2027 in Cologne, the world's leading trade fair for furniture production and interior design will show how the international supplier industry is encountering the challenges of a dynamic market environment with resilience, future-capability and impressive adaptability. The key theme creates a common content framework for central themes of the industry and invites exhibitors to present their solutions in the context of strategic resilience.

Geopolitical and economic uncertainties, volatile markets, rising energy costs as well as new regulatory requirements pose fundamental challenges for companies worldwide. At the same time, technological developments, international cooperation and innovative business models present new opportunities for the industry.

"Strategic resilience has become a decisive competitive factor for the international supplier industry. With the key theme of interzum 2027, we create a common framework that provides orientation, promotes international industry dialogue and makes strategies for the future and innovations visible. interzum brings leading companies, high-profile experts and a premium trade public together and shows the materials, components, technologies and concepts with which the industry is actively shaping the transformation", according to Maik Fischer, Director of interzum.

Strategic resilience as a guiding principle of the industry

Strategic resilience stands for the ability of companies to adjust flexibly to changed market conditions and to orient their business models and value creation chains to long-term competitiveness. It is thereby not only about being crisis-proof, but especially about adaptability, strategic continuing development and the active shaping of resilient company and supply structures.

Three trend areas define the content orientation

Under the umbrella of strategic resilience, interzum 2027 is particularly focusing on three developments:

- Collaboration stands for the establishing of new partnerships and collaborative networks along the entire value creation chain. Companies are coming together to use synergies, offer joint and holistic solutions, produce more efficiently and



interzum
11.05. - 14.05.2027
www.interzum.com/en/

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enable shorter delivery times. Additional dynamic arises through new technologies like the digital product passport or digital twins.

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- Regionalization describes the trend of relocating production and supply structures closer to important sales markets. The setting up or expansion of local production facilities in strategically important growth markets is increasingly being viewed as a competitive advantage. Local production allows for faster reaction times, improved adaptation of products and services to local market requirements and shorter transport routes.
- Sourcing optimization encompasses strategies for more resilient supply chains. Diversified procurement, digital processes and long-term partnerships help companies minimise risks and sustainably reinforce their competitiveness. At the same time, efficient process management and partners with technological know-how and a high level of regulatory competence are becoming increasingly important.

In addition to these three trends, the key theme remains open to further future themes in the context of strategic resilience - from the circular economy and automation through miniaturisation to holistic and adaptive approaches to solutions. Current market trends are in this way linked with individual answers from the companies, and new perspectives open up on the future of the industry.

Orientation and visibility for the industry

With the key theme for 2027, interzum emphasises its role as the world's leading platform for innovation, transformation and international industry dialogue. Exhibitors have the possibility to strategically classify their products, materials, components and technologies and make them visible in the context of central industry trends. Trade visitors are provided with orientation in a dynamic market environment, a structured overview of the current transformation processes of the international furniture supplier industry as well as inspiration from innovative approaches to solutions along the entire value creation chain.

Companies interested in exhibiting are still welcome to register at www.interzum.com/en/for-exhibitors/become-an-exhibitor/ as exhibitors.

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. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location to form renowned and established industry meeting points. This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in Cologne. 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.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family includes imm india and IFFINA+ powered by imm cologne in Indonesia. The ORGATEC brand has established a global footprint

with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo. Furthermore, the portfolio features La Feria De Diseño Medellín powered by idd cologne in Colombia.

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Further information: www.interzum.com/en/trade-fair/our-portfolio-worldwide/

The next events:

imm india - The Business Platform for Furniture and Interiors in India, New Delhi
01.09. - 03.09.2026

La Feria De Diseño Medellín powered by idd cologne - The Meeting Point for the Interior Design, Architecture and Lifestyle Scene in Latin America and the Caribbean, Medellín 10.09. - 12.09.2026

IFMAC WOODMAC, Jakarta 23.09. - 26.09.2026

interzum jakarta - The Premier Gateway to Indonesia's Furniture Innovation and Supply Industry, Jakarta 24.09. - 27.09.2026

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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