

No. 2 / August 2023, Cologne
#orgatec

ORGATEC reinvents itself

The leading international trade fair for the future of work will return in 2024 with a new event concept that is designed to meet the evolving requirements of the world of work and is positioned even closer to the cutting edge. With a shorter duration, a new hall layout, highlight topics and digital innovations, ORGATEC will offer exhibitors and visitors a topic-centred, event-oriented and efficient trade fair experience.

The modern working world is constantly changing - there are always new influences driving the design of the future of work. As a result, the requirements placed on trade fairs are also changing. To respond to this development, an extensive series of surveys has been conducted with trade fair visitors in collaboration with the Interior Business Association (IBA). The aim was to understand visitors' changing needs.

“Based on the findings from the surveys, we have redefined ORGATEC’s concept in close cooperation with the IBA. In 2024, the trade fair will focus on the fundamental issues for the industry. It will intensify the debate both at the event and in the lead-up to the trade fair. In addition, ORGATEC will place a special emphasis on networking and face-to-face exchanges between participants,” says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. Helmut Link, President of the IBA, adds: “In addition to the growing importance of in-person conversations at the event, the visitor survey revealed that our stakeholders see the trade fair as an opportunity to experience diverse approaches to new forms of work live and up-close. With such experiences, ORGATEC is and will remain a crucial event for our industry.”

Topic-centred focus areas

The centrepiece of the redefined trade fair will be the focus areas in each hall. Each focus area will have individual highlight topics and offer unique opportunities to experience them up-close. They will present target group-relevant topics and offer trade fair participants 360-degree insights into the latest trends and developments for the future of work. This innovative marketplace concept will transform ORGATEC 2024 into an interactive hub for new thinking and exchanges, making it the centre of the design of tomorrow’s world of work. One additional special highlight for visitors is set to be the Wherever Whenever - Work Culture Festival, hosted by the IBA in Halls 6 and 9. The festival promises to be a forum for inspiration and debate about our future work culture.

New hall layout for improved visitor guidance



ORGATEC
22.10. - 25.10.2024
www.orgatec.com

Your contact:
Sarah Kuna
Tel.
+49 221 821-3746
e-mail
s.kuna@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

With the introduction of the centrally positioned focus areas, exhibitors' stands will be grouped around these highlight topics. In addition, the area around Halls 4.2, 5.1 and 5.2 will be expanded, and the entire South-North Boulevard will be opened. The hall layout for ORGATEC 2024 will therefore be completely reorganised. This will enable improved, topic-centred management of visitor flows and easier orientation for trade fair participants, as well as expanding the available exhibition space.

Page

2/3

Changes on the catering side are also planned for visitors and exhibitors: A refreshed and updated hospitality concept will provide a diverse selection of high-quality food and beverages.

Digital added value for trade fair participants

Lead+Meet is a new development that will allow exhibiting companies to communicate directly with their target customers. Based on criteria such as interests, industry and country of origin, exhibitors will be able to select the visitors who are relevant to their company and send them a personalised message via the trade fair app. The integrated indoor navigation will then guide the potential customers exactly to the exhibitor's stand. The innovative Post-Fair Leads technology will also foster target group-specific communication. Designed for use after the event, it will allow exhibitors to make direct contact with relevant customers that they have been unable to reach thus far. The dynamic logistics management system eSlot will provide additional digital benefits. The optimised routing technology will enable fast and efficient stand construction and dismantling and ensure smooth operations, thereby significantly simplifying preparations for exhibitors.

Bookable e-slots will avoid queues of heavy goods vehicles at the gates. If a driver realises that he is running late, the app will automatically reschedule his e-slot for admission for when he actually arrives at the assigned gate to the trade fair grounds. This technology may admittedly require further explanation to ensure greater and more efficient utilisation, but it is an excellent system with many benefits.

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.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. 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 public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

Further information: www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/

Page

3/3

The next events:

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne
24.10. - 27.10.2023

imm cologne - The interior business event, Cologne 14.01. - 18.01.2024

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the
modern workspaces, Tokyo 29.05. - 31.05.2024

Note for editorial offices:

Messename photos are available in our image database on the Internet at www.orgatec.com/imagetdatabase in the "News" section.

Press information is available at: www.orgatec.com/press/press-releases/press-releases-of-orgatec/

If you reprint this document, please send us a sample copy.

ORGATEC on Facebook:

<https://www.facebook.com/orgatecmesse>

Your contact:

Sarah Kuna

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: + 49 221 821-3746

s.kuna@koelnmesse.de

www.koelnmesse.com