

No. 4 / October 2023, Cologne  
#orgatec

## ORGATEC 2024: Strong response in the registration phase

The leading international trade fair dedicated to the future of work is already recording impressive registration figures over a year before the event is due to begin. In addition to the numerous top-flight exhibitors who will return next year, ORGATEC 2024 is also set to welcome many first-time registrants and returning companies.

Preparations for the upcoming ORGATEC are in full swing. From 22 to 25 October 2024, the leading international trade fair for the modern working world will once again be the platform for inspiration, networking and knowledge sharing. In recent years, ORGATEC has established itself as one of the most important events in the industry, attracting manufacturing companies, retailers and interior design experts from all around the world.

Anker, Assmann, Belux, Herbert Waldmann, Inclass Designworks, Interstuhl, JAB, JOS+ Vonk, Kastel, Kinnarps, Klöber, Köhl, lapalma, Mobel Linea, molo, Muuto, Narbutas International, NORR11, Novus Dahle, Nowy Styl, Object Carpet, Palmberg, Pedrali, Prostoria doo, Quadrifoglio, Reiss, Sedus Stoll, Thors Design and Viasit are among the market-leading exhibitors who have already confirmed their participation. Brands such as COR, Dauphin, Flokk, Grau, König + Neurath, VS and Wilkhahn Wilkening + Hahne will also be exhibiting at ORGATEC once again.

„We are delighted with the fantastic response we’re seeing from exhibiting companies during the registration phase for ORGATEC 2024. The positive registration figures confirm that our new concept is being well-received and that we’re on the right track for a successful event next year,” commented Thomas Postert, Director of ORGATEC.

### Innovative trade fair concept for tomorrow’s world of work

In 2024, ORGATEC will launch its new trade fair concept, focusing on innovation and progress. A key aspect of this reorientation involves completely rethinking the hall plan. The innovative Focus Areas will form the core of the new design. Centrally located in each of the halls, the Focus Areas will be dedicated to individual topics, such as augmented reality or the circular economy in the working environment. National and international brands will be arranged around these special zones, helping to establish the Focus Areas as attractive, target group-specific hubs for face-to-face meetings and discussions between professionals.

As a marketplace concept, this new hall plan will not only create more space for



ORGATEC  
22.10. - 25.10.2024  
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networking and inspiration, but will also improve visitor navigation thanks to optimised, topic-orientated routes. Furthermore, making use of the fourth entrance on the western side as well as the additional halls (4.2, 5.1, 5.2) and opening up the entire trade fair boulevard will speed up connections between the hotspots across the exhibition areas and event spaces. Another highlight is the Work Culture Festival, organised by members of the German Interior Business Association (IBA e. V.), which is destined to become a cornerstone of the trade fair in Halls 6 and 9.

### **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/](http://www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/)

### **The next events:**

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:**

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