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Koelnmesse expands portfolio in Indonesia

- **Central business platform for the hardware, furniture production and woodworking machinery sectors**
- **Event date: 24 to 27 September 2025 at the Jakarta International Expo**
- **CEO Gerald Böse: "As one of the leading trade fair organisers, Koelnmesse is already active with events in eleven countries and is now expanding into the dynamic growth market of Indonesia."**

Koelnmesse GmbH and the Indonesian trade fair organiser Traya Eksibisi Internasional are broadening their strategic partnership. The companies will host a major event together for the first time next year from 24 to 27 September 2025 at the Jakarta International Expo (JI Expo). Three trade fairs will take place simultaneously under one roof within this context: the newly developed events interzum jakarta and International Hardware Fair (IHF) Indonesia - powered by EISENWARENMESSE, in which Koelnmesse is significantly involved, as well as Indonesia's existing leading event for the woodworking industry, IFMAC WOODMAC.

By bringing these events together, the entire furniture production value chain can also be presented in Indonesia at one time in a single location. Rounded off by a hardware trade fair, this will create a central business and communication platform for the latest innovations, trends and technologies in the fields of furniture production, woodworking machinery and hardware.

"I am very pleased to contribute the expertise we have acquired from our successful Cologne events INTERNATIONALE EISENWARENMESSE and interzum to this promising partnership in Indonesia," explains Gerald Böse, CEO of Koelnmesse. "This enables us to support our customers in the Southeast Asian market, while also developing synergies between our events in Cologne and abroad. It is truly a win-win situation for everyone involved."

The percentage of international business in Koelnmesse's turnover is in the double-digit range and has been growing steadily for years. Not only established events abroad contribute to this, but also numerous international premieres including interzum forum italy starting in 2024 in the interiors and furniture sector and the "El Gran Salón Ferretero" trade fair in Colombia in the hardware sector. Koelnmesse has been active in Indonesia since 2017 with the Indonesia Dental Exhibition and Conference (IDEC), the largest dental trade fair in Indonesia.

The International Hardware Fair Indonesia and interzum jakarta will take place next September 2025 alongside IFMAC, Indonesia's largest trade fair for woodworking machinery. This combination will bring together a broad spectrum of exhibitors and visitors from both the furniture manufacturing and upstream wood processing

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industries. The involvement of IFMAC, its partners and its visitors thus represents an important strategic step towards tapping into the considerable synergies between these sectors.

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"Southeast Asia is the fastest growing economic region in the world. Within this region, Indonesia is the largest market with a relatively young population of 280 million people and an important centre of global furniture production," emphasises Böse. A specifically coordinated economic policy with extensive investments in modern production facilities and infrastructure as well as measures to restrict the export of raw materials also support the domestic furniture sector. The growing construction industry and rising sales in the DIY sector have also contributed to the positive market development.

Photo material is available using the following link: https://koelnmesse.omn5.com/showLinkedImagesEN.jsp?keywordPath=/ISY3/Abteilungen/Presse_Mitteilungen/Presse_Mitteilungen_2024/20240925_PM_Jakarta_Indonesien&cms=neu

About Koelnmesse:

Koelnmesse employs around 1,100 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 43,100 exhibiting companies from 125 countries and approximately two million visitors from 220 nations. Until 2040, Koelnmesse is investing more than one billion euro in the development of the trade fair grounds into the most extensive investment programme in its history, to allow it to cover all event formats in the future. Koelnmesse is celebrating its 100th anniversary in 2024. 100 years in which Koelnmesse has brought people and markets together worldwide. 100 years in which it has reinvented itself time and again with a visionary passion for the future: [Koelnmesse History | Koelnmesse](#)

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