

No. 23 / Maj / 8 May 2015, Cologne

Final report

interzum 2015: That was excellent!

- More than 57,500 visitors from 143 countries
- A 17 percent increase in visitors from abroad
- 1,561 exhibitors from 57 countries
- 8.6 percent increase in occupied exhibition space

interzum in Cologne closed on 8 May 2015 with excellent results. More than 57,500 industry visitors from 143 countries (an increase of 8.5 percent) made for an outstanding atmosphere at the exhibitor stands over the four days of the fair. This is extremely rewarding in light of the Germany-wide train strike which was ongoing for the entire duration of the fair. At very short notice, Koelnmesse organised a shuttle service from Frankfurt and Düsseldorf airports as well as from the East Westphalia furniture region. The service was very well received and ensured convenient transport for visitors to Cologne. "The increase in visitors did not just reflect the appeal of the innovations and solutions showcased by our exhibitors but also emphasises the importance of interzum for the industry. There is no other event in the world which generates as much important momentum for this industry, in terms of both innovations presented and actual business conducted, as interzum does," said Katharina C. Hamma, Chief Operating Officer of Koelnmesse, in summary. interzum thus seamlessly ties in with the outstanding results of ORGATEC, imm cologne and LivingKitchen and Koelnmesse underlines its position as the leading exhibition location worldwide for furniture and interior design.

With 41,000 visitors from abroad (an increase of 17 percent), interzum 2015 was once again a very international event. For one, there was a significant increase in visitors from Europe, from Italy in particular, as well in the traditionally strong showings from the UK, Spain, the Netherlands as well as from Poland. In addition, there was also a considerable increase in fair guests from Asia, particularly from China. Visitor figures from the USA (up 25 percent), South America (up 21 percent) and India (up 34 percent) also displayed an impressive upswing.



interzum 2015

05.05.–08.05.2015

www.interzum.com

Your contact:

Markus Majerus

Tel.

+49 221 821-2627

Fax

+49 221 821-3544

E-mail

m.majerus@koelnmesse.de

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

Executive Board:

Gerald Böse

(President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

Chairman of the Supervisory Board:

Mayor of the City of Cologne

Jürgen Roters

Headquarters and place of jurisdiction:

Cologne

District Court Cologne, HRB 952

The atmosphere at interzum was one characterised by business and networking. The exhibiting companies unanimously reported excellent contact with representatives from all sales channels – at a very high level. This was confirmed by the preliminary visitor survey: almost 64 percent of visitors questioned revealed that they were either sole or joint decision-makers when it comes to purchasing and procurement decisions within their respective companies. Based on the excellent atmosphere at interzum, post-fair business is generally expected to be good.

With 1,561 companies from 57 countries in attendance, not only were all the market-leading companies represented in Cologne, but also plenty of smaller, highly innovative companies. No trade fair but interzum hosts so many market and trend leaders presenting their innovations in furniture production, interior fittings and materials used, making it THE industry meeting place for decision-makers.

interzum 2015 – what the industry says

Claus Sagel, Managing Director, VAUTH-SAGEL

“interzum 2015 was excellent! We saw a real rush on our stand with its four themed worlds. When it comes to trends, innovations as well as attracting important international decision-makers, we found that this year’s interzum set new standards.”

André Dorner, Managing Director, Blum Germany

“The number of visitors as well as the quality of the talks was outstanding. We were able to inspire our customers and partners from all over the world and we are looking at interzum 2017 with confidence.”

Dr. Andreas Hettich, Chairman of the Executive Board, Hettich

“interzum 2015 was a fantastic fair for Hettich! The volume and frequency of visitors coming to the stand, as well as their internationality, was very good and we had numerous interesting and promising talks. What worked particularly well, we found, was that in a lot of cases, clients and potential clients were represented by staff from a variety of business departments and the quality of those talks was extremely good. We are already looking forward to interzum 2017!”

Claudia Küchen, Director of Design & Marketing, Schattdecor

“interzum 2015 went really well for us and we can report a thoroughly positive outcome. We were very satisfied with the volume and frequency of visitors coming to our stand, which was impressive on the Wednesday and Thursday of the fair, in particular. All the important national and international clients were in attendance and

at the same time we were able to generate promising new contacts. The feedback we got from customers regarding our stand and our products as well as on the interzum party we threw was also excellent. interzum 2015 was an all-round success.”

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Overview of the trends at interzum:

Customising: Across-the-board diversity, even production runs of one! New, bold combinations, original ideas, colour trends of the future, decor concepts, designs, patterns. Big emphasis on design expertise despite principally technological functions.

Conservative use of materials: From the screw to the lightweight panel, from leather cutting to intelligent foam materials/foams inspired by nature, with internal cavities but stable nevertheless.

Resource conservation: Technical refinement of materials as well as of manufacturing and recycling processes.

Demographic change/Mobility: Sit-to-stand assists, castors, fittings to facilitate the easy disassembly and transportation of sofas, simple usability and a focus on comfort.

Connectivity: Apps, Bluetooth and WiFi for lighting control, locks on furniture and adjusting height levels. Plus an ever increasing diversity of software for customised ordering, e.g. levels of mattress firmness.

Technologies of the future: 3D-printing: a technology currently making inroads into many areas of production, design in particular.

The next interzum will take place from:

16. - 19 May 2017

Cologne, Germany

More information at:

www.interzum.com

Koelnmesse – No.1 in Furniture: Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively

represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include Rooms Moscow/Moscow International Furniture Show, the China International Kitchen and Bathroom Expo (CIKB) in Shanghai and furniPRO Asia in Singapore.

spoga+gafa
30.08. – 01.09.2015

Kind + Jugend, Cologne
10. – 13.09.2015

China International Kitchen and Bathroom Expo (CIKB)
21.10. – 23.10.2015

Note for editorial offices:

interzum photos are available in our image database on the Internet at www.interzum.com in the "Press" section.

Press information is available at: www.interzum.com/pressinformation

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