

No. 34 / Maj/ 19. May 2017, Cologne

interzum achieves record results

- 19 per cent increase in visitors
- 13 per cent increase in exhibitors
- 15 per cent increase in exhibition space

interzum ended on 19 May 2017 with record results. A total of approximately 69,000 visitors from 152 countries attended the world's largest trade fair for furniture production and interior construction between 16 and 19 May 2017. "It was the best interzum ever yet," said Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, who is delighted with the results. "With this year's interzum, we offered the industry a unique event. interzum has reached a new level with the rises in visitor figures, the growth in exhibitor numbers and the increase in floor space combined with measures to enhance the event's quality," said Ms Hamma. Some 1,732 exhibitors (2015: 1,537) from 60 countries presented their innovations at interzum 2017. Foreign exhibitors accounted for 79 per cent of the total.

More international visitors

interzum's international reach is not only increasing amongst exhibitors. The trade fair also attracted growing numbers of international visitors. The proportion of foreign visitors rose to around 74 per cent (2015: 71 per cent). Overall, more than 51,000 visitors came from outside Germany. Within Europe, increases in visitor figures were recorded in particular from the Netherlands (up 26 per cent), Spain (up 25 per cent), Italy (up 20 per cent) and Eastern Europe (up 46 per cent). Visitor numbers from Poland and the United Kingdom also rose. Considerable increases were seen in visitors from Asia (up 53 per cent), the Middle East (up 25 per cent), Africa (up 17 per cent), Australia/Oceania (up 31 per cent), North America (up 26 per cent) and India (up 41 per cent).

Trends for tomorrow's living spaces

This year interzum addressed some very exciting themes and ideas for trade visitors. It demonstrated that outstanding innovations in furniture production and interior construction are constantly being developed. New materials, technologies and design approaches were just some of the key areas that the trade fair focused on. The products on display ranged from fittings, surfaces and decors to textiles, glass and lighting all the way through to innovative materials. The wide-ranging special events at the trade fair examined global trends such as sustainability, digitalisation and mobility. The special Mobile Spaces event area explored how a new understanding of mobility will influence vehicle interiors. With events such as this, interzum underscored its focus on groundbreaking ideas and highlighted their importance to exhibitors.



interzum

16.05.-19.05.2017
www.interzum.com

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Many of the innovations presented in Cologne can be used in both stationary and mobile spaces.

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interzum 2017 in numbers

Some 1,732 companies from 60 countries (2015: 1,537 companies from 58 countries) appeared at interzum 2017 on a gross exhibition space covering 187,400 m² (2015: 163,000 m²). This included 368 exhibitors from Germany (2015: 372 exhibitors) and 1,364 foreign exhibitors (2015: 1,165 exhibitors). Foreign exhibitors accounted for 79 per cent (2015: 76 per cent). Including estimates for the last day of the trade fair, 69,000 trade visitors from 152 countries (2015: 58,023 trade visitors from 143 countries) visited interzum, with foreign trade visitors accounting for approximately 74 per cent (2015: 71 per cent). *

*The figures relating to visitors, exhibitors and exhibition space for this trade fair were determined and certified according to the standardized definitions used by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM).

The next interzum will take place from:

21 - 24 May 2019

Cologne, Germany

Koelnmesse - Global competence in furniture, interiors and design:

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the 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 the LivingKitchen China/CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the network of the interior decorating industry, Koelnmesse offers direct access to relevant products, contacts, competence and events.

Further information is available at: <http://www.global-competence.net/interiors/>

Further information about ambista: <http://ww.ambista.com/>

The next events:

Pueri Expo, Sao Paulo, Brazil, 26.-29.05.2017

spoga+gafa, Cologne, Germany, 03.-05.09.2017

Kind + Jugend, Cologne, Germany, 14.-17.09.2017

China Kids Expo, Shanghai, China, 18.-20.10.2017

Note for editorial offices:

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