

CIKB 2015 – the international kitchen show in China draw to a successful end

- Quality and internationality of the exhibitors set new benchmarks – 156 exhibitors represented their products
- Nearly 30 percent increase in the number of visitors
- Position as next leading show for the modern built-in kitchen confirmed

CIKB 2015, jointly organized by the China National Hardware Association (CNHA) and Koelnmesse which closed on Friday, October 23 was a resounding success. With 156 leading exhibitors, it confirmed again the positioning of the trade fair as the only specialized kitchen show in China. After experiencing the positive development of the fair this year Mr. Michael Dreyer, Vice president of Koelnmesse Asia-Pacific, said: "With the excellent support of its parent exhibition LivingKitchen and the AMK (Arbeitsgemeinschaft Die Moderne Küche e.V.), trade and service association for the entire kitchen industry, we are very delighted that CIKB 2015 has set a new benchmark as the specialized trade and exchange platform for kitchen industry in China".

CIKB 2015 witnessed significant growth. Based on statistics, around 18.000 visitors (nearly 30% increase) visited the 3-day event, including vast numbers of agents and dealers as well as high-income people, let alone the interior designers and decoration companies who play key roles in kitchen development trend.

Comprehensive and multi-level visitor organization attracts visitors who could meet the demands of various exhibitors, so as to improve the on-site business negotiations and cooperation.

The segments cabinets, built-in kitchen appliances, kitchen hardware, water treatment equipment and worktops covered an exhibition space of 26,000 square meters. The fair welcomed a large number of renowned international exhibitors such as BSH, Liebherr, nobilia, zeyko, Schüller, Ballerina, allmilmö, Vöhringer, SachsenKüchen, Blum, Häfele, Vauth-Sagel, Naber, CARAT and ALTEC. The well-known domestic brands, including Haier, FOTILE, ROBAM, OULIN, DE&E, SAKURA, Goldenhome, Daeshin, SACON, Macro, Vanward, etc., also demonstrated a large number of new products that are appropriate for Chinese families and cooking habits during the CIKB.

"Also from the association's point of view this year's CIKB 2015 was a thoroughly good event", said Mr. Kirk Mangels, CEO of AMK (Arbeitsgemeinschaft Die Moderne Küche e.V.). "For us, CIKB is a very good platform to show the modern built-in kitchen



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in China. I believe that this will encourage our members to keep coming to next years show”.

High-quality trade visitors

Not only the number of visitors has increased also the quality has improved. "We have met much more potential buyers including distributors, agents and retailers from the kitchen industry as well as the professionals of interior design and real estate development sectors than before", was the feedback of many exhibitors of CIKB 2015. The majority of the exhibitors stressed their satisfaction with the improvements in visitor promotion. More than 50 media partners covering the home furnishing, household appliance, construction material, kitchen & bath, interior design, real estate development and other relevant industries greatly enhanced the media exposure of the exhibitors and attracted visitors through their channels.

SHOW+: forum, salon, matchmaking and other multiple onsite activities

On October 21, during the 3rd Kitchen Industrial Development Forum, many top decision-makers made keynote speeches, discussed and shared the development trends of the kitchen industry. The ideas and opinions exchanged at the Sino-German panel discussion also drew prolonged applause. Another highlight of the fair was the business matchmaking with Real Estate Buyers and Interior Designers which attracted attention from most exhibitors of CIKB.

Furthermore, multiple onsite activities including Interior Designer Salon, High-End Kitchen Marketing Summit, Live-Cooking Shows ensured steady number of visitors as well as a great atmosphere – unique for China.

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, 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, furniPRO Asia in Singapore and Pueri Expo in Sao Paulo.

Next events of Koelnmesse:

imm cologne/LivingInteriors, 18.-24.01.2016 in Cologne

furniPRO Asia, 10.-12.03.2016 in Singapore

CIFM / interzum Guangzhou, 28.03.-01.04.2016 in Guangzhou

Next CIKB will be held from 21-23 October 2016 in the National Exhibition & Convention Center (Shanghai).

More information can be found at:

www.en.cikb.com.cn/