

No. 31 / Cologne, 25th October 2008

Final Report

A total success: Orgatec 2008 closes with a clear increase in visitors

Around 62,500 visitors from 113 countries: 9.3 percent increase | 673 suppliers from 39 countries | Position clearly confirmed as the leading international fair for Office & Object | "Better Office - Greater Success": refined concepts for greater office productivity | Ultima Office the largest market research campaign on the office of the future | Communication programme focused on the central sector themes

After five days, Orgatec closed in Cologne on Saturday, 25th October 2008 as a great success. Around 62,500 visitors from 113 countries obtained information about trends and innovations presented by 673 companies from 39 countries, whose expectations were predominantly exceeded. The number of visitors rose by 9.3 percent compared to the previous event, while the occupied space increased by 13 percent. 61 percent of the suppliers and around 50 percent of visitors came to Cologne from abroad. "The clear increase in visitors, the high visitor quality and high-level of internationality at the event impressively confirm the function of Orgatec as the leading international trade fair for office and object design", said Oliver P. Kuhrt, Executive Vice-President Koelnmesse. "In Cologne the concepts and solutions are presented, which contribute to increased office efficiency all over the world." According to Hendrik Hund, Chairman of the Association of Office, Seating and Object Furniture (Verband Büro-, Sitz- und Objektmöbel – bso), "the event, particularly against the background of the financial and economic environment, has generated key impulses for the entire sector and sent out a clear signal counter to the current economic trend. The fair shows: the battle for the best minds takes place in the office. Even in times of economic uncertainty nothing has changed there."



BETTER OFFICE
GREATER SUCCESS

ORGATEC 2008
21.-25.10.2008
Office & Object

www.orgatec.de

Contact:
Julia Schmidt
Tel.
+ 49 221 821-2915
Fax
+ 49 221 821-3417
e-mail
j.schmidt@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Postfach 21 07 60
50532 Cologne
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.com

Executive Board:
Gerald Böse (Chief Executive Officer)
Wolfgang Kranz
Oliver P. Kuhrt
Herbert Marnier
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

Headquarters and place of jurisdiction
Cologne
District Court Cologne, HRB 952

Outstanding business at the fair

Almost all the market-leaders were represented in Cologne. They presented forward-looking solutions and concepts for an increasingly dynamic and complex working world. The visitors' interest was correspondingly great. In this connection the exhibitors in all sectors were delighted about the large numbers of visitors and packed-out stands. An excellent mood was also ensured by the large numbers of international visitors. Increased visitor numbers were registered in particular from Eastern Europe, South and Central America, the Middle East and South Africa. The exhibitors were very positive in their assessment of the visitors' high level of decision-making competence and expertise. This assessment is confirmed by the initial results of the neutral visitor survey: 87 percent of the visitors are involved with purchasing and procurement decisions at their companies. In this context, Orgatec once again lived up to its reputation as an "executives' and bosses' fair".

In addition to the specialist retail and wholesale trade, architects and facility managers, many exhibitors also registered an increase in the number of user companies, who came to obtain information about the current new products and innovations. In this connection, representatives of major users such as Airbus, BASF, Daimler Chrysler, Deutsche Bank, Deutsche Telekom, E.ON, Ernst & Young, Lufthansa, Porsche, Postbank, Siemens or VW were welcomed in Cologne.

Satisfied visitors all round

Not only the exhibitors were extremely satisfied with the event. Orgatec also impressed the visitors. In this connection the visitor survey revealed that 79 percent of the visitors were satisfied or very satisfied with the attainment of their visit objectives. The universal product spectrum ensured that 80 percent of the product ranges were assessed as very good or good. This predominantly positive assessment of the event meant that 91 percent of the visitors surveyed said they would recommend visiting Orgatec to a good business associate.

Parallel to this assessment, the specialist trade also delivered an all-round positive assessment of the fair. "From the point of view of the specialist trade, the restructuring of Orgatec is outstanding. We are impressed by the fact that almost all the exhibitors have seized the opportunity to present themselves in a new look. As a result, the event is the most modern Orgatec we have had in a

long time”, said Thomas Grothkopp, Executive Director, Federal Association of Office Management (Bundesverband Bürowirtschaft - BBW). “We also positively assess the holistic product ranges, which in addition to furnishing, also include lighting, flooring, acoustics and AV technology. We are delighted that facility managers and architects have also made intensive use of Orgatec as a platform.”

High-quality layout and design: the new Orgatec halls

This year, the individual key segments of the event were highlighted even more strongly than in the past, and as a result, strengthened in their significance. On the trade fair boulevard (Messeboulevard) the five segments at Orgatec – furnishing, lighting, flooring, acoustics and AV technology – were already visualized and dramatically presented at so-called “Hot Spots”. For the first time Orgatec occupied all the new Northern Halls 6, 7, 8 and 9 along with Southern Halls 10.1 and 10.2 and thus total gross exhibition space of around 130,000 m². The new hall layout at Orgatec met with a great response all round. The pillar-free construction and design used in the Northern Halls and their height of up to 15 metres enabled the exhibitors to implement completely new, impressive stand concepts.

“Better Office - Greater Success”: solutions for greater motivation and productivity

On their stands in high-quality design the companies picked up the new fair motto “Better Office - Greater Success” with well thought-out solutions for greater motivation and productivity at the office workplace. Open office landscapes were presented, which enable intensive communication and an exchange of ideas in alternating teams as well as concentrated working. In order to promote creativity, soft factors are becoming increasingly significant. In this connection for example one exhibitor demonstrated an emotional and atmospheric office landscape in space of 1,300 m² on a scale of 1:1 with greenery, fragrances, sound system, lighting and of course perfect furnishings. In open offices particularly high requirements are placed on the room acoustics and in particular employees’ speech comprehension. The suppliers met this challenge with a large range of innovations. It extends from the elegant room-in-room system, through to furniture with sound-absorbing fronts, acoustic ceiling sails and wall panels disguised as works of art up to sound-absorbing and

impact noise-reducing carpeting. The latter can often also be fitted particularly quickly and without the use of adhesives.

Page
4/9

In general human beings with their individual needs and requirements are the focal point of the modern office. Correspondingly, office solutions were presented, which adapt to the respective user individually, flexibly and as intuitively as possible. This includes for example a concept study of an RFID-controlled workplace, which not only directly activates the personal technical settings, but also automatically adjusts the lighting conditions to the time of day and user's biorhythm. Even office chairs adapt to the respective user. "Dynamic seating" is the trend-setter. Because thanks to weight recognition and automatic seat-depth recognition, the chairs automatically prevent the wrong body posture when seated and adapt highly flexibly to the respective user's physique. The everyday work routine is also made easier not least due to the state-of-the-art media technology. In this connection it was shown how data can be moved on oversized projection screens solely by the touch of a hand or downloaded on to a mobile phone using Bluetooth. And even coffee can be ordered using a touch-panel. Given all the finesse and refinement, technology should however not be a disruptive factor. With many applications it is therefore concealed in the furniture at the touch of a button.

Orgatec also had quite a lot to offer as far as design was concerned. In particular lounge furniture and zones for informal communication and creative work impress through their sophisticated design. In many areas retro furniture was also presented. It is reminiscent of the 60s and 70s or revives design classics as new versions and models. The surfaces and tops are characterized by high-quality woods such as ebony, chestnut and oak and the trend colour white.

From the Ultima Office to the Best Office Award:

Great response to the sector themes in the communication programme
The fair's motto "Better Office - Greater Success" was also the focal point in the broadly structured Orgatec communication programme. The central sector themes were comprehensively covered within the framework of lectures, congresses, special shows and exhibitions. As a result, Orgatec completely fulfilled its function as the theme fair for the sector.

The highlight was the Ultima Office, the largest market research campaign to be conducted so far on the office of the future, in which over 2,000 people participated at the fair and on the Internet. They provided inspiration for future product developments and ideas for designing tomorrow's communication workplaces and offices. The first evaluations of the Think Tank process revealed that the office of the future should represent a flexible and mobile workplace, which nevertheless enables a certain degree of planning when it comes to the work times and activities. In addition, the workplace should be very open and communicative. A multi-sensual office and working environment offering space for individuality is preferred by the survey respondents. Therefore the office of the future should offer open office solutions for multi-office and departmental working, multiple-use workplaces, the use of new media technologies for multi-local working, modular solutions for more individuality and rest and relaxation rooms for combating stress. The daily updated results were presented on each day of the fair in the affiliated trade fair forum, the Ultima Office Dialogue, and met with great interest.

In addition, within the framework of the Ultima Office Dialogue, Best Practise examples and the current developments covering all aspects of the specialist themes at Orgatec were discussed. Here too the response was outstanding. The highlights included a presentation of the first results from the DEGW "Battle for the best" study, which was shown in front of the audience seated in tightly packed rows. There was also a particularly large number of visitors at diverse lectures for architects and facility managers as well as for different features and presentations covering the acoustics and lighting themes.

The individual sectors at Orgatec were also picked up in the special shows on lighting, flooring, acoustics and AV technology and in each case presented and implemented in relation to the whole room. There too the visitors were extremely interested in the solutions presented. The different target groups at Orgatec also made use of separate specialist events for an intensive exchange on the sector themes. There was also an extremely large number of visitors at the presentation of the German Interior Architecture Prize (Deutscher Innenarchitekturpreis) within the framework of the "WORK ON STAGE" Architects' Forum. But the 5th Orgatec FM Congress, GEFMA members'

meeting or the Office Forum for Office Manageresses also attracted large numbers of visitors.

Page
6/9

Then there was the third presentation of the "Best Office Award", organized in cooperation with "WirtschaftsWoche", which promotes trend-setting, forward-looking office concepts in Germany and abroad. The award went to logistics service-provider Hellmann Worldwide Logistics in Osnabrück and the real estate company Stockland in Sydney. In both cases the award-winners were solutions, in which existing buildings and structures were modernized. Office environments characterized by transparency were created, which promote the intensive communication between all departments and levels. In the presence of exhibitors and representatives from politics and the media, the official prize presentation was held during the After Work Party on the evening of the first day of the fair.

Exhibitors' statements:

Dr. Bernhard E. Kallup, CEO Sedus Stoll AG:

"The fair was outstanding for us. The visitor response was very high. The same applies to the quality. In addition, the internationality of the event has developed very well. Our partners from Europe and the rest of the world were here – be it from Scandinavia, Eastern Europe, Japan, Australia or Brazil. We are receiving feedback from all of them confirming that our approach and concept of showing universal concept solutions and not only tables and chairs, is forward-looking and regarded as unique."

Rolf Schweizer, Marketing Director Interstuhl Büromöbel GmbH & Co. KG:

"For us Orgatec was outstanding from the first day onwards. At times we were almost overrun by the sheer number of visitors. The visitors, also including many architects, were extremely competent, which meant we were able to conduct very good discussions. The international contacts were also excellent, which underlines the fact that Orgatec is the leading international fair. In general there was a very positive mood. There was no sign of the financial crisis."

Stephen Perkins, Director of International Marketing Herman Miller Ltd.:

“Orgatec is a global fair attracting large numbers of visitors from all over the world. For us it was an extremely successful event. We were very busy every day and the response to our stand and products was unbelievable. We had more visitors than ever before and have acquired the services of many more new dealers. Last but not least, the media response was also extremely strong. To that extent we are absolutely satisfied and are looking ahead to the future very confidently.”

Dr. Jochen Ihring, Managing Director Dauphin HumanDesign Group:

“Our assessment is very positive, because our stand was well frequented, the quality of the visitors was outstanding, and in addition to the specialist trade, we also had very many good contacts with end-consumers. At the same time we also welcomed many international guests, even from Australia. We also give the new halls a very positive assessment, which have provided us with the opportunity for an excellent presentation.”

Rudolf Pütz, Managing Director Vitra GmbH:

“We are very satisfied, because we had very large numbers of architects, end-consumers and the specialist trade. Our themes, the many new products and innovations and also the emotional components met with an excellent response. The stand concept was appreciated and understood by all those involved and contributed to motivating our partners. All in all, the mood was very positive, on our stand we did not notice a concerned mood due to the financial crisis.”

Dr Wolfgang Reising, CEO König + Neurath AG:

“We can look back on a very successful Orgatec 2008. With the “New Office Perspectives” motto we have further underlined our competence and expertise as a full supplier of holistic office solutions. We were particularly delighted with the enormous interest in our world innovation, the office swivel chair SENSONA, and the Experiment Zukunft concept study. We were very satisfied with the quality of the national and international contacts. The fair has received a positive boost not least through the new halls.”

Oscar Floristan, International Sales Director dynamobel:

“We are very satisfied, because we spoke to many customers, but also made numerous new, high-quality contacts. In addition to European guests, many visitors from the Asian-Pacific region and the Middle East came to our stand. As a result, we were able to present our new Corporate Image and our new products to a large number of international visitors and received very good feedback.”

Manuel Holz, Managing Director Holzmedia GmbH:

“We are extremely satisfied, because here we met our sales and marketing partners from Germany and the whole world, but also made numerous new contacts. Our stand has proved to be a genuine attraction for the visitors, customers, partners and architects, with whom we have discussed many specific projects. In this connection it was repeatedly confirmed to us that our innovations stand out. To that extent, Orgatec is absolutely the right platform for us and we will also be represented on it in future.”

Jörg Korper, Director Corporate Communication Herbert Waldmann GmbH & Co. KG:

“We are highly satisfied with business at the fair. Both the quantity as well as the quality of the visitors was very good. Overall our expectations were clearly exceeded. The flair of the new halls also contributed to this. This lives up to Orgatec’s claim, in which design and ambience play a great role. In the discussions with the visitors it became clear that within the framework of the holistic concept, the lighting technology component is becoming increasingly relevant and that with the corresponding concepts we were able to convey the high status of light technology development.”

Dr. Markus Oberdörster, Marketing Manager Saint-Gobain Ecophon GmbH:

“We are very satisfied. We held very good specialist discussions with committed visitors, and the visitors were extremely international. As a result, in addition to our German customers, among others we also welcomed visitors from Italy, the Benelux countries and CIS nations, but also from the Middle East, Asia, Australia, South Africa and Canada to our stand.”

Volker Knieß, Sales and Marketing Manager Toucan-T Carpet Manufacture GmbH:

Page
9/9

“For us, Orgatec is a very interesting trade fair particularly from an export point of view, because the foreign share of visitors was very high. In general our stand was very well frequented. Not only architects, our main target group, informed themselves about our products and innovations, but also many specialist dealers. The level throughout Orgatec and of the products shown here is encouragingly high. To that extent we will be presenting ourselves once again in this high-quality environment in two years' time.”

Orgatec 2008 in figures:

At Orgatec 2008, 673 companies from 39 countries, 61% of them from abroad, participated in gross exhibition space of around 130,000 m². They included 234 exhibitors and 29 additionally-represented companies from Germany as well as 388 exhibitors and 22 additionally-represented companies from abroad. Including estimates for the last day of the fair, Orgatec attracted around 53,000 trade visitors from 113 countries, of these around 50 percent came from abroad. In addition, approx. 9,500 visitors made use of the reduced-price admission thanks to cooperations with business, the media and associations.*

* All figures have been compiled according to the guidelines set by the Society for Voluntary Control of Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Kontrolle -FKM) and are subject to control by an auditor (www.fkm.de).

The next Orgatec – Office & Object – will be held from 26th to 30th October 2010.

Digital Press Service

You can find the Final Report, further press releases, the exhibitors' press compartments, an overview of the new products and innovations along with an image database containing fair photos and the logo at <http://www.orgatec.com/press>.

Voucher copy kindly requested.