

No. 40

Final Report

interzum — with innovations into the future

- Around 47,000 visitors from more than 130 countries | 1,370 suppliers from 63 countries | 5 per cent increase in occupied exhibition area | high visitor quality | position as leading global trade fair for suppliers of the furniture and interiors industry has been clearly confirmed

More exhibitors, more occupied exhibition space, very high quality of visitors — these are the excellent results interzum achieved on its 50th anniversary. Around 47,000 visitors from more than 130 countries came to find out more about the trends and innovations of 1,370 companies* from 63 countries, who accordingly saw their expectations comfortably exceeded. A total of 70 per cent of suppliers and about 65 per cent of visitors came to Cologne from outside Germany. "The high quality of the visitors and the broad international scope of the event impressively confirmed interzum's function as a leading international trade fair. Despite the financial crisis, the sector has stood by its leading trade fair," concluded Gerald Böse, Chief Executive Officer of Koelnmesse. "Given the unfavourable economic and financial situation, the anniversary event still managed to generate important momentum for the whole sector and gave a clear signal that runs counter to the current economic trend," said the CEO. Hubert Schwarz, Chairman of the interzum Advisory Committee and Managing Director of Julius Blum GmbH Germany, confirmed this conclusion: "The huge amount of interest that was displayed by trade visitors from across the world confirms that interzum is an internationally recognised leading trade fair and the right platform for presenting innovative product innovations. This year's anniversary event more than fulfilled our expectations."

* 363 exhibitors and 42 additionally represented companies from Germany, as well as 908 exhibitors and 57 additionally represented companies from other countries.



interzum 2009
13.05. – 16.05.2009

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Cologne - Amtsgericht Köln, HRB 952

An outstanding trade fair experience

Nearly all the market leaders were represented in Cologne. They presented future-oriented solutions and concepts for a global furniture world. And the interest on the side of the visitors was just as strong. Exhibitors from all segments were especially satisfied with the impressive visitor turnout and the crowded stands. The large share of international visitors ensured an excellent atmosphere.

The exhibitors expressed great satisfaction with the visitors' high decision-making authority. This finding is confirmed by the initial results of an independent visitor opinion survey. More than 90 per cent of all trade visitors are involved in purchasing decisions. In addition to the furniture industry, many exhibitors registered an increased number of architects, interior designers, designers and representatives of the mobile world, such as Airbus, BASF, Lufthansa, Porsche and VW, who wanted to find out more about current new products.

Highly satisfied visitors

It wasn't just the exhibitors who said they were extremely satisfied with the trade fair. interzum also impressed the visitors. The visitor survey revealed that 80 per cent of visitors said they were very satisfied or satisfied with the degree to which they met their trade fair objectives. "This was the best interzum I have ever attended," said one German visitor. The fair's extensive spectrum of products ensured that 79 per cent of visitors rated the product range as either good or very good. This very positive response to the event resulted in 91 per cent of the visitors surveyed saying they would recommend a visit to interzum 2011.

"interior of innovation" receives a positive response

This year's interzum was once again the meeting place for sharing knowledge, a place where future trends were identified and where the visions of the sector were expressed.

The new project "innovation of interior" made this function even clearer. The project focused on innovative materials, as well as surprising areas of application. An exciting contrast to the exhibitor innovations was offered by the trend shows and speeches that were held at the centre of the halls. Here, experts from diverse fields discussed current crucial issues affecting the sector. There was also a very high level of interest in interzum's supporting programme, which

included the innovation workshop, the European Veneer Conference and the Interior Designer Day.

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Groundbreaking innovations receive interzum awards

As in previous years, the sector's most outstanding innovations were recognised by the "interzum award: material innovations and design", presented by Koelnmesse for the fifth time in cooperation with red dot. In total, the top-ranking jury granted awards to 42 products, which were presented as part of a special show during interzum.

The trends in short

This year, interzum once again presented the sector with an overview of the global trends:

- The lightweight panel is coming on strong. Binding and fastening systems are ready for the market, which means we can expect to see a clear increase in lightweight honeycomb panels and furniture made from them. Lightweight furniture is stable, environmentally friendly and easy to transport. In addition, the furniture's thick and heavy look is very trendy.
- The variety of materials that can be printed on is increasing. Whether it's wood-derived panels, mineral panels or glass surfaces, the specialists can achieve printing processes that can even be used for very small batches. The trend towards individualisation within our communities is increasing the demand for diversity. In this area, there will be individual cupboard surfaces featuring the consumers' favourite designs and wall coverings presenting company logos.
- All of the supplier segments in the furniture industry are paying special attention to issues related to sustainability and the conservation of resources. The target group of consumers concerned with ecology is growing. The energy-saving LED lights in the area of interior design and furniture fit in perfectly with this trend.
- The interzum exhibitors present their visions of the furniture of the future. An important element here is electric motors. Whether it's a motor to

help open drawers or the motorized fittings in adjustable upholstered furniture, all of the developments promise more comfort and convenience for the end consumer.

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The latest pictures, further information about interzum 2009 and the interzum hit guide 2009, which features all the highlights, innovations and trends, are now available to download on the website at

http://www.interzum.com/press/press_information.php.

interzum 2011
25th to 28th May 2011

Thanks to interzum, imm cologne, Orgatec, spoga and Kind + Jugend, Cologne is the No. 1 location for interior design.

interzum 2009 — voices from the sector

Donald Schaefer, Managing Director Resopal GmbH

interzum 2009 proved to be the perfect platform to present our innovation offensive. Considering that our number of business contacts doubled and there was a noticeable increase in high-quality visitors, we believe that our approach was very successful and will therefore continue to use the leading international trade fair interzum for our market strategies.

Frank Nessler, GRASS — Managing Director, Marketing/Sales

In many aspects interzum 2009 completely exceeded our expectations. We're highly satisfied. We were extremely impressed by the high number and quality of the visitors.

Sibylle Thierer, Managing Partner, Häfele Group:

We were very satisfied with the number of visitors at our stand — especially the number of foreign visitors. The many visitors from the skilled trades, particularly from the area of commercial property and interior construction, was also very satisfactory. interzum is the international forum for suppliers to the furniture industry and therefore the right trade fair for us.

Dr. Andreas Hettich, Managing Partner, Hettich Group:

In 2009, interzum once again confirmed its position as the world's leading trade fair. The atmosphere was good — the crisis was happening outside of the trade fair halls.

Andreas Albig, Furniture Department Manager – REHAU AG + Co.:

Once again in 2009, interzum fulfilled our expectations in terms of presenting the innovative strength and strong performance of the sector. It definitely lived up to its reputation as the leading international trade fair of the furniture supplier industry. From an exhibitor's point of view, we were very satisfied with the number of visitors at our stand and the high quality of the discussions we conducted.

Bernd Reuß, Head of Corporate Communications, Schattdekor AG:

"It was an excellent interzum. We were very pleased with the high quality of the visitors, and our stand was very well attended at all times. The fair gave us the opportunity to welcome all of our customers from all over the world. The atmosphere was great throughout. interzum is the place where new products are presented, a place you can't miss out on — it's where the future happens today."

Martin Keuser, Regional Manager Industry & Design, WESTAG & GETALIT AG:

"We're very satisfied. Our stand was well attended by German and international visitors — and the visitor quality was very high. For us, interzum 2009 was an outstanding trade fair."