

No. 3

imm cologne set to be *the* furniture event of 2011

- High level of bookings even before early bird deadline
- Steady stream of new registrations in all segments
- Möbelmeile consortium to participate with joint stand

After a dynamic start to the 2010 furniture season, the imm cologne is heading for next January with a strong wind at its back. Whether at home in Germany or abroad, Cologne is a talking point in many companies right now. "The current level of bookings looks very promising – we've got a lot more exhibitors and space under contract than at the same point in the run-up to the previous event. In some segments, the available space is pretty much sold out," says Gerald Böse, CEO of Koelnmesse. All in all, more than 70 percent of the scheduled space has already been booked. All the indicators suggest that the imm cologne 2011 will even surpass the successful 2010 fair. LivingKitchen is showing a similarly pleasing development. "Even at this early stage, we've already exceeded our original goal of signing up 80 exhibitors for the premiere event. We'll be experiencing a top-class, highly emotional kitchen fair here in Cologne next January," says the delighted CEO. The continuing strong demand for space at LivingKitchen, which will take place parallel to the imm cologne, shows that the time was ripe for an international kitchen show. As a result, the exhibition space for LivingKitchen has been increased from two to three halls.

Those exhibiting in Cologne for the first time will include a large part of the Möbelmeile – a marketing consortium of 25 furniture manufacturers from East Westphalia. Driftmeier, Thielemeyer, Röhr-Bush, Schröder Wohnmöbel, Rietberger Möbelwerke, Sudbrock, Geha Möbelwerke, Village Wohnkultur and



imm cologne 2011
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Gerald Böse (Chief Executive Officer)

Oliver P. Kuhrt

Herbert Marner

Chairman of the Supervisory Board:

Mayor of the City of Cologne

Jürgen Roters

Place of business and (legal) domicile:

Cologne - Amtsgericht Köln, HRB 952

H.E. Otten Matratzenfabrik will be presenting their product innovations at a joint stand.

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In the modern design section – i.e. Hall 11 and Hall 3 – visitors to the 2011 show will find design developments from all over the world in concentrated form. More than 300 companies will be exhibiting here, including such emotional brands as COR, interlübke, Ligne Roset, Walter Knoll, de Sede, Kettner, Fraubrunnen, Team 7, Minotti, Flexform, Cassina and Team by Wellis.

Whilst the exclusive design section is situated at the southern end of the exhibition centre, the strong brands of the mid-end segment are concentrated in Halls 7 and 8 at the opposite end of the grounds. With almost 100 companies registered to take part, the Smart segment is almost completely booked out. Famous brands like Loddenkemper, S.C.I.A.E. and Gautier are returning to the imm cologne to show their innovative furnishing concepts under the Young Lifestyles label in the Smart segment. And in the Comfort segment in Halls 6 and 10.2, the imm cologne will be showing the entire spectrum of upholstered furniture, enhanced by “returnees” such as Oelsa, Gepade, Dietsch Polstermöbel, Nolte Polstermöbel and ADA. Particularly in the mid-end section of the fair, visitors will be seeing new marketing concepts that will also be used to send the right signals at the POS.

Next January, Cologne will again serve as a trend barometer for the international furniture industry at the start of the new year. Even at this early stage, one thing is certain. “Anybody who wants to reach national and international retailers, designers, architects, interior designers and consumers simply cannot afford to miss the Cologne trade fair,” says Udo Traeger, Vice President Furniture, Interior Design & Textiles, of the opportunities for participating companies. The fact that the imm cologne and LivingKitchen are to be held simultaneously will strengthen Cologne as a trade fair location and emphasise the city’s function as a venue for leading exhibitions. In addition, all the exhibitors stand to benefit from the valuable synergy effects generated by the dual events. All in all, the organisers are expecting 8,000 interior designers, architects and designers, around 30,000 consumers and approx. 3,000 journalists: the trade fairs are set to become a genuine media event.

imm cologne + LivingKitchen
18 - 23 January 2011
9.00 a.m. to 6 p.m.

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Preview Day: 17 January 2011 Public Days: 21 to 23 January 2011