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## imm cologne is right on track - 2018 almost fully booked

- The international interiors show is thrilled with further significant increase in demand
- Growing internationalisation opens up great opportunities for the German furniture industry
- The largest temporary furnishings store opens its doors for 7 days in January 2018

It seems that imm cologne 2018 will again herald a glorious year for furniture in 2018, because the amount of exhibition space that has already been booked has exceeded all of the Cologne trade fair organisers' expectations. "Compared with the same period of the previous year (2016), we have recorded double-digit growth overall - and that is with respect to exhibitor numbers as well as the amount of reserved space", says Arne Petersen, Vice President Trade Fair Management. "Almost all of the halls are already fully reserved, both in the design-oriented Pure areas and in those halls in which the lower and mid-priced segments are exhibited." This positive development is driven by a double-digit percentage increase in registrations from abroad. "Not only does northern Europe represent an attractive market environment for furnishings companies from all over the world - imm cologne is also a business platform where new interior design trends and products must be showcased if these businesses are to remain competitive", notes Arne Petersen, giving his assessment.

International market place for the international interiors industry  
In addition to the large number of returning exhibitors from previous years, a marked increase in interest from exhibitors from eastern and south-eastern Europe has been observed, especially from Poland, Greece and Turkey. Furniture companies from southern Europe also value the market in Germany - a double-digit increase in exhibitors from Italy, Spain and Portugal has likewise been reported. And more and more exhibitors from the United States are happy to make the long journey to the Rhine. The number of registrations from within Germany is stable, according to Petersen. "A few areas can still be reserved", adds Uwe Deitersen, Director of imm cologne, commenting on the very limited space now available. "I think German furniture manufacturers currently have a tremendous opportunity to introduce themselves to international buyers and take advantage of new sales prospects.



imm cologne

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In total, the Cologne-based organisers expect over 1,200 exhibitors, over 70% of whom will be travelling from every corner of the globe. Exhibitors at imm cologne can hope to attract new markets, because the audience is also increasingly international. In Cologne, buyers from Germany, Europe and overseas are presented with an unparalleled variety of international companies from all interiors product categories and price brackets.

### **Maximum product variety through clear segmentation**

For imm cologne's trade visitors, this development means an even greater choice and variety of products and suppliers from the international interiors sector. In Koelnmesse's 11 halls, they can not only find out about the latest interior design trends and global product innovations, but also effect purchases easily. There is no other trade fair platform in the world where business can be conducted more effectively or efficiently in the interior design sector. The logical range segmentation at imm cologne also provides optimum orientation at the trade fair: from Pure, Prime and Comfort to the price-sensitive segments Smart and Global Lifestyles to the Sleep segment, all aspects of home-living are represented in Cologne. The accompanying events and programmes of talks also offer attractive added value.

### **Attractive trade fair and positive market environment**

"This success story of consistently positive development is, of course, attributable to the positive market environment", acknowledges Arne Petersen, summing up the excellent registration figures. "But the measures that we have steadily driven forward over the last few years are now also increasingly taking effect - with the result that imm cologne is not only an attractive business platform, but that the event is also giving rise to new ideas and trends in the long term. Put simply, imm cologne is a pleasure!"

### **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/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://www.ambista.com/>

**The next events:**

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

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**Note for editorial offices:**

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