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## ZOW 2018: Successful Sales Start

- interzum offers a Sneak Preview of ZOW
- ZOW focuses on innovative topics

When it comes to expertise in furniture production and interior construction, Cologne is facing only green lights at the moment: Koelnmesse has set out to offer the industry two cutting-edge trade fair concepts tailored to the full spectrum of the regional, national and global markets. The concept is working brilliantly, as the excellent results of interzum, an established global player, and the very promising interest in the efficient, regionally oriented ZOW show. “Our vision with ZOW as a supplier fair for Eastern Westphalia was to create another special format that is positioned midway between an exhibition and a business meeting. It’s a vision that is moving ahead at full speed,” says Arne Petersen, Vice President Trade Fair Management at Koelnmesse. “We have made intensive use of interzum to actively communicate with all the potential exhibitors,” says Matthias Pollmann, Director of Koelnmesse and responsible for interzum and ZOW. “Our results over the past weeks have been excellent, and this is also reflected in the fact that we will be sending out the first stand confirmations in the next few days. You could really feel at interzum just how important ZOW is for the industry. As a crucial forum for work, ZOW is held in Bad Salzuflen – the heart of the European furniture industry. We want to exploit both factors to create a real sense of ‘We’re on board!’,” says Pollmann.

Koelnmesse offers exhibitors a choice of stand areas ranging between 18 and 120 square meters with a consistent stand architecture. Hall 20 with a gross exhibition space of 12,000 square meters will be occupied for the event. Free catering for exhibitors and their clients promotes efficient networking and sales, and is a key element in the trade fair’s success.

But the new ZOW is intended to be more than just a platform for business contacts. It is designed to sell emotions and inspiration. The aim is for the trade fair to act like a laboratory: attendees go in with a problem and come out with a solution. With this objective in mind, ZOW is addressing one of the biggest challenges of this century with the special event “Tiny Spaces – Big Ideas in Small Spaces”. Cities and towns are becoming more expensive, and space is in increasingly short supply. Growing numbers of architects and designers are responding to the shortage of space by proposing home living concepts for the smallest dwellings, using flexible furniture and well-thought-out planning to create more space and provide greater comfort.



ZOW  
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Exhibitors will have the opportunity to present their visions of “Tiny Spaces” in the special event area curated by Katrin de Louw from TRENDFILTER®. With events like these, ZOW is continuing to grow as an innovation platform for tomorrow’s living spaces.

Page  
2/2

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