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#livingkitchen

LivingKitchen: the international kitchen event for international industry players

- Only to be found in one place in Cologne: kitchens, electrical appliances and accessories from around the world
- 200 international exhibitors across 270,000 square metres of exhibition space
- More than 150,000 visitors will experience homes and kitchens

In January 2019, LivingKitchen will open its doors again. The objective: becoming the most international kitchen event in Germany and the world by bringing together the most important national and international companies in the kitchen industry. LivingKitchen is the world's most comprehensive kitchen event. Nowhere else can visitors gain an industry overview of this quality at a single event.

In the three LivingKitchen halls alone, around 200 exhibitors from more than 20 countries are expected once again- around 60 of which are first-time exhibitors, such as Lube, Driada, Gessi, Infinity Surface, Zampieri, Pino. And with Nobilia, Schüller, Nolte and Leicht also attending, almost the entire kitchen furniture industry will be represented at the event.

Besides its size, what distinguishes LivingKitchen from other comparable events is the internationality of its exhibitors. Currently, at 60 per cent, more exhibitors come from outside Germany than not (compared with 45 per cent in 2015). These figures demonstrate that the Cologne event in January is becoming increasingly important for the industry.

The organisers are aiming to build on this international success on the exhibitor side and expand it on the visitor side. This will be achieved through, for example, attracting a greater number of interesting visitor groups from important markets in the US, Asia and Europe, especially Italy, the Netherlands, France, Spain and Austria. The focus is not just on visitors from the kitchen sector but also other multipliers such as architects, designers and project planners.

It is not only the show's size and international relevance which make it unique, but also the contents addressed by the event format in particular. The three exhibition halls offer kitchen lifestyle in the purest sense. Besides the important product shows, numerous presentations focus on the visitor experience. The three event formats Future Technology, Future Design and Future Food Styles come together to



LivingKitchen 2019
14.01. - 20.01.2019
www.livingkitchen-cologne.com

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form a futuristic concept that offers visitors a glimpse of the possibilities of tomorrow's kitchens and simultaneously invites them to discuss their thoughts, ideas and visions of what they would like to see from the kitchen of the future. The Foodmarket completes the event formats on the public days. The event will have a central location between the hall sections and lends LivingKitchen a totally new face. As a lifestyle trend, cooking and diet will be conveyed in a particularly appetising way here. At the same time, the Foodmarket offers end customers a high-quality shopping experience.

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With these events, LivingKitchen targets both the trade audience and end consumers. LivingKitchen aims to generate sales of kitchens (and all associated products) to major export markets as well as in Germany, and to open up new sales channels for the exhibiting companies. An important factor in this context is the internationality of the more than 150,000 visitors from more than 130 countries expected to attend. This degree of internationality makes for new sales opportunities not only in Europe but also in the important markets of the future. More than 50 per cent of the visitors will be vendors and over 30 per cent from the contract or interior design sector. Well over 80 per cent of visitors are satisfied with the extent to which their objectives in attending the event were met. Anyone who is active in the kitchen industry cannot afford to miss the Cologne event.

The whole world of furnishing gathers in the cathedral city for LivingKitchen and imm cologne - from both the supply and the demand sides. Altogether, around 1,300 exhibitors will be showcasing their current product lines in more than 270,000 square metres of exhibition space, of which 42,000 square metres are dedicated to LivingKitchen. The co-located events transform Koelnmesse into the world's largest furniture showroom.

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 CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/

Further information about ambista: www.ambista.com/

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 20.09. - 23.09.2018

CIKB - The platform for the Kitchen Industry in China, Shanghai 10.10. - 12.10.2018

China Kids Expo - China International Baby Articles Fair, Shanghai

16.10. - 18.10.2018

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Note for editorial offices:

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