

No. 1

Rooms Moscow 2013: Koelnmesse launches new project in Russia

- Rooms Moscow / MIFS – the new trade fair format on the theme of living and furnishing in Moscow
- With Rooms Moscow, Koelnmesse is expanding its competence in the area of international furniture and interior design

Moscow. On 15 May 2012 Media Globe Krokus (MGK), as organiser of the Moscow International Furniture Show, and Koelnmesse signed a letter of intent. The joint aim is to establish a furniture trade fair with an international format in Moscow from 2013. "For Koelnmesse this collaboration will be of great mutual benefit and represents an important step forward in internationalisation", explains Gerald Böse, CEO at Koelnmesse. "Under the name 'Rooms Moscow' we will create a trade fair format aimed at the Russian market within the Moscow International Furniture Show. In doing so, we will bring in all the relevant furnishing areas of our globally leading trade fairs imm cologne, LivingKitchen, ORGATEC, spoga+gafa and interzum", Böse continues. The range on show will span upholstery, storage furniture and office furniture, as well as furniture for contract business, for the outdoor area and for the kitchen. Rooms Moscow should provide visitors with an overview of designs for rooms, including interior fittings, floors, walls, ceilings, lighting and bath and spa solutions. This new trade fair provides a platform for companies across the world seeking access to the Russian market.

Entering new markets is only straightforward when you have a competent partner by your side. "We are therefore delighted to have found such a partner in Media Globe Krokus (MGK). Media Globe Krokus (MGK) has many years of experience in the organisation of trade fairs. Their industry knowledge and trade fair experience combined with our international exhibitor, visitor and media network offer the ideal prerequisites for success in establishing a new,



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Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

unique marketing platform for the furniture industry here in Moscow”, says Marc Zöllig, project manager for overseas trade fairs at Koelnmesse, of the new trade fair format.

With Moscow as the central economic hub of the Russian Federation, we have a location with strong links to Eastern Europe. The Crokus Expo Exhibition Centre is the most modern exhibition complex in Russia. In terms of infrastructure it is very well connected, it is extremely suitable for the themes of living and furnishing and it offers outstanding conditions for exhibitors. Last but not least, the spring is the perfect time to host a trade fair for the furniture industry, as it enables buyers to order new products at the right time. It's not for nothing that all the world's important interior design trade fairs take place in the first half of the year.

Rooms Moscow is particularly important for Koelnmesse, since it is part of the company's new strategic direction, in which overseas business is accorded the highest priority.

Rooms Moscow is planned as an annual event to take place as part of the Moscow International Furniture Show.