

No. 31

## interzum 2013: a complete success

- Around 53,000 visitors from 148 countries
- Considerably more visitors from abroad
- 1,512 suppliers from 62 countries
- 6 per cent more exhibition space occupied

On Thursday (16 May 2013) interzum came to an end with very good results. The world's leading trade fair for furniture production and interior finishing recorded a slight increase in visitor numbers compared to 2011 with around 53,000 visitors – including estimates from the last day of the trade fair – from 148 countries. The share of visitors from abroad was about 70 per cent. A clear rise in visitors from Asia, North America and Eastern Europe in particular was seen at interzum. "With the current growth in exhibitors and especially in international visitors, interzum again proved that it is the location worldwide that gives the market and thus the sector's business its impetus", was the summary from Katharina C. Hamma, Managing Director of Koelnmesse.

The 1,512 companies from 62 countries ensured a strong appeal this year. 391 of them came from Germany, while 1,121 arrived from abroad. With 266 companies Italy was mostly strongly represented, followed by Turkey with 101 companies. In total this results in an increase of 7 per cent compared to the previous event (2011: 1,412).

The total exhibition space grew by around 6 per cent. As at previous versions of interzum, decision-makers were the main visitors at the trade fair, which exhibitors have always found praiseworthy.

A total of around 53,000 trade visitors – including estimates from the last day of the trade fair – (52,400 visitors in 2011) came to the metropolis on the Rhine. Around 18,000 visitors were from Germany. More than 35,000 came from 148 countries around the world. Above all there were increases in visitor



interzum 2013  
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[www.interzum.com](http://www.interzum.com)

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Executive Board:  
Gerald Böse  
(President and Chief Executive Officer)  
Katharina C. Hamma  
Herbert Marner

Chairman of the Supervisory Board:  
Mayor of the City of Cologne  
Jürgen Roters

Place of business and (legal) domicile:  
Cologne – District Court of Cologne,  
HRB 952

numbers from abroad. In particular, this included from China, the US, Great Britain, Russia, Poland and Turkey.

Page  
2/4

### **interzum 2013 – the opinions of the industry**

#### **Hubert Schwarz, Managing Director of Blum GmbH**

"This year's interzum was one of the best we've ever experienced and reinforces it as the leading trade fair internationally for the supplier industry. We were able to conduct interesting conversations with our customers and received a great deal of feedback, recognition and enthusiasm for our innovations and our concept studies."

#### **Dr. Andreas Hettich, CEO, Hettich**

"This year's interzum was a success for us from the very first day and business was very satisfactory over the entire fair. We assess the internationality of visitors as very good, and the same applies for the quality of visitors. We were also able to note very good reception from Germany. Overall we are thoroughly satisfied with interzum 2013."

#### **Claus Sagel, Managing Director of VAUTH-SAGEL Holding GmbH & Co. KG**

"For us this year's interzum was close to the best we've ever experienced since we started exhibiting here. The trade fair went very well for us and the mood was thoroughly positive. All important trading partners were on site with their customers and the most important markets were present. It shows that such a leading trade fair here in Cologne cannot be replaced by anything. We are very satisfied with interzum 2013."

#### **Hubert Höglauer, Head of Marketing at the EGGER Group**

"For us interzum once again proved to be the international hub of the supplier industry. We were able to register very high customer frequency on all fair days. Visitors were characterised by their high quality and an international mix. The products we displayed were well received. The trade fair was a good opportunity for us to capture the industry mood, which overall was very positive."

**Christof Rauen, Managing Director of Resopal GmbH**

"interzum remains an outstanding platform for the industry. For Resopal it was again a complete success in 2013. The "Materials & Nature" trade fair concept provided us with the ideal set-up for introducing the new "Perspektiven > 2018" collection. The quality and quantity of the audience exceeded our expectations. Resopal will be among the exhibitors once again in 2015."

**Andreas Albig, Furniture Division Head, Rehau AG + Co.**

"We are very satisfied with the trade fair. interzum 2013 more than met our expectations. In particular, the first two fair days saw exponential growth when it came to visitor numbers compared to interzum 2011. The feedback on our innovations in the area of polymer surfaces, laser edges and system programmes was pleasingly positive. We expect that in the coming weeks we will be turning this into demand and sales."

**Hening Pölitz, Managing Director, GERA Leuchten GmbH**

"From the second half of the first fair day, our trade fair stand was well frequented. We had good contacts in a pleasant atmosphere and were able both to develop new contacts and to further familiar ones. We are satisfied with interzum 2013."

**An overview of the interzum trends:**

The interest of trade visitors in technical and design innovations was particularly great. Against the backdrop of a global increase in demand, the trend in all areas here is a reduced use of materials with consistent quality and a growing use of sustainable manufacturing components. This approach is observed in all segments: in cutting leather, when manufacturing upholstery and mattresses and in the wood materials area. When it comes to design, for instance for fittings, this goes hand in hand with a clear trend for reduced aesthetics. Superfluous additions are being dropped, reducing the product to its essential function.

Colours continue to arrive on the scene in the supplier products of the international furniture and furnishings industry. Decorations are offered in colour or with a graphic print – whether it's for furniture, walls or floors. The

demand side demands customised options. Just as colourful are the offers from fittings manufacturers when it comes to the inner life of kitchen, bathroom and living room furniture: colourful inserts, drawer structures and hinges point to a growing "love of detail". The classic natural material of wood also fits the sustainability trend. You could also meet up with satisfied veneer manufacturers and traders in Cologne.

Page  
4/4

**The next interzum will take place from:**

**5<sup>th</sup> – 8<sup>th</sup> May 2015**

**Cologne, Germany**

**Much more information is available at:**

**[www.interzum.com](http://www.interzum.com)**