

European Trade Press Conference ORGATEC 2018

ORGATEC 2018
25 April 2018, 11:00 a.m., ADAM Tower, Amsterdam

THE SPOKEN WORD TAKES PRECEDENCE!

Comments by Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, on the occasion of the European Press Conference for ORGATEC 2018 on 25 April 2018 at 11:00 a.m., ADAM Tower, Amsterdam



ORGATEC 2018
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www.orgatec.com

Ladies and gentlemen, on behalf of Koelnmesse I bid you a warm "welcome" to our press conference.

Of course, one is always happy to convey good news. And in the run-up to the trade fair there are quite a few pieces of good news:

ORGATEC 2018 is going to be bigger and more international.

And even if there are still six months to go before the trade fair begins: All the signs indicate that ORGATEC 2018 is still on course for success. With over 140,000 m², we are recording an 8 percent growth in exhibition space. 65 percent of the surface is booked by foreign companies. That is 5 percent more than in the year 2016.

There are nine foreign group stands including China, Hong Kong, Korea, Portugal, Spain, Taiwan and three groups from Italy - which is one more than two years ago. Overall, 554 companies have already confirmed their participation that is 6 percent more compared to the same period of time in 2016.

ORGATEC 2018 has new offers for planners and architects.

Ladies and gentlemen,
Co-working, New Work, Work 4.0, sustainable materials, the "war of talents" or even Smart Home: These are some of the so-called mega trends that are already strongly influencing our worlds of work and which will continue to shape them sustainably. This leads to new demands in commercial and hotel buildings. This applies equally for existing buildings as well as for new buildings. As such the real estate industry - and thus also the architects, interior architects and designers, planners and facility managers - are going to be faced with big challenges.

This is why for ORGATEC 2018 we are extending our offer for architects, planners, engineers and construction multipliers and have entered a cooperation with architectureworld and the German Hotel Day. In 2018, the two congresses with accompanying exhibitions are being held within the framework of ORGATEC. In this way we are reinforcing our infrastructure, architecture and furnishing activities for

office and commercial buildings. They add a demanding and highly topical congress theme to the already first-class offer of ORGATEC: the more intensive involvement of architecture in the planning of commercial and hotel buildings.

ORGATEC 2018 is going to be more progressive and more emotional.

Ladies and gentlemen,

Is a significant business platform like ORGATEC allowed to be emotional and have a polarising effect? I say: It is not only allowed to, it is an absolute must. Because a leading international trade fair has to inspire the trade visitors, pick up on new and controversial approaches and actively contribute towards the industry discussions. ORGATEC has always proven that this is precisely what it does.

We are now going even a step further with the event area "PLANT 10.1". Together with the consulting company, detecon; the creative agency Orange Council and international artists we are going to design an area that will make new creative approaches for the working and living room, the office, experienceable in a spectacular, emotional and also provocative way.

In the middle of Hall 10.1 seven experience scenarios will encourage the visitors to question traditional views and redefine future-looking forms of work and activity-based working. The artists involved are called upon to let themselves be inspired by the motto of this year's trade fair "culture@work" in an extraordinary way. Their task is to push corporate and innovation culture to the limits or even venture beyond those limits. In this way, we are urging the trade visitors to rethink their perspective on working environments, workplace design or forms of cooperation.

This is of course not merely artistic child's play for the sake of it, ladies and gentlemen. The team behind "PLANT 10.1" has been advising and supporting the change management of companies with artistic room interventions and accompanying story telling for some time already. Successfully implemented projects for Robert Bosch GmbH, SAP, Innogy or Telekom have provided measurable results in the areas turnover increases, employee satisfaction and external media impact.

Ladies and gentlemen,

in your digital press folders you will find further examples of the first-class event and congress programme of ORGATEC 2018.

For example one could mention the "Smart Office & Conferencing Technology" event area. Here high-tech products are not simply being exhibited, but can actually be put to the everyday test under real conditions.

People who are interested in new materials and their application certainly shouldn't miss out on the special area "Cultural Materials" and the Materials Pavilion.

The congress programme of ORGATEC 2018 is also impressive. From the ORGATEC Trend Forum to the Xing New Work Sessions on the theme "transformation & culture@work", through to the ZEIT "Work & Style" CONFERENCE, a congress format

for the premium segment. The offer is multifaceted and presents top-class speakers. We will keep you informed about further details of the congress programme and our other events over the coming weeks.

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ORGATEC 2018 is going to be more connected.

Ladies and gentlemen, as one would expect of a leading business platform like ORGATEC, we continually analyse the needs of our customers and develop new concepts in order to support companies and the trade visitors with their planning as well as on-site at the trade fair. We also implement new digital tools for this purpose. We are hereby increasingly using our global interior competence in a digital way.

In an initial step we are launching a new content and communications offer in the form of our online magazine “Interior inside”, which we will further expand over the coming months and also implement for our other interior trade fairs. Through the close interlinking between all of the interior trade fairs, we can provide our visitors, but also you the media representatives, with better background information on relevant trade fair themes faster.

You will be able to see what this looks like in the course of the week in your mail boxes, when you receive our new “Interior inside newsletter” containing an interesting article on ORGATEC 2018.

Ladies and gentlemen,

Since the companies will with much creativity also present a wealth of new solutions and concepts, new products and services at ORATEC 2018, the final piece of good news is:

ORGATEC 2018 is going to be spectacular (again)

Thank you for your attention!

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