



*Press text for the speech of
Holger Jahnke, Vice Chairman of the IBA
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The office furnishing industry is getting ready for ORGATEC 2018: New themes are setting manifold impulses

ORGATEC is the most important international meeting point for modern worlds of work. Here, the exhibitors present far beyond the furniture solutions for themes such as work culture, the optimisation of value chain processes and motivating employees.

In today's modern information society, the working conditions in the office have developed into a central productivity factor. Not only because in the meantime every second employee works at an office workplace, but much more importantly because the course is set for the subsequent value chain processes in the offices. The creativity of the employees, personal cooperation as well as digital networking in the companies and beyond the company boundaries play an increasingly more important role here.

The European office furnishing industry sees itself as a pioneer and the pace-setter of this development. With new work concepts and furnishing solutions it has over the past few years not only been able to attract the attention of architects and planners, but also increasingly arouse the interest of IT specialists and investors.

The related gain in significance of the design of workplaces is reflected in the repeated growths in turnover. The overall volume of the European office furniture production was an estimated Euro 8.6 billion in 2017. This corresponds to just under a 2.3 percent increase compared to the previous year.

The value of furniture for offices and commercial buildings produced in Germany rose in 2017 by 3.2 percent up to around Euro 2.4 billion. The domestic demand was decisive for the positive development in the largest individual European market. Following the example of big groups, the German medium-sized companies also invested in the realisation of new work concepts.

The positive trend is expected to continue. The interest in the changes in the new



world of work is still high and more and more companies are recognising the fact that a decently designed working environment is a clear competitive edge in the "battle for talents". For the year 2018, the German Interior Business Association (IBA) is thus expecting a further 5 percent increase in turnover.

The exhibitors of this year's ORGATEC will present a row of new concepts and products to underline the fact that the industry can also act as a trendsetter for the redesign of the world of work. True to the motto "Rethinking work - culture@work" solutions for new forms of cooperation involving digital collaboration platforms are for example to be awaited. The digitalisation will furthermore be the basis for new ergonomic concepts. In this way, smart tables and chairs can actively coach the user and motivate him to move more. At the same time, the haptic and emotional quality of furnishing, frequently linked with the individual designability of products, is experiencing a renaissance. There is huge potential particularly in this combination between two apparently opposite developments to make new work and corporate cultures tangible.

As such, ORGATEC will become a benchmark of the technological, but also creative solutions of the modern office world for the international audience. But primarily ORGATEC 2018 will be a meeting point for establishing contacts and letting oneself be inspired by a new work culture.

The German Association for the Office and Working Environment (IBA/Industrieverband Büro und Arbeitswelt e.V.) is the industry sponsor of ORGATEC. Its members are among the most important exhibitors. In close collaboration, Koelnmesse and IBA identify the current trends in the world of work and put these into practice within the overall concept of the trade fair. These also include new formats, such as for instance the integration of an event format of the German-speaking business platform XING entitled "New Work Session - transformation & culture@work" at ORGATEC 2018.

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