

No. 23 – Final Report

## interzum 2011: the sector presents its innovative fireworks in the halls of Koelnmesse

- Approx. 53,000 visitors from 147 countries
- 1,434 suppliers from 61 countries
- 8 percent more occupied exhibition space
- 24 percent more visitors from abroad

“Sensational. It was our best interzum ever,” was the general consensus amongst exhibitors at the end of this year’s interzum. With 52,400 trade visitors from 147 countries, the leading international trade fair for the furniture supplier industry was able to announce growth of 13 percent as compared to the previous event in 2009. The internationality of the visitor structure, traditionally always high anyway, increased significantly this year with a plus of 24 percent. “I’m absolutely thrilled. What’s been happening here over the last few days is incredible. For four days, the exhibitors have been showing what I can only describe as a firework display. The industry has been celebrating itself – with good reason,” concludes Frank Haubold, product manager of interzum and director of the imm cologne. “With this interzum, Koelnmesse has definitely underlined its position as a beacon for the furniture industry. I don’t believe there is any other trade fair venue in the world where three absolute leading events for the respective sectors take place so successfully, in such concentrated form and in such a brief space of time. We are creating precedents for an extremely promising future,” says a visibly satisfied Gerald Böse, CEO of Koelnmesse.

This year’s interzum was the international meeting point for the supplier industry. The mood was extremely good, exhibitors were able to make new contacts and boost business. And visitors had the opportunity to get a comprehensive overview of what the sector has to offer. There were sophisticated newly developed products on show in all segments.



interzum 2011  
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[www.interzum.com](http://www.interzum.com)

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Executive Board:  
Gerald Böse (Chief Executive Officer)  
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

### More exhibitors, more visitors

In 2011, 1,434 companies exhibited at interzum. 378 of them came from Germany, 1,056 from abroad. Italy was the most strongly represented country, with 276 firms in Cologne, followed by Turkey with 88 companies. In total, these figures represent an increase of almost six percent as compared to the previous event (2009: 1356). The total exhibition space grew by eight percent and the leading international fair occupied ten halls – one hall more than in 2009. As in the past, it was mostly decision-makers who came to interzum, an important aspect repeatedly applauded by exhibitors. "It was a very good fair for us. The number of visitors was much higher than last time, and we're very satisfied with the quality of the visitors as well. In our opinion, it was a first-rate interzum," concludes Wolfgang Steib, executive board member at Hettich Holding GmbH & Co. oHG.

A total of 52,400 trade visitors (46,345 visitors in 2009) came to the Rhine metropolis. 17,900 visitors were from Germany, 34,500 came from 147 countries around the globe (approx. 66 percent). With 24 percent more foreign visitors, the event made significant gains in terms of internationality as compared to 2009. And it's not just the exhibitors who are satisfied with the quantity and quality of the visitors. The visitors were equally enthusiastic about the comprehensive product spectrum on show in Cologne. "It was an extraordinary interzum! Great atmosphere, fantastic flair, attractive exhibitors with some very individual presentations, and some very interesting proposals for own idea pool," commented one trade visitor from abroad.

### Successful supporting programme

The supporting programme for this year's fair was more extensive than ever before and went down extremely well with visitors. In particular, the second edition of "innovation of interior", a forum for interior architects, tradesmen, architects, designers and developers, was a huge success. Together with Professor Hartmut A. Raiser and Antonius Quodt, Koelnmesse created a groundbreaking special exhibition on materials, finishes and lighting. Lectures, events such as the presentation of the VDID newcomer award, guided tours and theme days brought a lively and energetic feel to the exhibition area, which was equipped with display "cubes" for individual companies. "In our opinion, the 'innovation of interior' concept is a great success. We were delighted to welcome so many visitors, principally architects, but lots of visitors

from other target groups as well, and call their attention to our innovations. They included lots of new contacts for whom our presence in Hall 4.2 was the starting point before going to our booth in Hall 7 for more in-depth information," concludes Julia Sohler, Marketing Communications Officer at Blum GmbH.

#### interzum award honours pioneering innovations

This years "interzum award: material innovations and design", presented for the fifth time by Koelnmesse in collaboration with red dot, again honoured some of the industry's most outstanding innovations. The top-notch jury awarded prizes to a total of 43 products, which were presented in their own special exhibition on the boulevard for the duration of the trade fair.

Current photos and further information on interzum 2011, as well as the interzum hit guide 2011, an overview of the highlights, innovations and trends from this year's fair, are available as downloads at <http://www.interzum.com/press/>.

interzum 2013  
13 – 16 May 2013

With interzum, imm cologne and LivingKitchen, ORGATEC, spoga+gafa and Kind + Jugend, Cologne is the No. 1 trade fair venue for interior design.

#### interzum 2011 – voices from the sector

Hubert Schwarz, Managing Director, Blum GmbH

"The very good visitor rate and the huge potential in terms of international visitors from all over the world are confirmation of interzum's status as a leading fair. interzum is the platform for presenting innovations, conducting market tests and showcasing the company's capabilities. The very positive way the fair unfolded demonstrated the trade show's huge importance for exhibitors, visitors and media from all over the world. It is proof of what a very good job Koelnmesse and the industry have done."

Tobias Lorenz, Marketing Team Leader, Süddekor GmbH

"We're very satisfied. The visitor response was much stronger than expected, the public was extremely international and the quality of the contacts was high as well. All in all, the mood was very positive. For us, coming to Cologne was definitely the right decision."

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

"Sensational. It was our best interzum ever. We were able to welcome decision-makers from all over the world to our booth. interzum 2011 is also a clear indication of the promising months that lie ahead of us."

Tony Garrett, President Global Systems Group / Machinery, Leggett & Platt Inc.

"The quantity and quality of visitors has increased. People from all over the world took the time to come to Cologne and wanted to see our new products. That's not only proof that our marketing activities have paid off, but also that the economy is gaining strength again. So we are very happy."

Ulrich Bühler, Head of Marketing/Sales, EGGER Holzwerkstoffe, Member of the Group Management

"For EGGER, taking part in interzum again after an absence of 18 years was definitely the right decision. Visitors from all our important sales markets came to our booth for information about our products and services. We made a lot of new contacts, enjoyed the international flair of the trade show and hopefully did our bit towards making interzum such a success."

Donald Schaefer, Managing Director, Resopal GmbH

"We had high expectations of the trade fair – and they were surpassed. The visitor response at our booth was much higher than in previous years, there was a good ratio of foreign visitors and the mix of architects, wood dealers and representatives from the furniture industry was just right. All in all, the mood was very good and customers showed a high level of interest. Koelnmesse certainly understands how to make interzum interesting for visitors – partly thanks to the good accompanying programme as well."

Michael Lindner, Sales Division, GERA Leuchten GmbH

"We're very satisfied: the trade fair was a success for us. We had a lot of visitors at our booth, partly because our new products triggered a lot of

curiosity in the run-up to the fair. We were also delighted to welcome so many potential new customers, especially architects and interior designers. Our motto for 2011, 'Light creates contours', was very well received."

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**Peter Schall, Head of Marketing and Sales, Hera GmbH & Co. KG**

"The aisles were more crowded than they were two years ago, we made lots of new contacts and it seemed as if the quality and internationality of the visitors was high as well. We thought the new concept for Hall 4.2 was very good too. All in all, it was a great fair."

**Andreas Albig, Divisional Director Furniture, Rehau AG + Co.**

"For us, interzum 2011 was a complete success. All our important international customers were here, as well as lots of potential new international customers. We also received some extremely positive feedback about our booth design, which presented a series of different interior worlds. In particular, we were able to give product designers some ideas for designing furniture and show them the fields of application for our products."