

European Press Conference

imm cologne / LivingKitchen 2017

28.09.2016, 5:00 p.m., Panzerhalle (+Loft), Salzburg

Comments by Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH - **the spoken word is valid!**

Dear Ladies and Gentlemen,

Next year, with imm cologne and LivingKitchen we will once again experience "the biggest and most holistic furnishing store in the world". Regarding all of the important parameters of the trade fair business in terms of quantity, we can announce good key figures. The cause for this result is the excellent development in the individual segments for instance by pure or sleep. In total we are reckoning with 1,300 exhibitors from 50 countries for the trade fair duo, imm cologne and LivingKitchen. The share of foreign exhibitors is today around 70 percent. In Cologne, the world trades with Germany, still one of the strongest sales markets in the world, but more and more often the world with the world too. Already now more than 40 percent of our visitors come from abroad and the figure rises every year. More important than these pure facts is that for us the trade fair business no longer primarily comprises of selling our exhibitors as much exhibition space as possible. It no longer suffices to lead more visitors to the exhibition stands year after year. We don't want to just offer a platform for business contacts here in Cologne, but are much more interested in selling emotions to generate a positive mood within the industry. We are measured in terms of the public charisma of our events. And we have to offer our customers excellent services that precisely meet their needs.

We will present holistic furnishing concepts in the future too, that is what imm cologne stands for. That is why we are continuing to rely on the theme of international design, primarily presented in pure and pure editions. The theme young design is more strongly accentuated by pure talents. In the design section, we are able to present several interesting new exhibitors including Gloster, Nanimarquina, Möller Design, Roche Bobois and Meridiani. In addition to a strong Sleep area, we will be further developing the Smart section over the next years in Halls 7 and 8. The aim is to create a unique springboard to a successful economic future for export-oriented companies. We were able to win back, CS Schmal, an important exhibitor from this segment for imm cologne.



imm cologne
16.01.16.-22.01.2017
www.imm-cologne.com



LivingKitchen
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In our opinion, especially the flat-pack furniture business has great potential and is a globally aligned business. In order to achieve further development in this section, we had to adapt the concepts. For example, one has to ask oneself to what extent the companies exhibiting there want to participate in the Public Days. Or which presentation offers can we offer in future to enable the companies to make their business presence even more efficient while at the same time retaining a reasonable price/performance ratio. I particularly see a good chance of us distinguishing ourselves from our competitors in the Smart section and scoring extra points with our customers.

This is why we are presenting a Smart Home that is close to the living environment of the users in the Smart section in Hall 7. It is a joint project between imm cologne, Schwörer Haus and Ikea. As the worldwide platform for the theme furnishing, for us the theme Smart Home is an important future format, which we will address in various different ways. Unlike other presentation formats - our competence lies in being able to set the theme within the context of furnishing worlds.

In my opinion, the theme of online trade will be an important theme in the future. The development towards a much greater "virtualisation" is already noticeable today. In 2015, the turnover of the entire German furniture trade experienced a 4.3 percent increase in the online trade section up to €32.8 billion. I believe we have to do justice to this development and accentuate online options more strongly in our joint offers. That is also why it is one of our largest challenges as a trade fair company to cover the growing significance of multi-channel trade at our events. It has to be our aim to bring together all important players for the multi-channel furnishing trade at imm cologne in order to exchange experiences and trends and discuss perspectives. This is why we will for the third time next year also be holding a congress on the theme eCommerce in the furniture industry.

The marketing instrument trade fair, as a platform for business, will in my opinion retain its high significance. I am totally convinced that business will continue to be carried out face to face in direct contact in the future.

Ladies and Gentlemen, next year the trade fair duo LivingKitchen and imm cologne will be inviting the driving forces of the kitchen and furnishing industry to Cologne again. In the three halls of LivingKitchen around 200 exhibitors from more than 20 countries are expected - 50 of whom are either new customers or old customers, who have returned to the fair. With only a few exceptions, all of the German global market leaders such as Blanco, the BSH Group, Häcker Küchen, Lechner, Leicht, Liebherr, Miele, Nobilia, Schüller and zeyko are represented. Prominent new companies from Germany will be celebrating their debut as well: AEG, Alno and Hansgrohe. They will all encounter the Italian companies Valcucine, Elica, Ernestomeda, Florim Ceramiche, Aran Cucine or Scavolini in Cologne. To-date, Italy makes up the biggest proportion of new exhibitors, with 30 companies.

The success of the event primarily lies in the concept, which is aligned to suit both the business as well as the public. LivingKitchen is not just a pure product show, it also relies on its experiential character - with informative events, cooking events and big cooking shows. It thus attracts a very heterogeneous, enjoyment-oriented audience to the trade fair.

A further important point is no doubt the fact that the products of the exhibiting companies are not presented solo, but within the setting of a trade fair that is dedicated to the theme of furnishing in all its facets. Cologne is the only place that I can position myself in the context of the remaining furnishing trends.

However, before LivingKitchen kicks off in January, China International Kitchen and Bathroom Expo (CIKB), a trade and communication platform especially tailor-made to meet the demands of the kitchen industry in China, is scheduled to take place from 21 to 23 October 2016. The participation of over 150 exhibitors, including a host of international market leaders, impressively confirms the significance of the event as the only specialised trade fair in China that is dedicated to the theme kitchen. The CIKB is organised jointly by ourselves and the China National Hardware Association (CNHA) and also significantly profits from the support of the AMK. Ladies and Gentlemen, all of our activities abroad are of great significance, also for the Cologne location.

Our foreign events reinforce the leading trade fairs and flagships at home. Furthermore, they bring Cologne and the region additional high-calibre guests from all over the world. We were thus able to welcome 18 delegations comprising of around 600 people to LivingKitchen in 2015.

Ladies and Gentlemen, the entire Koelnmesse team is looking forward to seeing you. Let yourself be inspired and impressed, when the entire furnishing world meets up in Cologne from 16 to 22 January 2017.

Stand: 23.09.2016
Kürzel: 2911-Maj