

No. 35

Dual trade fair imm cologne and LivingKitchen with strong visitor growth



- Approx. 25 percent more trade visitors
- Almost twice as many consumers seek live information in Cologne as compared to 2010
- Dual fair imm cologne and LivingKitchen exceeds all expectations

Record-breaking results: the visitor numbers for the dual trade fair imm cologne and LivingKitchen underscore the events' worldwide significance for the furniture, interior design and kitchen trade. Throughout the entire week of the fair, the mood amongst exhibitors and visitors alike was extremely positive. According to many participants, business in Cologne was excellent.

The kind of figures achieved this year haven't been seen in Cologne for a long time: between 18th and 23rd January, the dual event imm cologne and LivingKitchen drew 138,000 visitors to Cologne – an increase of 38 percent as compared to 2010. This number included 96,000 trade visitors as compared to 77,000 trade visitors in 2010 (+24 percent). The response from consumers was sensational. No fewer than 42,000 private individuals informed themselves about the latest furnishing trends and what the market has to offer in the way of products for the new centre of home life – the impressively planned kitchen. As compared to 2010, this represents an increase of 82 percent. The share of international trade visitors also rose by a remarkable 24% to 37,000 decision-makers as compared to the 30,000 who travelled to Germany's Rhine metropolis the year before. The number of trade visitors from Germany itself totalled 59,000 as compared to 47,000 in 2010.*

"The aisles of our fully booked halls were very well frequented every single day of the fair. The successful combination of the imm cologne and the premiere of

imm cologne
16.- 22.01.2012
LivingKitchen
14.- 20.01.2013

www.imm-cologne.de
www.imm-cologne.com
www.livingkitchen-cologne.de
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Executive Board:
Gerald Böse (Chief Executive Officer)
Oliver P. Kuhrt
Herbert Marner

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

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

the new LivingKitchen show was the most enjoyable fair we've had for a long time," says the delighted CEO of Koelnmesse Gerald Böse. "The good mood in the industry and the current easing of the worldwide economic situation was very definitely reflected during the week of the fair," he adds.

The new international kitchen event LivingKitchen played a considerable part in this upswing. LivingKitchen with its combined offering of kitchen furniture, electrical appliances and accompanying fixtures was originally planned with 50 exhibitors in mind; it eventually drew 185 participants from 20 countries, developing into one of the fair's major attractions even in its debut year. But other factors also had an extremely positive impact: the design segment "Pure" and its successful "Pure Village" format managed to attract many new and prestigious exhibitors, whilst the "Pure Textile" segment provided a new home for leading textile brands. These developments considerably enhanced the quality of the imm cologne as an interior design fair that encompasses all the relevant segments.

The 42,000 consumers who visited the fair were in a particularly positive frame of mind and – influenced by the very good economic situation in Germany – proved to be very much in the mood to buy as well. There is evidently a great desire amongst consumers to refurnish their homes – as is also indicated by the growing number of construction permits issued for new privately-owned buildings. Consumers are driven by the desire to experience as broad a spectrum of products as possible – far more varied than what can be seen at the store round the corner. The imm cologne and LivingKitchen were the perfect answer to this need.

The success of the trade fair was reinforced both by the strong echo the advertising and communication activities triggered in the media and the appeal exuded by the city of Cologne, which hosted a wide range of attractive activities and offers. "We attached a great deal of importance to strengthening the links between the city and the trade fair and this strategy proved to be very worthwhile," says Gerald Böse.

* All figures are calculated according to the guidelines of the Society for the Voluntary Control of Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen, FKM).

The next imm cologne will take place from:
16th – 22nd January 2012

The next dual trade fair
imm cologne // LivingKitchen will take place from:
14th – 20th January 2013

Much more information is available at:
www.imm-cologne.de
www.livingkitchen-cologne.de

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