

Press Release

Final Report / Moscow, May 2005

interzum moscow / Interkomplekt

Excellent results for exhibitors and visitors

Success of Koelnmesse's activities abroad impressively confirmed

The second interzum moscow / Interkomplekt, which came to a close on 20th May 2005, was a resounding success. The number of exhibitors and visitors who attended the event considerably surpassed expectations. This year marked the first time that interzum moscow / Interkomplekt was held simultaneously with EuroExpoFurniture, the most important spring furniture fair in Russia. In a rapidly growing Russian market, the trade fair duo attracted a large number of sector representatives from throughout the Russian Federation and thereby served as the ideal business platform for the international supplier industry.

This year's interzum moscow / Interkomplekt was marked by a high proportion of exhibitors from abroad, up again compared to the previous event. A German pavilion and an Italian pavilion each made their debut. A total of 141 companies presented their innovations to the eastern European market, coming from countries that included Spain, Turkey, USA, UK and India. With 62.375 visitors and a total of 855 exhibitors, EuroExpoFurniture and interzum moscow / Interkomplekt far surpassed the original expectations.

The exhibitors at interzum moscow / Interkomplekt reported that they were highly satisfied with the course of the event and the visitor response. "This trade fair is very well organised and highly professional, and it focuses on the right target groups," stated one company spokesman. "It attracted exactly the visitors we were hoping to meet." A supplier said, "We're very pleased. The visitors were well prepared and chose specifically to attend this event. As far as we're concerned, interzum moscow / Interkomplekt is the ideal tool for us to step up our activities in the eastern European market."

interzum moscow
Interkomplekt
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Contact:
Markus Majerus
Telephone
+ 49 221 821-2627
Telefax
+ 49 221 821-3417
e- Mail
m.majerus@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Postfach 21 07 60
50532 Cologne
Germany
Telefon +49 221 821-0
Telefax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Jochen Witt
(President and Chief Executive Officer)
Wolfgang Kranz
Oliver P. Kuhrt
Herbert Marner
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

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

Many companies are already planning to take part in the next interzum moscow / Interkomplekt in May 2006.

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interzum moscow / Interkomplekt belongs to the worldwide interzum network. It plays an important role when it comes to positioning the interzum brand in expanding markets for furniture suppliers and machinery that are strongly driven by European imports. Russia harbours tremendous potential for the furniture industry. According to the Federal Statistical Office, the country produced furniture worth a total of 36.4 billion roubles in 2004, up by 108% compared to the previous year. Russia also exported furniture with a total value of 5.754 billion roubles in 2004, while the overall value of imports amounted to 21.533 billion roubles.

Koelnmesse stages interzum moscow / Interkomplekt in cooperation with the International Exhibition Company (MVK). "The close, extremely constructive partnership between Koelnmesse GmbH and MVK JSC led to very good results this year," says Udo Traeger, Vice President Furniture, Interior Design and Textiles at Koelnmesse GmbH. "Thanks to the professional organisation of the fair and the excellent number of visitors, interzum moscow / Interkomplekt has become one of the most important trade fairs in Russia. It's an ideal starting point for European manufacturers that are aiming to enter this rapidly growing market."

The next interzum moscow / Interkomplekt will once again be held at the Crocus Expo Exhibition Centre, Russia's most modern exhibition complex. The event opens on 16th May 2006.

interzum moscow / Interkomplekt 2006
May 16-20, 2006

Contact:

Koelnmesse GmbH

Mr. Marc Zöllig

phone: +49 221-821-2932

fax: +49 221-821-3908

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m.zoellig@koelnmesse.de