

No. 1

interzum moscow / Interkomplekt

New service: online communication procedure



The furniture market in Russia is developing dynamically, with furniture sales growing by 20 to 25 per cent annually. That's why it's not surprising that interzum moscow / Interkomplekt is enjoying impressive success. At the modern exhibition centre Crocus Expo in May 2005, the fair was held for the second time, in parallel to Euroexpofurniture (EEM), Russia's leading furniture trade fair held in the spring. About 62,400 visitors from Russia and the CIS reaped the advantages of these two fairs: The exhibitors provided them with not only all components needed for furniture production but also a comprehensive overview of the latest trends in Russian furniture design.

Koelnmesse is already preparing for the next interzum moscow / Interkomplekt, which will once again be held together with the EEM, from 16th to 20th May 2006. And while this year's fair featured country pavilions representing Italy and Germany, plans also call for a Turkish joint stand for the first time in 2006. This shows Koelnmesse is pursuing a clear objective: building upon the country pavilions' successful concept.

A new service will also be provided: the online communication procedure simplifies trade fair preparations by ensuring a large share of the communication related to the event is conducted via e-mail, beginning immediately. For production of the catalogue, for example, exhibitors will be provided with a redesigned document compatible with Russian and English fonts, which will make it possible to make direct catalogue entries using a PC. "We want to make it as easy as possible for the exhibitors to prepare for the trade fair," emphasises Marc Zöllig, Sales & Marketing Manager interzum Overseas Shows. "The online communication procedure will not only help us to produce the most flawless catalogue possible; it will also allow us to configure

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communications regarding all aspects of trade fair preparations in a way that is faster and less complicated overall.”

Seite
2

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