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Koelnmesse underscores position of interzum as the leading international trade fair: Next interzum moscow / Interkomplekt to take place in 2008

interzum moscow /
Interkomplekt

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Koelnmesse has responded to the role of interzum in Cologne as the sector's leading trade fair by making a major decision: In the future, interzum moscow / Interkomplekt, which since its launch in 2004 has quickly and successfully become the strongest furniture supplier trade fair on the Russian market, will be held only in the years when interzum is not taking place in Cologne. The next interzum moscow / Interkomplekt (www.interzum-moscow.com) will therefore be held from 13th to 17th May 2008, parallel to Russia's largest national furniture trade fair, Euro Expo Mebel (EEM). "This strategic limitation should help to disentangle the proliferation of annual trade fairs in Europe," says Koelnmesse Executive Vice President Wolfgang Kranz. "We feel obliged to make sure that the exhibitors at interzum 2007, who are strengthening this event's standing as a leading trade fair in Germany, also have visitors from the booming Russian market." Koelnmesse aims to expand interzum moscow / Interkomplekt for companies with an interest in stepping up their activities on the Russian market, and to stage it alternately with interzum in Cologne. This fundamental decision has sharpened the market-focused contours of the future planning for the regional satellite fairs of interzum cologne. That's because the gradual consolidation of the European market is also streamlining the communication mix. More than ever before, companies are basing their decisions to participate in trade fairs on success factors such as the cost per contact, the efficiency of communication with target groups, the quality of trend coverage and the event's media impact. In the opinion of Koelnmesse, the fact that companies' decisions regarding the right trade fair to attend are

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based on these criteria means that trade fair organisers in general must treat potential exhibitors as partners and work with the sector to create a manageable, efficient trade fair environment.

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From 9th to 12th May 2007, interzum (www.interzum.de) will be generating international momentum by presenting the latest products, technologies, developments and design trends in the supplier sector. Visions for the continued, sustainable development of the sector will emerge across a very broad range of segments here.