

No. 1

interzum moscow from 13th to 17th May 2008

## interzum moscow / Interkomplekt once again the largest trade fair in Russia

Trade fair double-header with Euroexpofurniture (EEM) at the Crocus Expo Exhibition Centre set for record-breaking results

With the fourth staging of interzum moscow / Interkomplekt, the successful trade fair double-header will open parallel to the 16th Euroexpofurniture (EEM) – the leading spring furniture fair in Russia. From 13th to 17th May 2008 well over 1,000 exhibitors at both events will present the latest regional furniture trends and innovations from the area of furniture production to more than 60,000 visitors from Russia and Eastern Europe.

The interzum moscow / Interkomplekt event is being staged by Koelnmesse in cooperation with MVK International Exhibition Company. This year, interzum-moscow / Interkomplekt, which is held in the interzum-free years in a two-year rotation, is contributing to a considerable international expansion of the product range. The share of exhibitors hosted by Koelnmesse has almost doubled compared to 2006. This includes for example the following German companies: BauschLinnemann, Doellken, Fennel, Schattdecor, Renolit, Westag & Getalit, Interprint, Jowat, Hornschuch, Vauth-Sagel and others. The Koelnmesse list of exhibitors also includes for example Lamigraf, Spain, F.L. Wells Co., USA, Leggett & Platt Eastern Europe, Volpato and GGA SPA, Italy and Samet, CEBI, AGT, Ligna Decor, Roma Plastik along with Yasar Ahsap, Turkey. In addition to Russian and Eastern European exhibitors, over 130 international interzum exhibitors are currently participating and presenting themselves both on an individual basis as well as in country pavilions from Germany, Italy and Turkey.

Together with the exhibitors from Russia and the CIS states contracted to MVK (also including Hettich Rus Ltd., Haefele RUS and Rehau Ltd. Russia), interzum moscow / Interkomplekt is presenting a strong presence of almost 400 exhibitors from 16 countries covering more than 20.000 sqm gross exhibition



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13.05. – 17.05.2008

[www.interzum-moscow.com](http://www.interzum-moscow.com)

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space. In the powerfully growing Russian market, the combination of the interzum moscow / Interkomplekt fairs and EEM is proving to be a genuine magnet for the sector decision-makers from all parts of the Russian Federation as well as a preferred business platform for the international supply industry. It provides an ideal instrument for obtaining market information about sales possibilities and marketing structures on a local level, cultivating personal contacts or developing new ones and, correspondingly, intensively servicing the Eastern European market.

In this connection the Russian furniture market is regarded as one of the most dynamic growth sectors. The potential market volume is exceeding the current furniture sales level many times over. The furniture business is developing much faster than other segments of the consumer goods market. Despite the continuing comparably low level of purchasing power for many sections of the population, furniture consumption is growing by 20 to 25 percent each year. Correspondingly, the efficiency and output of the Russian furniture industry is also continually increasing, not least considerably due to Western European production technology and the use of intelligent suppliers' components.

interzum moscow / Interkomplekt is part of the worldwide interzum network. For the Russian furniture industry this event is an absolute must as is the world's leading fair, interzum, held in Cologne next year (13th – 16th May 2009, [www.interzum.com](http://www.interzum.com)). The professional cooperation with MVK launched in 2004 will continue again this year at the Crocus Expo Exhibition Centre (Pavilion 2), which with its latest new buildings, is not only regarded as Russia's top state-of-the-art exhibition centre, but is certainly comparable with Western trade fair standards.

Internet: [www.interzum-moscow.com](http://www.interzum-moscow.com)