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interzum moscow / Interkomplekt 2010: Business couldn't come at a better time

From 12th to 15th May 2010, the interzum moscow / Interkomplekt will again be taking place in Russia parallel to the Euroexpofurniture (EEM). The trade fair duo in the Russian capital gives the furniture and furniture suppliers industry a perfect business platform in the Russian market and couldn't come at a better time. Although Russia too is struggling with the consequences of the global financial crisis, the economy is showing distinct signs of recovery. "The interzum moscow / Interkomplekt is an ideal tool for gathering market information about sales possibilities and distribution structures in Russia and the Eastern European market, cultivating personal relationships or establishing new ones. I'm quite convinced that Russia will remain one of the most exciting markets in the world," says Marc Zöllig, Koelnmesse's project manager for trade fairs outside Germany.

More than 240 exhibitors will be taking part in the fair in 2010, which is deliberately only held in the years when there is no interzum in Cologne. Together with the Euroexpofurniture (EEM), the interzum moscow / Interkomplekt occupies the spacious Pavilion #3 at the Crocus Expo Exhibition Centre. During the interzum moscow / Interkomplekt in Hall 15 this May, there will again be national pavilions from Germany, Italy and Turkey. In addition, the American Hardwood Export Council (AHEC) is organising a group participation for the first time. In contrast to previous years, there are direct links between the individual halls, which will both facilitate and optimise the way visitors are guided around the fair. On top of that, starting this year, Russian and international suppliers will be exhibiting together in Hall 15. "It's already becoming apparent that this mixture will go down very well on the market," says Marc Zöllig.

But the Crocus Expo Exhibition Centre has made gains in a logistical respect as well: the Myakinino Metro station, located directly at the exhibition grounds,



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Place of business and (legal) domicile:
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went into operation in December last year. The Arbatsko-Pokrovskaya Line now runs straight from the centre of Moscow to the exhibition centre (further information is available online at: <http://engl.mosmetro.ru>). Those travelling by car will also notice a definite improvement: the Crocus Expo now has its own motorway exit.

In order to make the journey to the East more convenient, Koelnmesse is collaborating with Ratingen-based trade fair travel agent Falk. As a specialist for organising travel to fairs and exhibitions all over the world, Falk takes charge of the entire booking for its customers, from the flight and hotel all the way to transfers and visa applications.

For the fifth edition of the successful Russian offshoot of the leading international fair interzum Cologne, the organisers have decided to concentrate the previously five-day event into four days. All these changes are geared towards making the interzum moscow / Interkomplekt even more attractive for exhibitors and visitors alike. Koelnmesse is expecting more than 50,000 people to visit the Euroexpofurniture (EEM) and interzum moscow / Interkomplekt.

“For Schattdecor, the interzum moscow has played an increasingly important role for some years now. An ideal exhibition centre provides a good trade fair infrastructure that ensures constant growth in the number of exhibitors and visitors – not just in terms of quantity but quality as well. Especially for the national furniture suppliers industry, and increasingly so for the international sector, the interzum moscow is a central component for cultivating the market successfully – particularly in view of the positive long-term development on the Russian market. This year too, we’re looking forward to presenting our product quality, efficiency and wide range of services with our decors made by Schattdecor,” says Bernd Reuss, Head of Corporate Communications at Schattdecor AG.

“The interzum moscow is rapidly becoming one of the most important furniture suppliers’ fairs in the whole of Eastern Europe, with corresponding growth potential for all the countries in this region. We have also observed that, in the wake of the financial crisis, an optimistic mood is now taking hold on the Russian market again – a tendency that’s being reinforced by the rising price of oil. Koelnmesse / interzum moscow stand for top quality, excellent organisation and superb infrastructure that you can rely on – that’s why they

draw national and international exhibitors like a magnet. This year, we and our partner will be present at the fair and we're looking forward to some successful talks with our customers," says Roger Straessle, Vice President International Sales at Spühl AG, Switzerland.

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Further information:

www.interzum-moscow.com