

imm cologne **"broad, varied product show"**

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Gerald Böse, CEO of Koelnmesse, wants to ensure a lively start to a successful year with imm cologne 2020. Photo: Koelnmesse

The imm cologne starts next Monday, January 13th. Gerald Böse, CEO of Koelnmesse, gave an outlook on the seven-day event at the business press conference yesterday. In principle, Böse expects a "broad, varied product show". A total of 1262 exhibitors are expected at the exhibition center in Cologne, two thirds of them from abroad. "This makes the imm cologne the most international event of its kind in the world," says Böse. The trade fair boss is expecting a large proportion of foreign visitors again. With a share of 52%, more than one in two trade visitors came to the previous event from abroad. "We have seen significant increases in recent years, especially from China and North America, the two most important export markets - also for German industry", said Böse. The development of visitors from Eastern Europe was also very gratifying. "Traditionally, the number of trade visitors from the important European export markets has always been very high; nevertheless, we managed to achieve a slight plus again and again in individual countries," said Böse. This very positive development is the result of Koelnmesse's consistent work on the future viability of its leading trade fair in recent years. "That is why, like the industry, we are looking forward to this year's fair with great anticipation - because in many countries the 2019 furniture industry did not have an easy year," said Böse. "The entire industry was faced with a lot of problems and challenges. The reasons for this are extremely varied and therefore require very different approaches. In numerous countries, macroeconomic conditions are difficult that have a negative impact on the demand for consumer goods in general and for furniture and other furnishings in particular. Sales declines in furniture consumption were last year. a. Can be seen very clearly in China, a market that many European producers also rely on. In the medium term, one shouldn't lose sight of China with its 1.4 billion inhabitants and a rapidly growing middle class as an export market. "

How will we live tomorrow?

The imm cologne 2020 should contribute to this. The change in living is again the focus of the trade fair, especially against the background of digital networking. "The imm cologne will send a clear signal this year with Let's be smart - Smart Village", Böse is certain. "By thinking more networked, we are geared towards the future. In our opinion, the individual industries lack a place where they can present the complexity of their technology in a meaningful context. " In addition, the relevant topics of the industry are to be taken up again at imm cologne. Projects like "Das Haus", "Trend Atmospheres", or "Smart Village" show pioneering solutions that should inspire and inform. An interesting new trade fair module awaits visitors in Hall 10.2, as part of the new concept for the offer in the North Halls, where furnishing solutions with a lifestyle character are now combined under the term "Home". "Future Interiors - designed in Germany" also deals with the topic of sustainability: curated by trend expert and interior designer Katrin de Louw, the focus here is on German brands and designers looking at the current trend. Overall, Böse expects a lively start to a successful year thanks to the mix of new business, emotion, internationality and future topics to be found at imm cologne.

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