

Interzum 2021

Site planning will be further optimized

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Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. Photo: Koelnmesse

The world is moving more than ever in view of the current situation, but it is certain that there will also be a business after the crisis. Measuring will be of particular importance because it is both an engine and a source of inspiration for an economy. In addition, trade fairs create a space and an encounter that cannot be represented virtually, as stated in a current Koelnmesse press release. "Leading international trade fairs like an Interzum are pure energy that unfolds when people meet, engage in personal and emotional exchange and then business results," says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. "That is why we are continuing to prepare for Interzum 2021, because we want to continue the success story of Interzum," continued the Koelnmesse manager. The great interest in Interzum is also reflected in the current registration status.

A good twelve months before the opening of the next Interzum on May 4, 2021, the new concept shows its clear contours: With the new exhibition hall 1plus, the hall occupancy would be optimized, supplier segments merged spatially and continuous structures revitalized.

The new hall will be integrated into the trade fair concept for the "Materials & Nature" segment in 2021. However, Hall 1plus is only one aspect of an even deeper structural optimization of the exhibition space,

as the press release goes on to say: The spatial merging of the exhibition segments enables exhibitors to present themselves more closely in terms of the focus of their offers. The consequences are a significant increase in efficiency and quality for trade fair visitors, and thus more successful contact, easier business and faster deals.

The foundation for the new concept was already laid at Interzum 2019: with the integration of hall 10.1 into the "Textile & Machinery" area, a closed hall connection, a kind of "band", was created, from hall 9 to 10.1 to floors 1 and 2 of hall 11. The suppliers for the mattress production, for fabrics and for material processing could be found on a coherent visit.

This type of visitor guidance will also be used for the "Materials & Nature" segment in the future. Halls 6, 4.2, 5.2 and 1plus form another connected circle. The attractiveness of this planning has so far convinced many exhibitors to get involved early on at the upcoming Interzum - and fortunately not only loyal existing customers, but also global players not previously represented in Cologne, such as Financiera Maderera, S.A. or Yildiz Entegre.

The "Function & Components" area will also benefit from the new hall concept, as a second hotspot will take shape in hall 10.2 in addition to the focus in halls 7 and 8. Thanks to the concentration on only two centers for the hardware area, a pleasant number of walking routes can be omitted in spring 2021, so that all visitors can quickly and directly start their planned business discussions.

Of course, in the coming year it will also remain that the component suppliers for the office furniture industry will continue to be placed as a closed group. The site optimization makes it possible to continue the success model for this homogeneous group by moving from hall 5.2 to hall 5.1.

"I am convinced that we are taking a big step forward with our extensively optimized site planning. For the satisfaction and business success of our exhibitors and visitors, we have also adjusted our leading international trade fair in this aspect. And with a view to upcoming changes in the trade fair business, we want to deepen the foundations for a long-term high attraction and a sharp profile at Interzum," Pollmann concluded.

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