

Koelnmesse creates export platform in China

Premiere for the imm shanghai

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Photo: Fotolia

For the first time, the imm cologne is organizing interior design days shanghai from 22 to 24 November 2018 (imm shanghai). For years, China has been one of the fastest-growing markets in the world. The products of the German furniture industry are also very popular. Accordingly, it was therefore obvious for the imm cologne to intensify its contacts, especially with regard to the Chinese design scene, architects, project developers and dealers, and to set up a cooperation.

Gerald Böse, CEO of Koelnmesse, explains: "No other market in which the German furniture industry exports is growing as fast as the Chinese one. With the interior design days shanghai we use the chance to present German furniture design on a high-quality platform to a target audience that is largely interested in design and financially strong. We use the expertise of our cooperation partner Focus Media Co. in Shanghai, which has already organized numerous excellent design events such as interior design in China and many cooperations with important media representatives of the Chinese furniture design scene. "

At the interior design days shanghai, first and foremost furniture manufacturers from the premium and luxury segment from German-speaking countries will present themselves to a design-interested audience of

designers, architects, project developers and sophisticated end consumers. Among the participating manufacturers are de Sede, Dedon, Draenert, e15, Gloster, JAB Anstoetz Interiors, Jan Kath, Kettnaker, Klafs, Rolf Benz, Schoenbuch, Schramm / Interlübke and Volume K. The venue is exclusive and located in the middle of Shanghai Location "800 Show". It is a trendy complex of former factory buildings, located in close proximity to the Shanghai Exhibition Center, where the Chinese offshoot of Milan's Salone is held at the same time.

"We have redefined the benchmark of a furnishing fair with the imm cologne and are now transferring our expertise to other markets," says creative director of imm cologne Dick Spierenburg. "Our experience in designing attractive exhibition spaces at the imm cologne will also be reflected in the interior design days shanghai and will guarantee premium exhibitors an optimal presentation space and infrastructure that ideally supports the effect of the displayed furnishings and their message." The stand areas will be Each consists of 25 square meters of open-plan showrooms constructed of light and elegant black metal structures. They are completed with a lounge and bar area.

In addition to the exhibition of high-quality furniture, imm cologne will be working in cooperation with its partner Focus Media Co., Ltd. idd Shanghai offers an exclusive supporting program that includes a VIP opening event and a design forum where well-known Chinese designers and German designers will give lectures, including Sebastian Herkner and Philipp Mainzer.

Premiere for the idd shanghai

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