

# LivingKitchen 2019

## Already 135 registrations

Thursday, 12.04.2018



Ballerina will also be exhibiting at LivingKitchen in 2019. For the 2017 edition of the fair, the company inspired the visitors with the "Y-kitchen". Photo: Lehmann

The LivingKitchen 2019 (14-20 January) is on course for its fifth event. The interest of potential exhibitors in a strong exhibition platform in Germany has intensified particularly internationally. In total, there were 135 applications from 21 countries in mid-March. 51 of the notified companies come from Germany. Above all, the German kitchen furniture industry is strongly represented, i.a. with Nobilia, Schüller and Alno. Ballerina Küchen has also decided to participate: "Ballerina kitchens are being marketed in 29 countries with an export quota of 50%. German kitchen have a high reputation in the world. From our point of view, for a sector that considers itself a global market leader, it goes without

saying that it has a leading exhibition in its own country. That's why we confirm our participation in the LivingKitchen 2019 and look forward to many visitors from Germany and abroad," says CEO Heidrun Brinkmeyer. Koelnmesse is also proud of the promises made by some well-known international manufacturers such as Valcucine or Team7. In the field of built-in appliances and accessories, there are concrete plans to inspire other international market leaders for the trade fair in addition to the already registered companies such as Blanco, Bora, Vestel, Sharp or Berbel. "In the remaining ten months, we will have many discussions with very interested companies, some of which want to roll up foreign companies from Cologne to the German and European markets. I therefore firmly believe that we will skip the mark of 200 companies by the end of 2018," says Matthias Pollmann from Koelnmesse. In addition to this substantive reorientation, the topic of internationalization is currently enjoying the highest priority. "From our discussions with companies we know that the internationality of visitors is a central desire," said Pollmann. "Although we are on the right path here, we can still grow much faster. The already existing internationality - every second trade visitor to imm cologne / LivingKitchen came from abroad in 2017 - we have to make it more tangible for the exhibitors," continued the divisional manager. In addition, Koelnmesse 2018 is launching a special program to considerably expand the approach to foreign visitors. These include various press conferences in target countries as well as the establishment of partnerships with relevant associations and multipliers in selected markets.

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