

The global interzum network

The objective is very simple: to penetrate booming world markets by a strategic effort, working through the right range of contacts. The main target areas include Russia and China; and the promotional vehicle is interzum satellite fairs. This year, interzum fairs in both China and Russia had a widened range of products on show and had excellent visitor statistics.



INTERZUM MOSCOW/ INTERKOMPLEKT: GROWTH IN ALL AREAS

The figures were impressive: 20 per cent more exhibitors, double the exhibition space, and an impressive number of trade visitors. The third interzum moscow / Interkomplekt concluded on 20 May 2006. The all-round growth is proof positive that the structure and plan developed by the Cologne fair has been a resounding success. Thanks to its close relationship with the parallel EEM / Euroexpofurniture and its ideal location in the Crokus Expo Exhibition Centre, the interzum satellite fair has become Russia's most important trade fair for furniture manufacture and interior structures.

In particular, visitors were delighted to be able to inspect a range of products and services directed to meet the growing requirements of this important regional market. The German and Italian national pavilions proved to be a very strong visitor attraction. The chief executive of the Cologne Fair Wolfgang Kranz said: "The success enjoyed by the two national pavilions is an example of the international attraction of this trade fair. It shows that a national pavilion is highly attractive when businesses from a single country get together in a concentrated joint venture." He is certain, that next year other countries will follow the German and Italian example and set up their own joint venture pavilions. Visitors clearly appreciate the convenient, concen-

trated presentation. This year's visitors had high praise for the breadth of goods, products and services on offer, plus the overall quality of the exhibitors and the excellent range of personal contacts. The interzum moscow / Interkomplekt grouped fairs have developed into a must-see-event that focuses the range of goods on offer and provides an excellent overview of the growing Russian market.

INTERZUM GUANGZHOU: MAJOR BUSINESS OPPORTUNITIES IN CHINA

China is booming: over the past few years China has emerged as a major market, growing at an enormous rate. The third interzum Guangzhou has profited from this de-

INTERZUM OVERSEAS FAIRS



Ultra-modern infrastructure: both the Crokus Expo Exhibition Centre in Moscow and the Chinese Export Commodities Fair (Phazou) Complex in Guangdong (left) are a first rate environment for business.

velopment, and by the time it closed its doors on 30 March this year, the successful Chinese satellite fair could boast an enormous increase in the number of trade visitors. Interzum guangzhou runs in conjunction with the CIFF Office Furniture Exhibition and Ciff Hometextile China, all in the Chinese Export Commodities Fair (Phazou) Complex. Together, these trade fairs proved to be a mighty attraction with more than 30,000 visitors on the first day alone. There has also been a sharp increase in the number of exhibitors, for increasing numbers of companies have recognised that this furniture supplies fair is ideally located in China's Guangdong 'furniture basin'. This year, the exhibition space was increased by about 30 percent.

Italy, Germany and the USA each presented their own specific and unique combination of products, goods and services in the form of national pavilions. In addition, there were exhibitors from Spain, France, Turkey, Poland, Belgium and Canada at interzum guangzhou in China. The signs are already looking good for the next fair in 2007. Application documents can be downloaded for the next interzum guangzhou from 27 to 30 March 2007 can be downloaded from: www.interzum-guangzhou.com.

INTERZUM – INTERNATIONAL BRAND STATUS

There is no doubt at all that the name interzum has now long stood as a symbol of

worldwide vision, innovation and design - now reinforced and supported by the two satellite events in Russia and China with their distinct regional flavour of goods and services. These create the ideal conditions for exporters to gain a foothold in booming world markets, to establish a network of useful contacts, and to show off their products and skills on an ideal presentational platform. In addition, their presence in China and Russia triggers visitor interest in a trip to the parent interzum event in Cologne. The Cologne interzum is the only trade fair in the world at which the visitor can gain a complete and true international overview of the state of the art, with a full range of forward-looking innovative products.