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Final Report

ORGATEC 2010 thrills office and facility sector

Around 61,000 visitors from 110 countries | Great international scope and high level of decision-making authority among visitors | Great mood among the 608 suppliers from 41 countries | Enhancing movement, flexibility, communication and atmosphere in today's offices | Around 1,500 visitors at INSIGHT COLOGNE — ORGATEC Night of Corporate Architecture

ORGATEC came to a close on Saturday, 30th October 2010 with an extremely upbeat mood and very good results after five days in Cologne. The international pilot fair for office & facility was attended by around 61,000 visitors from 110 countries, who came to obtain a comprehensive overview of the trends and innovations in the global furnishing sector for offices and office facilities. A total of 608 companies from 41 countries presented their solutions in the Cologne trade fair halls. Sixty-one per cent of the suppliers and about 50 per cent of the visitors came to Cologne from outside Germany. "Top-ranking decision-makers from manufacturing and administrative sectors are increasingly using ORGATEC to prepare their investments in offices and office facilities," says Oliver P. Kuhrt, Executive Vice President of Koelnmesse GmbH. "This, together with the event's very international scope, made the trade fair a success for the entire sector. It clearly demonstrated that ORGATEC is the world's leading trade fair for office and office facility furnishings." Hendrik Hund, Chairman of the Association of Office, Seating and Office Facility Furniture (BSO), came to the following conclusion: "The trade fair has become more international. The customers particularly appreciated the high-quality solutions for smart office concepts involving workstations, conference rooms, communication centres and reception areas."



ORGATEC 2010
October 26 to 30, 2010

MODERN OFFICE & FACILITY

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Top-level international contacts

Nearly all the market leaders were represented in Cologne. They demonstrated their innovative strength with numerous pioneering solutions and concepts for office and office facility design, which met with a great response from visitors. Exhibitors from all sectors were upbeat as a result of the high visitor turnout and the excellent attendance at the stands. The exhibitors also expressed great satisfaction with the large number of visitors from outside Germany. Higher numbers of visitors were recorded, especially from Scandinavia, France, Italy, Spain and South America. The exhibitors particularly praised the visitors' very high level of decision-making authority. This finding is confirmed by the initial results of an independent visitor survey, which show that 87 percent of the visitors are involved in making purchasing decisions at their companies. ORGATEC has therefore once again demonstrated that it is a "trade fair for bosses". In addition to holding numerous talks with the specialist retail and wholesale trade, architects and interior designers, many exhibitors reported making very good contacts with representatives from user companies that wanted to obtain information on the latest developments directly at the fair. The users range from banks, insurance firms, health insurance providers and the automotive, chemicals, media, and telecommunications sectors to large retail trade chains and German government authorities. Representatives — and in some cases large delegations — were sent to Cologne by many major user companies, including Airbus, Allianz, Audi, BASF, Bertelsmann, BMW, Commerzbank, Daimler, Deutsche Telekom, Deutsche Bahn, Deutsche Bank, E.ON, Ernst & Young, Fraport, IBM, Lufthansa, Metro, Pricewaterhouse Coopers, Siemens and VW. In addition, the fair was visited by many representatives from government authorities and universities.

Great praise from visitors

It wasn't just the exhibitors who said they were extremely satisfied with the event. The visitor survey revealed that 78 per cent of visitors were very satisfied or satisfied with ORGATEC and 81 per cent were very satisfied or satisfied with the degree to which they met their trade fair objectives. What's more, the fair's comprehensive spectrum of products ensured that 80 per cent of visitors rated the product range as either good or very good. This consistently positive response to the event resulted in 92 per cent of the visitors surveyed saying they would recommend a visit to ORGATEC to a good business associate.

The specialist trade's assessment of the fair was similarly positive. "It was a great accomplishment on the part of the sector and Koelnmesse to stage such a good pilot fair for office and office facility furnishings in a time of low demand," says Thomas Grothkopp, Managing Director of the Federal Association of the Office Industry (BBW). "This success shows that Germany's businesses are once again looking ahead and taking advantage of the potential offered by attractive offices to not just prevent illness, but to help boost performance and creativity. The trade fair's thematic and presentation programme included competence centres for lighting, acoustics and media technology, as well as the ULTIMA OFFICE trend forum and the intensively prepared tour of exciting office solutions in Cologne. All of this provided the specialist trade for offices and office facilities with a wide variety of different opportunities for offering customers even more expert advice and supplying them with products."

Enhancing movement, flexibility, communication and atmosphere in offices

In line with the slogan of "Better Office – Greater Success", the exhibitor's attractively designed stands presented innovative solutions for boosting work efficiency. Many solutions featured impressive open-plan offices that not only created an intelligent interplay between communication and concentrated work, but also generated a feel-good atmosphere in attractive surroundings. In general, the trend is toward multifunctional areas that can be adapted to a wide variety of needs as required. Taking their inspiration from public parks and urban squares, various suppliers therefore presented complete furniture systems that can be used for concentrated individual work, as well as for teamwork, meetings, waiting areas, or relaxation. The exhibitors displayed modular and adjustable furniture that can be easily moved or supplemented as needed.

Room acoustics in open-plan offices present major challenges for many companies. The exhibitors therefore presented a large number of sophisticated acoustic solutions, including furniture with sound-absorbing surfaces, room-in-room systems and room dividers or acoustic absorbers disguised as projection walls or pictures. Carpeting specifically designed for open-plan and team offices which are especially effective at absorbing sound in the frequency range of the human voice were also presented. But it's not just a question of counteracting

noise, but also of doing something to combat the lack of physical movement in the office. Office chairs and tables therefore adapt to their users, and are also intended to promote movement. That's why the new swivel chairs are ergonomically perfect for the sitters and, thanks to their ability to move in three-dimensions, offer great scope for movements and rotations. This is because backrests are no longer restricted to back-and-forth movement, but can also move sideways. The exhibitors at many stands were also showing tables, the height of which could be adjusted automatically, as well as sit/stand workplaces with automatic height adjustment which make possible the ergonomically intelligent change between sitting and standing work.

Advanced conference and media technology is also intended to provide increased flexibility and efficiency. On show in this area were, among others, conference tables with integrated touch panels or 360 degree cameras for videoconferencing, large-format monitor walls for high-technology presentations and the electronic receptionist — an information and service terminal that becomes active as soon as anyone approaches. As helpful as the conference and media technology is, it should appear as discrete as possible, and therefore frequently disappears into the furniture at the touch of a button. The latest technology is also now finding significant application in the area of lighting. That's because office lighting too, is now witnessing the arrival of the LEDs. The new LED lights are not only highly energy-efficient and extremely long-lived, but also frequently are elegantly aesthetic.

INSIGHT COLOGNE, networking and current sector-related topics:

Extremely positive feedback regarding the ORGATEC communication programme

The ORGATEC 2010 communication programme also generated a very positive resonance. This focussed on three specific topics: stronger concentration on practical relevance, current sector-related topics and the networking of all market participants. The highlight was INSIGHT COLOGNE — the ORGATEC Night of Corporate Architecture. This event on the evening of 29th October, which was held for the first time as part of ORGATEC, aroused great interest. Some 1,500 participants checked out 15 Cologne office and facility buildings which had opened their doors for visitors to ORGATEC and for the general public. The participants took advantage of the opportunity to get a live, on-site look at successful examples of cutting-edge spaces for work and

communication. The event concentrated on office and work concepts of the 21st century, green building and sustainability and building revitalization. The numerous panel discussions, presentations, interactive exhibitions, videos, performances and readings at the individual stations were well attended. The final verdict of many participants was that INSIGHT COLOGNE had genuinely enhanced both ORGATEC and the city of Cologne.

The ULTIMA OFFICE trend forum in the trade fair halls was also concerned with current sector-related topics and best-practice examples. Here too, the reaction was outstanding. The presentations on real estate use, sustainability and building revitalisation attracted an especially large turnout. Presentations on subjects including topics such as light, acoustics and health and ergonomics took place in front of large numbers of visitors. Furthermore, the visitors also showed great interest in the presentations on the topics of light, acoustics and media /conference technology held in the context of competence centres.

The high points of ORGATEC also included the presentation of the "Best Office 2010" award, which took place on the stage of the ULTIMA OFFICE trend forum in the presence of numerous exhibitors, visitors and media representatives on 28th October. This competition was organized for the fourth time in cooperation with the magazine *WirtschaftsWoche* in order to promote pioneering office concepts both in Germany and abroad. The prize was awarded to the solar company Solon of Berlin and the steel producer voestalpine Stahl of Linz, Austria. The "creative planners" behind both of these office solutions were also honoured. In both cases, office worlds characterized by the intelligent interplay between spaces for creative teamwork, visible presence and opportunities for relaxation and promoting interdepartmental communication were presented.

The declared objective of ORGATEC 2010 was to promote communication between all target groups involved in office planning and to strengthen the idea of community among these groups. The central location for the sector representatives' networking was the ORGATEC Boulevard, designed under the motto "Working Time is Living Time". The visitors made extensive use of the lounge zones set up there to communicate and work during the entire trade fair. The international sharing of experiences was also the focus of the well-attended Architect's Breakfast, where renowned speakers from Germany and

abroad presented individual food for thought on the future of design. The award of the Deutsche Innenarchitektur Juniorpreis 2010 (German Interior Design Junior Prize 2010) also attracted an extremely positive response. The relocation of the sector Get-Together on the first trade show evening to the redesigned Boulevard was also welcomed. Numerous exhibitors, visitors and media representatives also made use of the SIX-TO-NINE Party for networking and celebrating in a relaxed atmosphere in line with the slogan of “Working Time is Living Time”.

ORGATEC 2010 in figures:

A total of 608 companies from 41 countries took part in ORGATEC 2010, on a gross exhibition area of 105,000 m². The participants included 227 exhibitors and 11 additionally represented companies from Germany as well as 368 exhibitors and two additionally represented companies — making 61 per cent — from abroad. Including estimates for the last day of the fair, ORGATEC attracted approximately 50,500 visitors from 110 countries, of whom approximately 50 per cent were from abroad. In addition, around 10,500 visitors made use of discounted admissions resulting from partnerships with businesses, the media and associations.*

*All figures have been calculated in accordance with the guidelines of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) and are subject to audit by a certified auditor (www.fkm.de).

The next ORGATEC — the leading international trade fair for offices and facilities — will take place from 23rd to 27th October 2012.

Digital press service:

The final report on the trade fair, as well as other press releases, the exhibitors' press compartments, an overview of the innovations presented and an image database with photographic material and the trade fair logo are available at www.orgatec.com/press.

If you reprint this document, please send a voucher copy.

Feedback from the exhibitors:

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Dr. Bernhard E. Kallup, CEO of Sedus Stoll AG

"The trade fair was very successful for us. There was always a strong turnout at our stand, and the right visitors were at the fair, which is the most important point for us. We welcomed management representatives from major user companies, for example, who gained a wealth of information together with their project teams. We also have the impression that ORGATEC's character has become even more international. Our visitors came from all over the world, from Australia to Brazil."

Jörg Pannekoike, Managing Director, Kinnarps Samas GmbH

"We were overwhelmed by the throngs of visitors who came to our stand. We took part in excellent discussions with end customers and existing as well as potential partners from the trade, who expressed interest in working with us in the future. We also succeeded in providing the visitors with an inviting, upbeat atmosphere. So overall it is clear to us that it was the right decision to be present at ORGATEC."

Dr. Wolfgang Reising, Chairman of the Board of Management of König + Neurath AG

"ORGATEC 2010 was a tremendous success for our company. The turnout of visitors from the specialist trade and companies at our stand was up five percent, and they were very impressed by our concept and by the new K+N CITY products. Many customers are interested in concrete projects and holistic solutions. Every year ORGATEC succeeds in showing fresh momentum for the office of tomorrow, which makes it an indispensable event for the sector."

Rudolf Pütz, Managing Director, Vitra GmbH

"You can feel that the companies are once again addressing concrete projects for office and facilities design. This was made clear by the presence of decision makers from the big, important companies. So the quality of the discussions was outstanding. There was very strong interest in our "Citizen Office" concept, which raises awareness of the modern approach to the design of work spaces, and in our numerous innovations and achievements in the area of sustainability, including for example the "Green User Agreement". These are the themes in which the visitors are specifically interested."

Leo Lübke, Managing Director, COR and Sitzmöbel interlübke

“ORGATEC more than satisfied our expectations. I felt the mood in the trade fair halls was very positive, and I am already looking forward to ORGATEC 2012.”

Helmut Link, Managing Partner, Interstuhl Büromöbel GmbH & Co. KG

“Our stand attracted big crowds of visitors. And it was clear that the visitors were even more professional than in recent years. It wasn’t only the trade dealers who turned out in big groups to collect information; the key decision makers from major companies also came to the fair. Last but not least, we were very pleased to welcome many visitors from Spain and the UK and also from Brazil, Mexico and Colombia.”

Heiner Goossens, Chairman of the Board of Management of Rolf Benz AG & Co. KG

“We exhibited for the first time in this form at ORGATEC, and we are very satisfied with the response. We established excellent contacts, particularly with designers, architects and facility managers, professions that were very well represented at the trade fair. My conclusion therefore is that we will continue to take part in ORGATEC if the event continues to develop like this.”

Paul Olesh, Vice President Marketing, Procurement & Supply Chain Europe, Haworth

“ORGATEC 2010 was five days in which we welcomed hundreds of guests — end customers, architects and dealers — who were all delighted with our stand and with the experience they enjoyed there, which was discovering a different vision for the workplace. We implemented our “Organic Workspace” principle and presented a new portfolio of products: four world premieres, two European premieres and new functionalities of products that are no more than 12 months old. We can certainly say it was the right decision to exhibit at ORGATEC.”

Dr. Jochen Ihring, Managing Director, Dauphin HumanDesign Group

“We are very satisfied with the results of the trade fair. It attracted not only the dealers, but also the end customers from leading companies. You could feel that the economy is turning around. It isn’t only that the users from the

companies were there with bigger groups; they also spent more time at the trade fair."

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Toru Hagiwara, Assistant Manager Global Marketing Department,
KOKUYO Furniture

"We are very satisfied with ORGATEC 2010, as the event was better than ever for our company. We made excellent contacts, because the decision makers were here and the event was very international in scope. We also had the impression that there was more interest from India."

Luke Dawson, Head of Marketing EMEA, Herman Miller Ltd.

"ORGATEC helped us to strengthen our brand, show our commitment to our dealers and to demonstrate that we have confidence in the market upswing. We were especially delighted with the turnout of the trade and the media coverage. There was strong interest in our company's products from all over the world, so ORGATEC definitely proved it is the right platform for introducing new products. ORGATEC is a valuable tool for us and our strongest trade fair presence."

Sabine Prengel, Managing Director, USM U. Schärer Söhne GmbH

"We are very happy with the results of the trade fair. Our stand was crowded the entire time. And in addition to using ORGATEC as a platform for our German sales partners, we also succeeded in making many new international contacts."

Marco Colombo, Export Area Manager, Unifor SpA

"The trade fair was very positive for us overall. The quality of the visitors was excellent, and we made very good international contacts, particularly from Europe, Israel and India."

Thomas Trenkamp, Managing Partner, Carpet Concept Objekt-
Teppichboden GmbH

"For Carpet Concept, the success of this trade fair signals the future of a qualitatively new approach to furnishing offices and facilities. ORGATEC 2010 made this clearer than ever before."

Norbert Dorn, Marketing, Kindermann GmbH

“We returned to ORGATEC with high hopes, and we were not disappointed. ORGATEC showed it is an outstanding platform for media and conference technology. Thanks in particular to the turnout of high-ranking visitors, we are very satisfied with the trade fair and succeeded in achieving our goals here. So we are sure ORGATEC is on the right course.”

Carsten Nusch, Project Management, Tobias Grau GmbH

“Lighting is an integral element in the design of offices and facilities, but it isn’t emphasized strongly enough in the specialist trade. The Lighting Competence Centre offered a great opportunity to gather information on lighting design and new products. So we feel the Lighting Competence Centre should be a permanent feature of ORGATEC.”

Volker Knieß, Marketing and Sales Manager, Toucan-T Carpet
Manufacture GmbH

“ORGATEC is a very interesting trade fair for our company. The fair’s holistic approach — which combines furnishings, lighting, acoustics, flooring and floor covering, and conference technology — enables us to reach other target groups, also among architects. Our new products, which were designed for outstanding acoustic qualities and sustainability, attracted a lot of interest. And we also established good contacts with participants from abroad, particularly from South America.”

Andreas Albig, Furniture Department Manager, REHAU AG + Co.

“In 2010 ORGATEC once again showed that it fully deserves its reputation as the leading trade fair for the office and facilities sector. The pleasant, open and creative atmosphere at the fair and the good visitor turnout ensured we had lots of opportunities for constructive discussions. We were especially impressed with how international the visitors were. As a development partner of the furniture industry, we are pleased to report that we were once again in good hands at ORGATEC and succeeded in using the trade fair to generate momentum with innovative approaches and to further consolidate our position as a sector source of ideas.”