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#orgatec #newvisionsofwork

ORGATEC 2018: more international, more emotional, more creative

ORGATEC 2018 impressively demonstrated how leading international trade fairs position themselves successfully: it addressed relevant issues emotionally and provided a whole sector with new sources of creative inspiration. "ORGATEC has successfully transformed itself from being solely a product showcase to an issues-focused business event," said Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "With its first-class event and congress programme, ORGATEC succeeded in firmly embedding the sociopolitical importance of modern working worlds in decision makers' thinking," she added. The new concept was very well received by trade visitors: with more than 63,000 trade visitors, ORGATEC 2018 achieved an increase in visitors of over 15 per cent.

Hendrik Hund, President of the German Interior Business Association (IBA e.V.) praised the industry's varied and creative appearance at the fair: "The inventiveness and diversity with which companies approached the central theme at this ORGATEC - the future of work - was impressive," he said. "The industry showed that it is ideally equipped for the current challenges of modern working environments with its solutions and offerings. And this was applauded at the stands by the many national and international senior decision makers. With ORGATEC as a creative think tank, we have the perfect forum for a fantastic event."

ORGATEC trade visitors: international, decision makers, young
ORGATEC exhibitors unanimously praised the high standard of the trade visitors at the fair. Many of them emphasised that significantly more users with senior decision-making authority and representatives from the real estate industry attended the event to find out about exhibitors' offerings. ORGATEC 2018 also achieved impressive results in terms of its international reach. On the visitor side, the number of countries represented at the event rose from 118 to 142. In total, significantly more visitors from outside Germany travelled to Cologne for the leading international trade fair for the modern working world. Growth was particularly strong in the share of trade visitors from North America (+42 per cent), Central and South America (+42 per cent) and EU nations (+33 per cent). Increases were also recorded in the number of visitors from Japan (+22 per cent) and India (+44 per cent). The number of Eastern European visitors at ORGATEC 2018 almost doubled. Alongside the event's significantly increased international reach, exhibitors praised the senior decision-making authority held by the trade visitors and the large proportion of young people in the audience.

Superb congress and event programme



ORGATEC 2018
23.10. - 27.10.2018
www.orgatec.com

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ORGATEC's current event and congress programme has convincingly demonstrated that emotive elements do not have to be secondary at a leading international trading platform like ORGATEC. Trade visitors and exhibitors alike were clearly impressed by the range of themed areas and the great extent of the products and services on offer. The participants were unanimously struck by ORGATEC's success in perfectly combining content and emotions. First-class congresses like the Xing New Work Sessions and the ZEIT Work & Style conference reached both a young trade audience and important decision makers. At the same time, the trade fair managed to identify relevant topics, add an emotional factor and thus give the industry new creative momentum. Event offerings like PLANT 10.1, WORK TO GO and Inspired Collaborations seized upon important industry topics in sometimes spectacular fashion. And they enjoyed great success. Wherever you looked, architects and interiors experts, designers, start-up founders, retailers and decision makers from SMEs as well as executives from major corporations were using ORGATEC as a place for creative and professional dialogue as well as a global networking and business platform.

Page

2/3

Exhibitors showcase holistic concepts for the modern working world

In addition to the advancing digitalisation of the industry, the trade fair's dominant themes also included the trend for flexible solutions that adapt quickly and easily to individual needs. Companies are not limiting their products to stand-alone solutions, but instead focusing on holistic concepts. Today's contemporary working environments need to be flexible: from quiet surroundings where workers can focus to their use for meetings and as creative spaces. Many exhibitors showcased solutions that also had the subject of health and ergonomics in mind. Other areas covered by the product presentations included solutions for the intuitive application of technology and the importance of acoustic systems that can be used in many different ways.

ORGATEC 2018 in figures:

ORGATEC 2018 hosted 753 exhibiting companies from 39 countries (2016: 664 companies from 40 countries). They included 187 domestic exhibitors (2016: 179 exhibitors) and 566 companies (2016: 485 companies), i.e. 75 per cent (2016: 73 per cent), from outside Germany. Including estimates for the last day of the fair, ORGATEC 2018 attracted around 63,000 trade visitors from 142 countries (2016: 54,946 trade visitors from 118 countries).

The next ORGATEC - leading international trade fair for the modern working world - will take place from 27 to 31 October 2020.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-

expanding markets to its portfolio. These include CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Page

3/3

Further information is available at: www.global-competence.net/interiors/
Further information about ambista: www.ambista.com/

The next events:

idd shanghai, Shanghai 22.11. - 24.11.2018

LivingKitchen® - The international Kitchen Show, Cologne 14.01. - 20.01.2019

imm cologne - - (open to the public on Friday, Saturday and Sunday), Cologne

14.01. - 20.01.2019

Note for editorial offices:

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