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#immcologne

Successful premiere for interior design days shanghai (idd shanghai) - by imm cologne

**Go East: Designs by premium brands from German-speaking countries are in high demand in China
imm cologne provides a platform for brands and events in shanghai
Numerous manufacturers from the DACH region are impressed by the initiative
To be continued - the second instalment of interior design days Shanghai will take place in 2019**

What a successful premiere! The first 'interior design days shanghai - by imm cologne' event, which took place between 22 and 24 November 2018, went down extremely well with visitors and exhibitors. For many years now, China has been one of the fastest growing markets in the world. Products manufactured by the German furniture industry are particularly popular and they are in very high demand on the Chinese market. It was therefore logical that the Interior Business Event, imm cologne, should consolidate its connections with and collaborate with players on the Chinese design scene.

Koelnmesse made it as easy as possible for participants by providing the extraordinary location, a forum boasting a broad variety of presentations, a shuttle service for the great number of trade visitors, pre-planned stand architecture and straight-forward project management. At idd shanghai, German and Swiss furniture manufacturers from the premium and luxury segment took the opportunity to present the latest trends in furniture and interiors - with the 'Made in Germany' label. "When we were developing the concept for idd shanghai, we wanted to offer our exhibitors added value and to make it easier for them to enter China's growing market," explains Matthias Pollman, Vice President Trade Fair Management at Koelnmesse. "The exhibitors now need to consolidate and build on the structures that exist in China. We are pleased to help with this and by organising the second idd shanghai event in November 2019, we are providing a platform that will enable them to continue to boost their dealings in China," he adds. Pollman encourages business initiatives in China: "High-end brands who exhibit at imm cologne are very welcome to make use of the infrastructures we have put in place."

Keith Tsui, Managing Director of Koelnmesse China & Hong Kong, offers another positive summary: "Levels of prosperity are rising among China's growing middle classes and as a consequence, there is a constant appetite for interior styles that are more glamorous and more bespoke. This is reflected by the strong demand for international interior furnishings in recent years. Ultimately, this development also contributed to the success of idd shanghai 2018. The first idd shanghai event went



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down very well, not only with exhibitors and visitors but also with the local interior design sector in general. idd shanghai, which presents the latest 'Made in Germany' interior furnishings as well as tomorrow's industry trends and concepts, will stand out in China's interior design sector as a successful three-day event - for exhibitors and visitors alike."

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The European exhibitors did not regret their long journey eastwards. In fact, de Sede, DEDON, DRAENERT, e15, Gloster, JAB Anstoetz Interiors, Jan Kath, Kettner, KLAFS, Rolf Benz, Schönbuch, Schramm and VOLUME K made good use of the platform and established new, high-quality connections. "For Kettner, idd shanghai was the first step into the Chinese market. The Kettner collection and the 'Made in Germany' label met with great approval and we made some very interesting new contacts - this market offers some big opportunities. The atmosphere among the exhibitors was fantastic as well," says Wolfgang Kettner. He sums up by adding, "We will definitely be there again when the next idd shanghai event takes place in 2019." Rolf Benz is also impressed by the new platform offered by 'idd shanghai - by imm cologne'. Jürgen Mauß from Rolf Benz provides this summary: "Without a doubt, China is the strongest growth market for premium interiors and furniture. In China, 'Made in Germany' is an important label. I was very pleased to hear about Koelnmesse's idd shanghai initiative and I immediately offered our support and participation. The premium manufacturers from Germany and German-speaking countries were exceptionally well-represented and they complemented one another in exciting ways."

"Considering that this was the first time the event was held, we were pleasantly surprised. We obtained some direct contacts and we will find out how the conversations with them progress in the coming weeks. We are in the fortunate position of having a Chinese employee, who can follow up with them as appropriate during his visits. It is very likely that we will return for next year's event," says Axel Schramm from Schramm Werkstätten.

"The idd shanghai event provided us with a very successful debut on the Chinese market. The setting was professional - and small but mighty. For Schönbuch, our presence at the event was a great success. We made contact with lots of potential traders, architects and representatives from specialist press outlets, as well as already meeting some new clients in China," says Michael Ress, Managing Director of Schönbuch. He concludes his summary by adding, "We will definitely be pleased to come again in 2019. Our thanks to Koelnmesse for the great job they did of organising it."

Jan Kath, a rug designer from Bochum, Germany, was impressed by the first event. He considers the ways in which the format of this new event in Shanghai might develop: "The idd shanghai event was a great success and I very much enjoyed being part of it. There were pleasant, interesting conversations and some promising contacts were made. I think that this format has potential and can be expanded. But this expansion should not be at any cost. As companies from German-speaking countries, we have a joint responsibility to ensure that the quality of the exhibitors remains high and that the calibre of this fledgling event is raised even further." DEDON had a thoroughly positive overall experience as well: "DEDON is very happy

with its involvement at the idd shanghai event. The quality of the visitors was very high and the location was really great,” said DEDON Group Chief Executive Officer, Jan van der Hagen.

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Top-class event programme

The forum presentations given at idd shanghai went down very well with the Chinese visitors. The Cologne-based trade fair organiser and its partner Focus Media Co., Ltd. compiled a programme consisting of prestigious designers and architects. There was a VIP launch event as well as a design forum, which featured well-known designers from China and Germany, such as Sebastian Herkner, Philipp Mainzer, Dick Spierenburg, Xiao Aibin, Zhao Yiping, Gary Zeng and Simone Wang. In addition to presenting his own work, Sebastian Herkner provided his audience with visual representations of numerous design trends. Having taken all kinds of new ideas away with him, he sums up by saying, “I think that the Chinese market has already given this event - the first event of its kind - a warm reception.” Creative Director of imm cologne, Dick Spierenburg, gave a talk about the top attraction at imm cologne: the Das Haus installation. He was jointly responsible for the project and was very happy with the event’s debut: “The first idd shanghai event was very dynamic. We had a lovely event space, which provided the perfect canvas on which to present the designer brands. Visitors were inspired by the way the space was set up, the way the brands were presented and the pleasant atmosphere. There was a lot of interest from media outlets, who took the opportunity to make direct contact with representatives from the exhibiting companies.”

The next ‘interior design days shanghai - by imm cologne’ event will be held in November 2019.

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 idd 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.

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

The next events:

LivingKitchen® - The international Kitchen Show

(open to the public on Friday, Saturday and Sunday), Cologne 14.01. - 20.01.2019

imm cologne - THE INTERIOR BUSINESS EVENT

(open to the public on Friday, Saturday and Sunday), Cologne 14.01. - 20.01.2019
interzum guangzhou - Asia's leading trade fair for woodworking machinery, furniture
production and interior design, Guangzhou 28.03. - 31.03.2019

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