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#ZOW

interzum creates tomorrow's living spaces and will be even more important as the world's major industry event

ZOW put on hold for the time being

For more than 25 years, ZOW exhibitors have provided important momentum for the kitchen, upholstery and home furnishings markets by showcasing their new product developments at the supplier trade fair for the furniture and interior construction industry, hosted in one of the world's largest furniture industry clusters. The automotive industry, the caravan, shipbuilding and railcar construction segments, and the shopfitting sector have also always benefited directly from the event. The last two years, which have been largely overshadowed by the pandemic, have triggered changes in all spheres of society. The entire industry is in the midst of a multidimensional transition as it moves towards the new normal. In the context of the overall development of ZOW and interzum, the industry appears to be focussing on interzum as the sector's leading international trade fair as well as the key platform in Germany.

As a result of the disruption caused by the coronavirus pandemic, Koelnmesse has decided to put ZOW on hold for the time being. The event was scheduled to take place in Bad Salzuflen from 3 to 5 May 2022. "Unfortunately, the current operating conditions for the industry do not provide a viable foundation for a format like ZOW," explains Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. "This was a difficult step to take, especially given the close and trusting partnership that we have always had with the furniture cluster in East Westphalia," he adds. "Following this decision, we will now focus on interzum, the leading international trade fair for suppliers to the furniture industry. But as the old saying goes, 'When one door closes, another one opens,' and we are already considering potential new formats for the interim year between the editions of interzum," says Pollmann, giving a clear indication of the scope for fresh ideas.

interzum provides answers to the questions of the future

interzum is the gathering place for the international furniture and interior design industry. The trade fair presents the entire spectrum of the global market like no other sector event. This gives exhibitors and trade visitors a unique opportunity to gain a comprehensive overview of the industry's most important innovations and trends - at a single event.

Megatrends such as the advance of digitalisation, ever-greater individualisation and the desire for greater sustainability are influencing the furniture industry and its products. Innovations in interior design must be more environmentally friendly, more



ZOW
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www.zow.en

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connected and more individualised. interzum consciously responds to these issues by incorporating them into an inspiring event programme. “We connect the creators of tomorrow’s living spaces and actively provide stimulus for the developments that will shape the future,” says Matthias Pollmann. Three themed trend forums at interzum will present inspiration in the context of key new directions in the furniture and interiors industry. They include the Materials & Nature forum, which is dedicated to innovative materials and pioneering production technology, while the Textile & Machinery forum presents the most important trends and innovations in mattress production and related issues concerning the circular economy. A newly developed format will offer visitors and exhibitors even more opportunities for knowledge transfer - with the interzum Academy, the trade fair is presenting a high-quality and visionary lecture programme, supplemented by market-oriented contributions from exhibitors. The interzum Academy will be staged as a hybrid event, meaning it will be hosted both in person in Cologne and digitally.

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Koelnmesse - industry trade fairs for suppliers to the furniture sector:

Koelnmesse is the world’s top trade fair organiser in the furnishings, interiors and design segment. Hosted at the trade fair grounds in Cologne/Germany, the leading international trade fair interzum is an established, central industry gathering that showcases the latest trends and innovations from global suppliers to the furniture industry. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio with international trade fairs in key growth markets around the globe, including interzum bogotá in Colombia and interzum guangzhou in China. As Germany’s leading trade fair for furniture production and interior construction, ZOW offers a further ideal industry platform with its ready-to-market approach.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.english.zow.de/fair/industry-trade-fairs/>

Further information about ambista: www.ambista.com

The next events:

interzum bogotá - The event for industrial wood processing and furniture manufacturing, Bogotá 10.05. - 13.05.2022

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