

Milan Bergamo

interzum

6|7
june
2024

forum italy



Agenda



DESCRIPTION



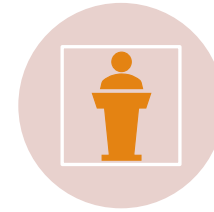
MARKET OVERVIEW



FACTS & FIGURES



CONGRESS



**EXHIBITORS &
VISITORS PROFILE**



TO EXHIBIT



CONTACTS

01

Description

A new format



interzum forum italy will be held on June 6 and 7, 2024 in Bergamo, Italy.

- Biennial event (forum + smart trade show format) in Bergamo.
- A new platform that will alternate with interzum cologne and cover all the product categories included in interzum with another innovative format.
- Focus on a high-level congress where topics of general interest to the industry will be covered.
- During the two days of exhibition, the calendar of events will be able to intersect and bring to life in parallel events with different dynamics and purposes (talk, matchmaking, product/trend stage) for different audiences in the supply chain.
- The location in Bergamo facilitates and encourages visits by different target visitors from all over Europe.
- It caters to a wide range of visitors, from Italy and all over Europe: furniture manufacturers, designers and architects, investment groups, contractors, industry.

interzum forum italy in synthesis

FORMAT

Koelnmesse presents a biennial event in Italy with a focus on a high-level congress plus small related trade show event.

CALENDAR

interzum forum italy will be held in even-numbered years alternating with interzum cologne.

LOCATION

It will be held from June 6-7, 2024 at the modern fairground of Fiera di Bergamo. Easy to reach from both Italy and abroad thanks to the nearby highway and Orio Al Serio airport.

EXHIBITION SEGMENTS

Focus on: Function & Components, Materials & Nature e Textile & Machinery



Media
Partner

ambiente **cucina** **compolux**

FURNISHING
IDEA COMPONENTI, SEMILAVORATI
ED ACCESSORI PER L'INDUSTRIA
DELL'ARREDAMENTO

compo
ARREDO

DESIGN &
CONTRACT

ELLE **DECOR**

italian
LIGHTING

italy **export**


Partner



02

Market overview

Market in Italy

The furniture and furniture manufacturing market is subject to continuous challenges, innovations and transformations. The wood and **furniture manufacturing sector in Italy** has been **the most resilient** during the pandemic. The wood-furniture supply chain had **the best post-pandemic performance: +8.7% vs. 2019**.

Italy is the second largest furniture producing country in the European Union, behind Germany and ahead of Poland, France and Spain.

The year 2022 ended with +12.7% vs. 2021 with a production value of 57 billion Euro.

The domestic (Italian) market is worth 35.6 billion Euro (+12.3% vs. 2021).

While exports, which account for 37% of the total turnover volume, increased by 13.3%, driven in particular by the USA.

In 2023, the turnover of the furniture market in Italy is approximately **17.57 billion USD**.

According to forecasts, the market volume will reach 19.33 billion USD in 2027; this corresponds to an annual sales growth of 2.42%. The largest market segment is bedroom furniture, with a market volume of approximately 3.84 billion USD in 2023.

Considering these figures, companies producing components and sub-furniture for the furniture industry find a flourishing market with enormous business opportunities in Italy.

Market in Italy

For the T&M sector and office component manufacturers, there is a gap in the Italian trade fair scene and thus a great interest in an exhibition event in Italy.

Some data then on these sectors specifically:

Mattress consumption has grown globally and, as far as **trends** are concerned, upholstered furniture is seeing a growing demand for products that are sustainable to meet global challenges, intelligent, i.e., able to adapt to different consumer needs, versatile and customisable and, increasingly important, extremely comfortable. **The Italian market is the largest** in terms of the number of mattress manufacturers. There are 3000 mattress producers in Europe, of which about 1200 are Italian. Italy is important because Italian mattresses are the most innovative.

As of 2021, the market for office furniture has also picked up. The demand for home office tables, especially those that are height-adjustable, and for nomadic and flexible furniture that adapts well to the home space is growing strongly.

Market in Italy

WOOD-FURNITURE SUPPLY CHAIN:

Turnover 56,6 billion Euro
+12,7% (2022 vs 2021)

Export

21 billion Euro (37% of the total turnover)
+13,3% (2022 vs 2021)

Sales in Italy

35,6 billion Euro
+12,3%

These results can be attributed to the following factors:

- effectiveness of building bonuses
- rediscovered centrality of the home during the pandemic
- undisputed excellence of Made in Italy
- continuous investment by companies in research and innovation and hence the importance of semi-finished products.

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Facts & Figures

interzum forum italy 2024

Organizer:
Koelnmesse Italia

Dates:
6-7 June 2024

Location:
Fiera di Bergamo

Opening times:
9-18

Admission:
Free ticket
Reserved exclusively for professionals





Location

Fiera di Bergamo is a large and modern exhibition center in the heart of Lombardy.

The fairground includes a 16,000sqm indoor area, a 35,000sqm outdoor area, a 440-seat conference center, multipurpose halls, bar, restaurant, self-service, and 2,400 parking spaces near the entrance.

The fairground offers exhibitors and visitors a **free shuttle bus service** to and from the airport and train station.

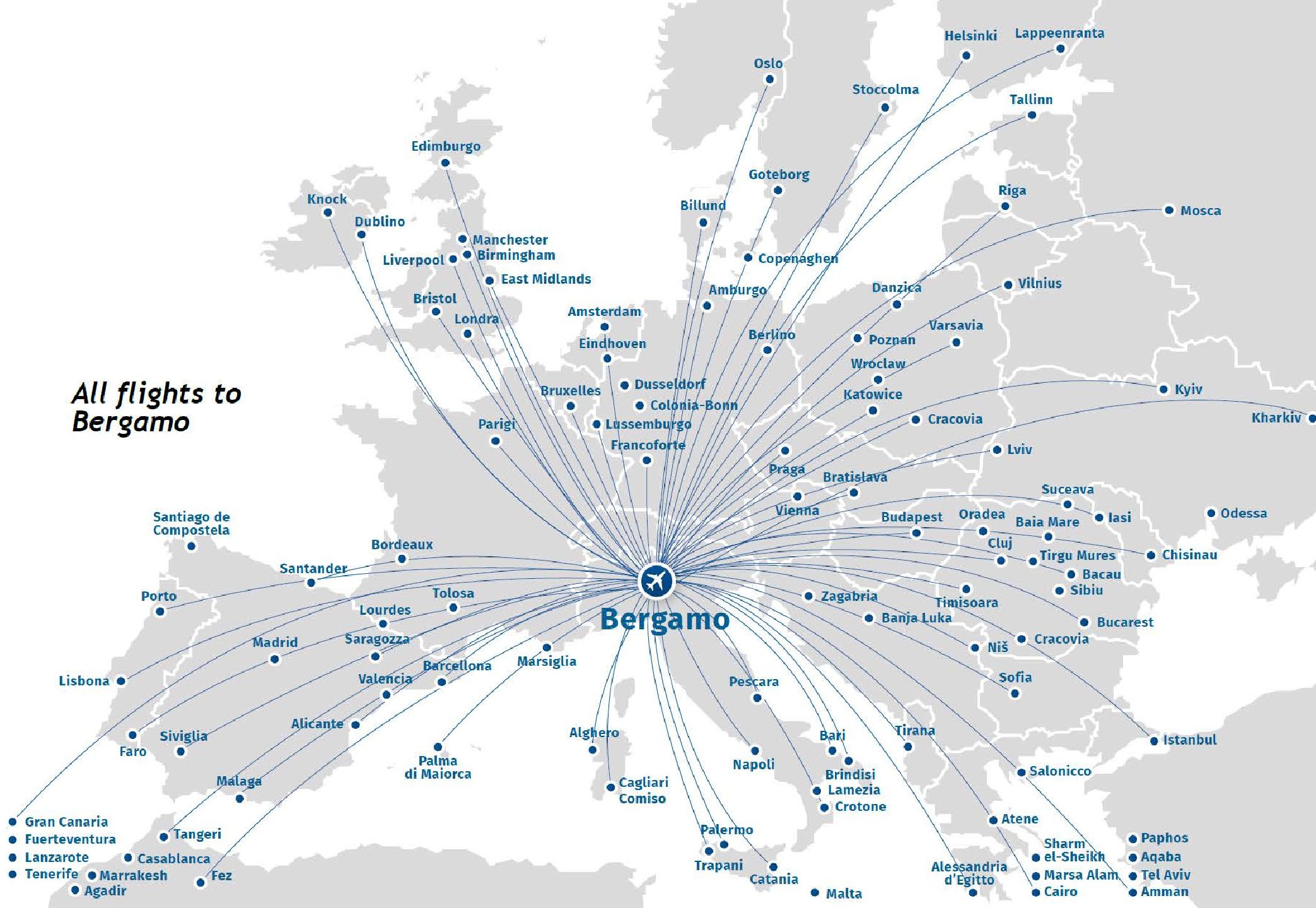


An ideal meeting point in Italy



- Bergamo is in the heart of Lombardy; it can welcome exhibitors and visitors from all over Europe thanks to its international airport Milan Bergamo.
- Milan Orio Al Serio International Airport is only 3 km from the fairground. It connects Bergamo with 135 destinations in 37 foreign countries.
- Fiera di Bergamo is strategically located in the center of Northern Italy, the business center of Italy.
- The city offers extensive tourist and business facilities.

All flights to Bergamo



AIRLINES

All airlines flying to Orio al Serio:

- Ryanair
- Easy Jet
- ITA
- Eurowings
- Vueling
- Volotea
- Neos
- Wizz Air
- Turkish Airlines
- Blue Air
- Tuifly Belgium
- Transavia
- Pegasus Airlines
- Arkia Israeli Airlines
- Albawings
- Albatar
- Air Arabia Moroc
- Air Arabia Egypt
- Air Albania



Bergamo and surroundings

- Unesco Heritage
- Capital of Culture 2023
- Wine and food route in the wine cellars of Franciacorta
- Lago d'Iseo and Lago di Garda
- Just 50 km from Milan, Italy's shopping and nightlife capital
- An hour and a half's drive from Verona, the city of Romeo and Juliet
- Venice reachable in just over two hours

04

Congress

The Congress



interzum forum italy will develop around the congress, organised in collaboration with high-level partners and addressing the most topical issues for the sectors involved.

The congress curator is Ms. Donatella Bollani, Architect and Editor, who will work with us to set the topics and select the speakers.

From compliance aspects to innovation and environmental issues; from the universe of services to the digitalisation drive that is changing the way we live our spaces.



New formats and thematic pathways will help industry operators and companies to obtain an up-to-date overview of the current situation and a clear vision of the future.

The events will be organised in collaboration with institutions, universities and research institutes specialised in the issues identified and with the companies present.

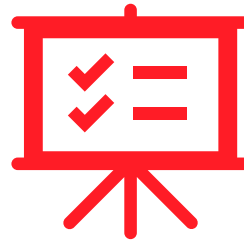
The Congress format



TALKS



**TREND
STAGE**



**PRODUCT
STAGE**



**OUTDOOR
MEETING
AREA**



MATCHMAKING

Content format: Talks



The core sessions of the Forum will consist of 1/1.5 hour talks with leading experts and opinion leaders on the core topics of the event.

Meetings with 3 or 4 guests moderated by Ms. Donatella Bollani and/or by a media partner journalist.

Content format: Trend Stage



The most authoritative voices on the topics of evolutions in taste, trends in colours, finishes and textures, and new ways of living spaces, will alternate short speeches on the Trend Stage.

The areas may be set up by the exhibitors with their finishes, technologies, furniture and components.

Content format: Product Stage



New products, processes and services, showcased by companies with the support of journalists and opinion leaders, will be presented in the Product Stage areas.

The presentation program will be validated by the content managers and included in the events agenda and communicated together with the Trend Stage meetings and the Talks.

Content format: Outdoor Meeting Area



An outdoor area facing the hall exits will serve as an extension of the exhibition spaces, for products dedicated to outdoor installations (finishes, technologies, accessories, etc.), and an opportunity to give space to dedicated meetings on topics of greatest interest.

Content format: Matchmaking



The Matchmaking service is a key event that allows companies to schedule meetings at the fair with key players in the industry.

Topics

1.

Markets Outlook

- Outlook of national and international markets (furniture, accessories and finishes)
- Low environmental impact and certification, what the market demands, ethical communication

2.

Innovation

- Production process innovations, digitisation, waste reduction, energy saving, etc.
- Colours and varnishes, highly resistant and environmentally friendly
- Digital interfaces and IoT

3.

ESG & Sustainability

- Environmental regulations, Green Taxonomy and ESG, how the supply chains are changing, etc.
- Sustainability reports, the European time-line

4.

Trends

- CMF (Colours Materials Finishings), new approaches and methodologies, etc.
- Physical and virtual interfaces, how finishes are changing between materials and digital aesthetics

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Exhibitors & Visitors profile

Exhibition Segments



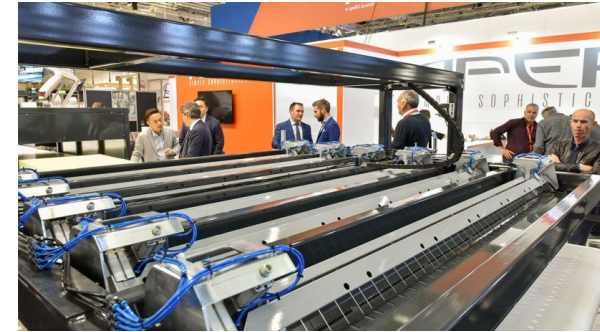
Function & Components

Lamps and lighting systems, semi-finished products for cabinet, kitchen, office and modular furniture fittings, locks, built-in parts.



Materials & Nature

Wood, veneers, parquet flooring, interior works, decorative surfaces, decor papers, laminates, wood-based panels, laminated plastic, mineral materials, edges, surface treatments, embossing cylinders, press plates.



Textile & Machinery

Machinery for upholstery and bedding, upholstery materials, upholstery accessories, cover fabrics, leather, adhesives.

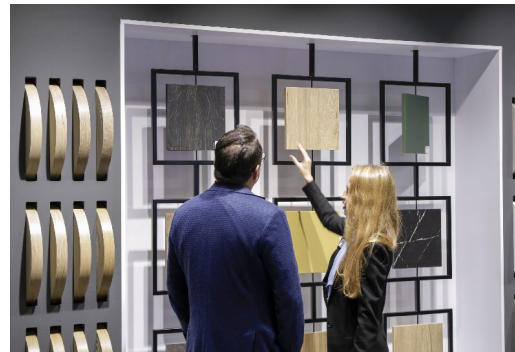
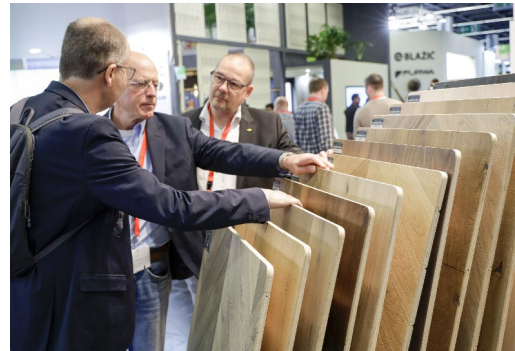
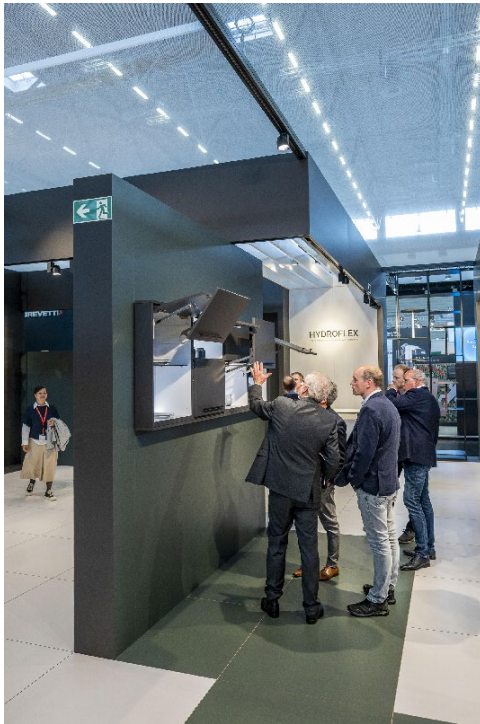


Exhibitors profile

interzum forum italy is aimed at manufacturers in the following product categories:

- Manufacturers of furniture components
- agents
- distributors
- Service providers
- importers
- wholesalers
- associations
- institutions
- trade

Visitors profile



interzum forum italy is an important multi-channel platform where manufacturers, quality visitors and industry experts can meet.

- Furniture manufacturers
- Architects
- Interior designers
- Designers
- Office decorators
- Contractors
- Planners
- Industry
- Specialized trade

06

To exhibit

Layout

❑ HALLS

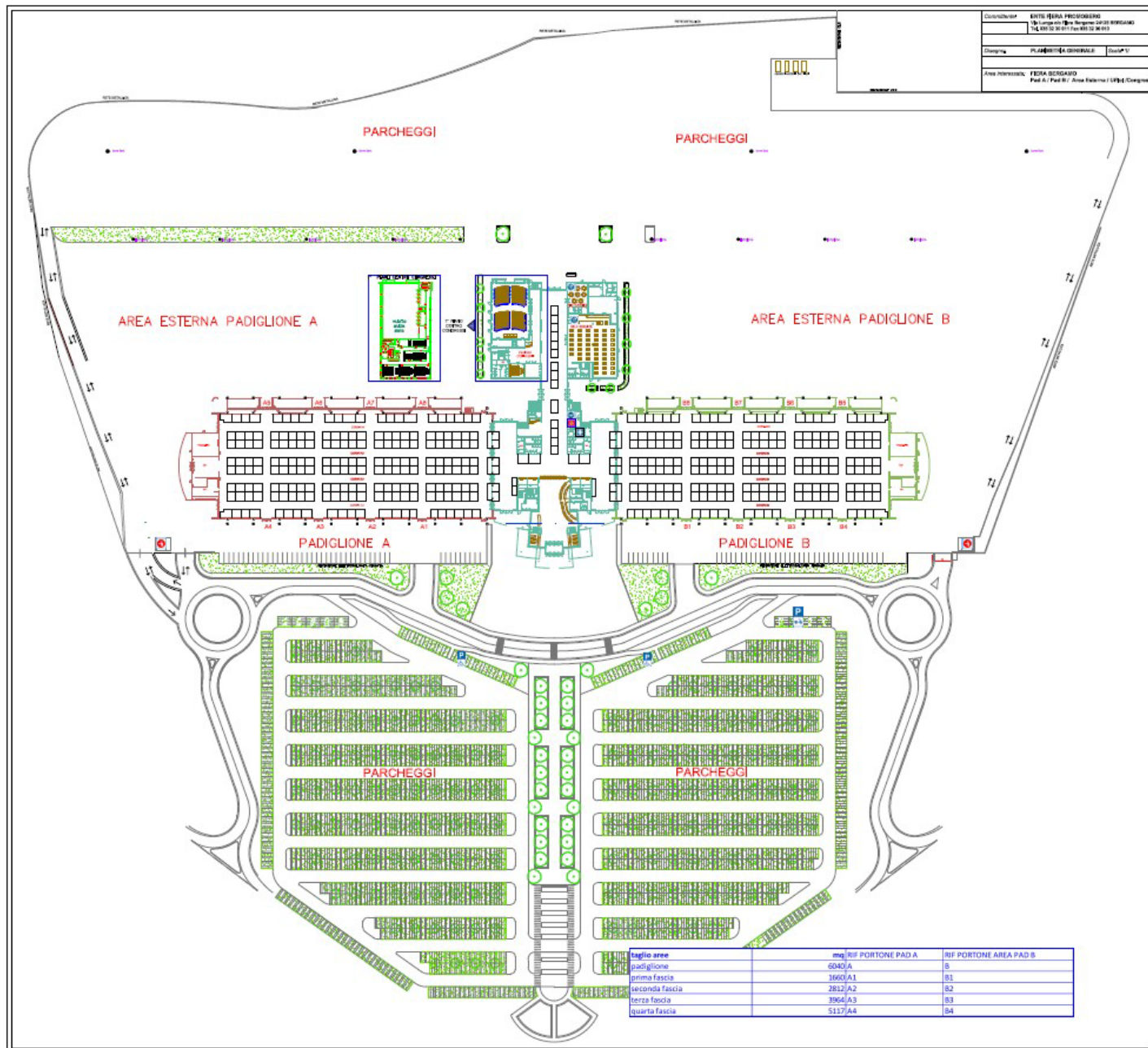
Two halls of 6,000 sqm each.

❑ PARKING

Easy logistics for both visitors and exhibitors thanks to a comprehensive range of services.

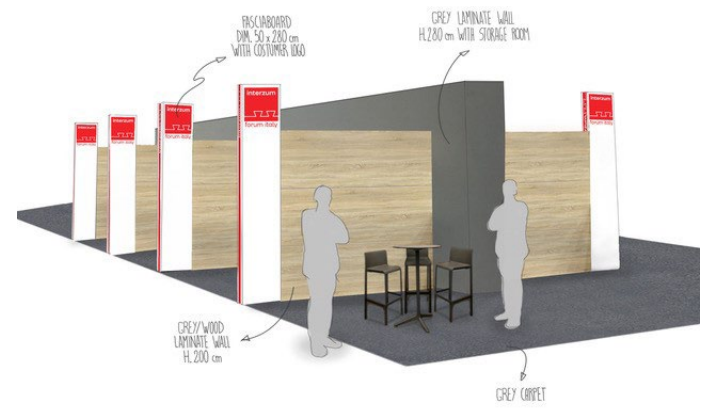
❑ OUTDOOR AREA

Large outdoor area available for special activities (trucks, demos, ...).



Exhibition solutions

Exhibitors have the opportunity to participate in interzum forum italy in two different ways:



RAW SPACE

The best solution for larger spaces (up to a maximum of 120sqm), where exhibitors can use their own set-up and create a venue that suits their corporate identity and image.

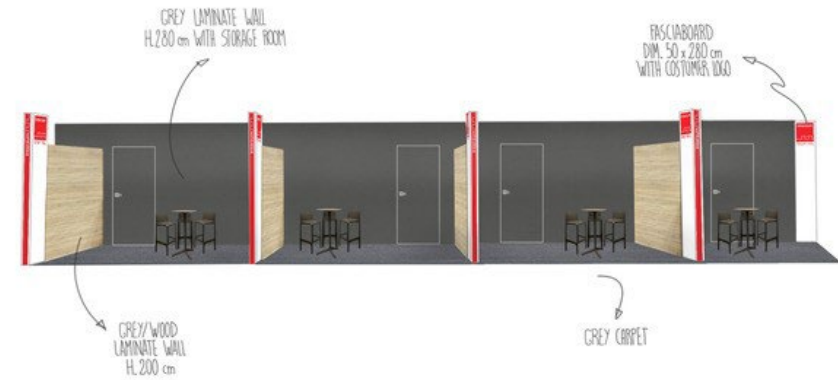
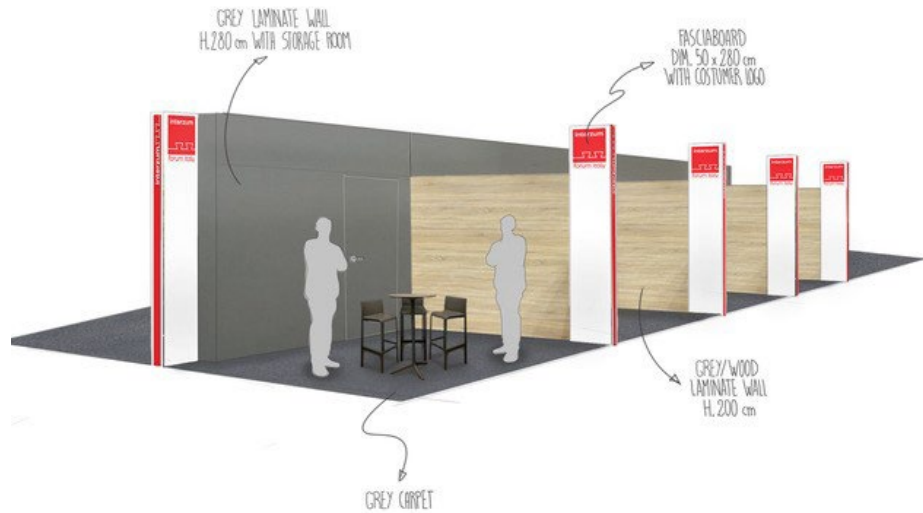
STAND PACKAGE

Modular stands, from 12sqm (up to a maximum of 120sqm). A practical solution that minimises organisational effort and set-up and dismantling.

BOULEVARD

Display wall (2,5m or 5m) with desk and stools to welcome customers. An agile and economical solution.

Some images of the layout



Rates



EARLY BIRD (registration until 24th November 2023)

Raw space*:

stand with 1/2 open sides 175 €/sqm
stand with 3 open sides 180 €/sqm
stand with 4 open sides 185 €/sqm

Stand package:**

stand 12 sqm 4.200 €
stand 24 sqm 8.400 €
stand 36 sqm 12.600 €

Boulevard:

Option A (2,5 m) 2.900 €
Option B (5 m) 3.700 €

From 25th November 2023

Raw space*:

stand with 1/2 open sides 195 €/sqm
stand with 3 open sides 200 €/sqm
stand with 4 open sides 205 €/sqm

Stand package:**

stand 12 mq 4.620 €
stand 24 mq 9.240 €
stand 48 mq 13.860 €

* maximum stand size 120 sqm.

** prices quoted are for stands with 1/2 open sides. It is possible to request stands with 3 open sides from 24 sqm and with 4 open sides from 48 sqm.
Compulsory fee of 500 € per exhibitor.

SPONSOR PACKAGES

interzum



SPONSOR SILVER
€ 1.000

- Logo on the trade fair official website
- Logo in the official printed catalogue
- Showcase platform -> Standard package



SPONSOR GOLD
€ 2.500

- Logo on the trade fair official website in **priority position**
- Logo in trade fair promotional newsletters
- Logo and company profile in the official printed catalogue
- Showcase platform -> Plus package
- **Advertising page in the catalogue**
- **Logo in the graphics at the trade fair and in the conference area**
- **5 extra invitations to the fair's restaurant**
- **Sharing of 3 LinkedIn contents**



MAIN SPONSOR
€ 5.000

- Logo on our official website in **top position**
- Logo in trade fair promotional newsletters
- Logo and company profile in the official printed catalogue
- Advertising page in the catalogue
- Logo in the graphics at the trade fair and in the conference area
- **10 extra invitations** to the fair's restaurant
- **Sharing of 6 LinkedIn contents**
- Showcase platform -> Extra package
- **Entrance ticket sponsorship**
- **Graphics in customized outdoor space**
- **Pop-up on the trade fair homepage with logo and stand position**

07

Contacts

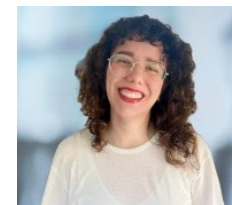
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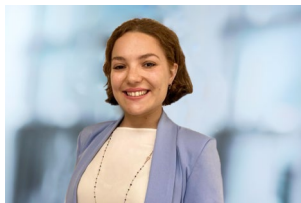
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