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interzum forum italy - the new trade fair event in Bergamo - announces partnerships and collaborations

More than 290 Italian companies were involved in the international success of interzum 2023 with 1,600 exhibitors. This proves the great interest of the Italian industry in an event that shows new trends of tomorrow and always presents exciting innovations for the supplier and interior design industry.

In conjunction with the other trade fairs in the portfolio of Koelnmesse, like imm cologne and ORGATEC, the new trade fair interzum forum Italy will be dedicated to the Italian and nearby European markets and will take place on 6 and 7 June 2024 in Bergamo. An ideal location due to its central position in the heart of the main furniture and design district, easily accessible from all over Italy and abroad, thanks to a dense network of transport connections and close to Orio al Serio international airport.

interzum forum italy is planned as a two-day focused event with minimal organizational and financial effort for both exhibitors and visitors. In addition to the presentation of new products on the exhibition area, current industry topics will be discussed in the congress program. "We are very positive because since the launch of interzum forum italy we have noticed a strong interest in this new format among companies. As of today, we plan to occupy both halls of the exhibition center: a net area of 6,000 sqm with around 300 exhibitors. Around 6,000 visitors from all over Europe are expected," says Thomas Rosolia, CEO of Koelnmesse Italia.

Another significant advantage of the interzum forum Italy will be its diverse conference program, which is designed to appeal to a wide range of participants in the furniture and design industry. This program is intended to attract the key players of the industry, including manufacturers of furnishing materials and technologies, planners, design studios, and interior designers.

In addition to the institutional talks, a Trend and Product Stage will be set up, where the tight schedules of short B2B meetings will be an opportunity to deepen into the topics of greatest interest and, for companies, to present their new product. Trends, new technical and technological solutions, new materials, digitalization for production and services will be just some of the topics discussed and that will also characterize the special event areas.

"We are working to provide industry professionals with a high-level congress that will be informative and educational. In this context, we are pleased to announce our collaboration with research organizations, market research institutes, strategic consulting firms, and universities. These partnerships will not only enrich the congress but also infuse it with a strong scientific content," Thomas Rosolia continues.



interzum forum italy
6-7 June 2024
www.interzum-forum.it/en

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Among the first confirmed: the CSIL Study Centre (Market Research), the Digital Innovation Observatories of the School of Management of Politecnico di Milano (Digital innovation intelligence), the Department of Materials Science of the University of Milan-Bicocca (Research activities), the consortium POLI.Design (Post graduate school in design), ADI Industrial Design Association and the Italian-German Chamber of Commerce AHK Italien”.

interzum forum italy will be held on 06 and 07 June 2024 at Fiera di Bergamo.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

Further information: <https://www.interzum.com/en/trade-fair/interzum/industry-trade-fairs/>.

The next events

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne, 24.10. - 27.10.2023

imm cologne - The interior business event, Cologne 14.01. - 18.01.2024

interzum guangzhou - Asia's leading furniture production fair, Guangzhou 28.-31.03.2024

interzum bogota, International fair for industrial wood processing and furniture manufacturing, Bogota 14.-17.05.2024

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokio 29.05. - 31.05.2024

Note:

Photographic material for interzum forum italy is available in our image database in the press area at: <https://www.interzum.com/en/press/multimedia/image-database/image-database-interzum.php>.

Further press information is available at:

www.interzum-forum.com

We kindly request a specimen copy of publications.

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