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#interzum

Premiere of interzum bogotá: successful start for the first edition in Colombia

115 exhibitors from 14 countries presented themselves at the trade fair for wood processing, furniture production and interior design in the Colombian capital

The first edition of interzum bogotá opened its gates for more than 10,000 visitors from 10 to 13 May 2022. The trade fair, which had long since established itself under its former name of "Feria Mueble y Madera" as the central meeting point for the wood processing, furniture production and interior design industries in Colombia, the Andes region and the Caribbean, this year took place for the first time as part of the interzum family. The trade fair is organised jointly by Koelnmesse and Corferias. An even more international platform for unique brand experiences, valuable network encounters – and thus the possibility for international companies to enter the Latin American and Caribbean market, while at the same time opening up new sales markets to regional companies, such as in Europe or the USA – that is the formula for success of interzum bogotá.

A four-year interruption has intensified the expectations for the most important trade fair in Latin America – and they were met: following the re-branding to interzum bogotá, the event presented itself as a central meeting point for the wood processing industry, furniture manufacturers, interior decorators and other industry participants with an international reach. And like everywhere in the world, the increased need for personal exchange and live experience following the corona interruption was perfectly addressed. In the process, the comprehensive trade fair concept convinced with its focus on sustainability, design, the circular economy and innovation across the board, as the figures show: with more than 10,000 trade visitors and 115 exhibitors from 14 countries, the first edition of interzum bogotá met the goals set and achieved a convincing result with expected business of more than 3 million USD. "After four days, interzum bogotá had achieved its ambition of being a benchmark trade fair for Latin America and the Caribbean for the furniture manufacturing and wood processing industries", says the Executive Director of Koelnmesse SAS in Colombia, Christian Guarín.

Successful networking: more than 500 concluded business transactions

The successful re-branding of the trade fair was evident not only in terms of content but also with regard to international significance: the international participation was impressive with well-known companies like Arauco, Arkopa, Elektroteks,



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Fecken-Kirfel, Häfele, Jowat, Karebant, Kronospan, Lignadecor, Makita, Mammut, Rehau, Stihl and Wilsonart. In addition to this, country pavilions, including those from Turkey, Brazil and Chile, bore witness to the economic importance of interzum bogotá and the entire regional market. The trade fair provided a perfect platform for qualified business contacts: over the four days of the trade fair. Numerous business transactions were concluded with a volume of more than 3 million USD. This reflects well on the commitment of Koelnmesse and Corferias to continue to offer the industry a perfect environment for business opportunities and to solidify the positive image of Colombia and the region in the world.

"interzum bogotá unites everything necessary for a trade fair with a strong impact. It has enormous clout and is able to meet the requirements of important protagonists of the industry for making business more dynamic and advancing the opening of new markets", says Andres Lopez Valderrama, CEO of Corferias.

Focus: a sustainable raw material

A special area of focus of the trade fair was the consideration of the entire value creation chain, from forestry to interior design. The result offered the trade public in Bogotá an exciting trade fair experience: all relevant actors and content were involved and incorporated into an extensive, exclusive concept of brands and product presentations, as were additional exciting themes. More than 34 events could be visited on the four days of the trade fair, such as the "Smart Talks", the "Madera, pilar del crecimiento verde" (Wood, a pillar of green growth) forum organised together with Fedemaderas, the Colombian national association of the wood processing industry, or business matchmaking in cooperation with the WWF. These programme points reflect the special importance of forestry and wood processing at interzum bogotá: various types of wood, sub-products and their use were presented in PIAZZA - Design District, an area of around 200 square metres. Unique materials of Colombian origin like fique, corn, banana and seaweed were presented in an experience zone and aimed at the intersection between architecture and design through integration into spaces. Juan Miguel Vásquez, Director of Fedemaderas, sees a strong dynamic in the wood economy of Colombia: "The country still has enormous potential for the cultivation of wood for commercial use. Here is a gigantic opportunity for growth, new jobs, social impact companies – and especially for increased consciousness of end consumers for the importance of legally and sustainably produced wood." The successful trade fair concept of interzum bogotá and the registered business successes resulted in a great degree of satisfaction on the part of the exhibiting companies. Thanks to the possibility to meet a relevant trade public and potential buyers, and to at the same time advance innovation within the industry, one thing is clear for many exhibitors: they will be returning to interzum bogotá. "We have already decided to be here again at the next edition in 2024. This event exceeded our expectations and the results of our forecasts. We have found a new business partner and have at the same time initiated business for the near future with Colombia, Peru, Ecuador, Bolivia and Guatemala; all this in the context of interzum bogotá", according to Héctor Silver, CEO of Mahexa Forestal.

Häfele Colombia SAS was also highly satisfied with the result at the trade fair in

Bogotá. "After only two days, we had already made more than 200 qualified contacts. In 2024, we can look forward to a very interesting edition, because important brands will once again be there that were absent this year because of the pandemic", according to the CEO in Colombia, Helberth Ramirez.

The organisers, Koelnmesse and Corferias, can thus confidently look forward to interzum bogotá 2024: "The successful premiere of interzum bogotá this year provides the perfect foundation for the next edition in 2024. We were able to address the requirements of exhibitors and visitors with our concept and have already received feedback from many exhibitors that they will return next time and even want to expand their presentation further", says Christian Guarín.

The next interzum bogotá will take place from 14-17 May 2024.

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. 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. More information: <https://www.interzum.com/trade-fair/interzum/industry-trade-fair/>

Further information about ambista: www.ambista.com

The next events:

Interzum - Furniture Production Interiors, Cologne 09.05 - 12.05.2023

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