

imm cologne 2010: The best in many years!

HIGHEST EXHIBITOR SATISFACTION LEVELS

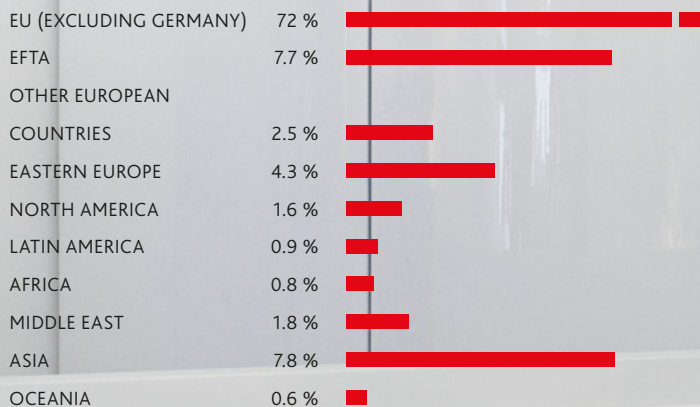
An 18 per cent increase compared to 2009! A clear majority of the exhibitors were very satisfied with imm cologne 2010. And more than two thirds have already decided or are planning to participate in imm cologne 2011.

International trade visitors and end consumers

Approximately 100,000 visitors from 121 countries flowed through the halls of imm cologne 2010 and ensured excellent sales figures. On the public days, imm cologne welcomed 23,000 visitors.

Foreign trade visitors by origin

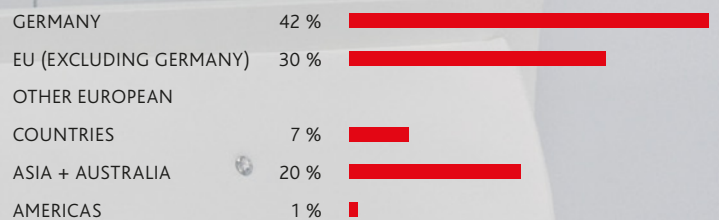
The visitors at imm cologne 2010 came from all the important areas of the furnishing and interior design scene. Almost 80 per cent of the visitors had decision-making authority at their companies.



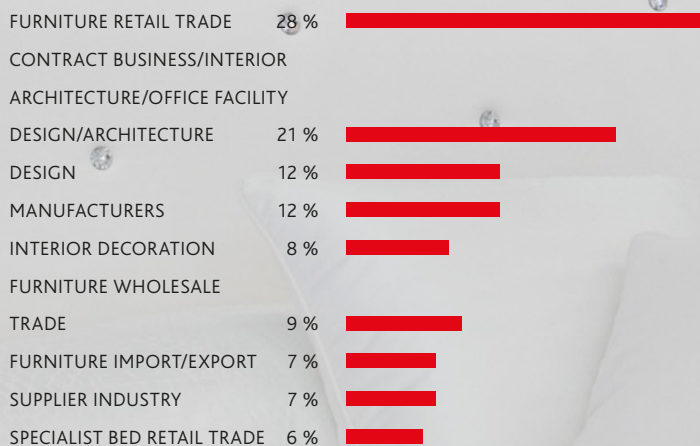
Exhibitors from around the world

Bucking the current trend, imm cologne 2010 managed to increase its exhibitor numbers: 1,053 exhibitors from 51 countries were represented. More than 58 per cent of exhibitors came from outside Germany – a number that confirms the international relevance of the trade fair. Their participation paid off: the exhibitors were delighted with their excellent results.

Exhibitors by region of origin



Trade visitors according to segments*



Source: Koelnmesse GmbH