



INTERZUM FORUM ITALY: NEW EVENT MAKES ITS DEBUT IN JUNE 2024

Koelnmesse announces a new biennial event for the furniture production and interior design industry with interzum forum italy

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The interzum forum italy presents an inspiring congress format with an accompanying exhibition area specifically tailored to Italy and its neighbouring countries, but also to other major European markets. The innovative format will be hosted on 6 and 7 June 2024 at the Fiera di Bergamo trade fair grounds in Bergamo, Italy. The event's concept focuses on a rich two-day programme of high-calibre lectures, which will offer deep insights into the latest trends, the most interesting innovations and current market developments. The congress format will be accompanied by an exhibition focusing on the interzum product segments such as offices, upholstery and textile machinery as well as surfaces and fittings. *"The interzum forum is an ideal platform for the Italian market, one of the most important markets in the industry.*



Many of the central questions of the industry considering the requirements of the Italian market can and will find new solutions here in the competition of ideas and innovations", says Matthias Pollmann, Vice President of Koelnmesse.

"This broad set of lectures, networking and business opportunities, combined with workshops and matchmaking, will make inter-



zum forum italy the ideal place to discuss current industry trends. The event will provide the perfect forum for shaping the innovations that are driving rapid transformation in the markets and having a significant impact on production chains and the skills required for the furniture production and interior design sectors", says Thomas Rosolia, Managing Director of Koelnmesse Italia.

"interzum 2023 in Cologne has demonstrated the importance of being closer to companies by creating opportunities for discussion and providing an in-depth analysis of key topics for the industry", adds Thomas Rosolia. *"We are now responding to the industry's need for a streamlined and visitor-friendly format in Italy as one of the major furniture-producing countries in Europe. In the years when interzum is not hosted in Cologne, we will offer industry professionals a mix of a congress with current, high-level topics and an exhibition section."* interzum forum italy has chosen the Fiera di Bergamo trade fair grounds, as it is an already well-established exhibition complex, strategically located in the heart of Lombardy with excellent infrastructure connections. These fairs comprehensively represent the interior and design segment, suppliers to the furniture and interior construction industries, the kitchen world, all topics for the modern working world, garden lifestyle as well as public spaces, sports and leisure facilities as well as sauna, pool and ambience. Further information: <https://www.interzum.com/en/trade-fair/interzum-2023/industry-trade-fairs/>

Also available on the dedicated website: www.interzum-forum.it/en

Next events:

interzum: 20-23 May 2025

interzum guangzhou: 28-31 March 2024

interzum bogota: 14-17 May 2024

interzum forum italy: 6-7 June 2024

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