

## Speech by Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, at the press conference on the new Hall 1+ concept

imm cologne 2020  
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Gerald Böse:

Ladies and gentlemen,

The world of interior design is facing constant changes that bring with them tremendous challenges and paradigm shifts. For more than 70 years, imm cologne has not only comprehensively represented the international diversity of the interior design world in a compact, structured showcase, but also systematically honed its fitness for the future - just as LivingKitchen has done as well. We have always devoted special attention to responding to the social and global trends that are influencing our lives. With our exciting, emotionally appealing interior worlds, we offer our visitors added value in terms of content and enable all of them to create their own personal interior moments. To generate this added value with a differentiated, personal approach and to communicate it clearly, we are developing formats such as the Let's be smart - Smart Village special exhibition, which is where we are today, and Future Technology at last year's LivingKitchen. These formats present a forward-looking, but realistic approach to the fraught question of new technologies versus realistic added value - because the question that interests all of us is how will we live in the future?

The smart home, the Internet of Things and artificial intelligence are three concepts that are certain to shape our lives in the future. Even today the market for smart home devices is already growing constantly. However, the full potential that networked technology offers is still only in its infancy. Sales of smart home technologies are forecast to generate Euro 19 billion by 2025 in the German market alone (source: Deloitte), and further strong growth is predicted beyond that. When you look at the potential that this field opens up, it becomes clear just how significant smart living, or the connected home, is for many industries. These developments and solutions geared towards simplifying daily life in private households are among the potential key technologies of this decade. But the question is how can they be integrated into life as a whole? How can we connect processes outside our own four walls and move from the smart home to smart living, or better still to urban living?

One thing is clear: Life as a whole will become much more digital in the none-too-distant future. Even today the kitchen, which is often the heart of our homes, offers many areas in which smart applications can fulfil useful roles. Many kitchen

manufacturers and kitchen appliance manufacturers have recognised this and are enhancing their products for the kitchen segment with intelligent technology and connectivity. But it's not just the kitchen - our homes as a whole are increasingly constantly online. Yet this development is still only at the beginning. Whole residential streets, cities and regions will be connected to each other. This will have an impact on education, energy, health, transport and public administration in particular. Tomorrow's city will be smart - just as all our homes will be smart and connected. However, so far no one has presented this to a sufficient degree or in a way that allows us to see the future. This is something we want to change. After all, ladies and gentlemen, what we are undoubtedly lacking today, from both a European and an international perspective, is an issue-based approach, focused on future everyday realities instead of silos focused on individual technologies and sectors because they only ever shed light on isolated aspects. This is something we want to change!

We have taken an initial step in this direction with the "Let's be smart" presentations here at imm cologne and the "Work to go" initiative at ORGATEC. The "Let's be smart" special exhibition addresses the added value to be found in technological innovations. It showcases products and services from various sectors, manufacturers and trade disciplines, which are integrated into complete, user-orientated living environments for individual consumers and our wider society. The exhibition concept gives visitors the opportunity to engage constructively with the technology as it relates to their own everyday reality.

By continuing to develop overarching presentations like these, we want to offer exhibitors the opportunity to position their products and services in the context of the user's everyday experience. This will give exhibitors the chance to showcase their brand universe and their ideas, or - as in the case of "Let's be smart" - to stage their products as part of a themed installation. Our goal is to further increase the degree to which individual companies are showcased as an integrated thematic element of the overall picture, which is something that has not been seen in this form anywhere before.

New thinking, ladies and gentlemen, calls for new solutions. With our plans for imm cologne and LivingKitchen 2021 in Hall 1+, we are targeting a great many innovative companies from the electrical appliances, telecommunications, energy and mobility segments. The new Hall 1+ is part of the "Koelnmesse 3.0" action plan, which includes investments totalling around Euro 700 million by 2030. This suite of measures will see us develop our fairgrounds and infrastructure in line with the requirements of the trade fair business in the years ahead. Above all else, this means meeting the needs of Koelnmesse's exhibitors and visitors. In doing so, Koelnmesse is making an investment - not only in the future of the trade fair location, but also in the future of the entire region. With the concept for Hall 1+, we are creating an experience space based on three principles: the thematic framework, a coordinated physical presentation and the transfer of knowledge through event formats. The purpose of this dialogue between experts, scientists and industry representatives is to attract new visitor target groups from the B2C and B2B segments as well as from the specialist trade.

Matthias Pollmann:

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Ladies and gentlemen,  
we see the concept described by Mr Böse as a link to winning back key LivingKitchen exhibitors from the built-in electrical appliances industry. By this I mean first and foremost names such as Miele and the BSH Group, but we will also be speaking to other companies such as Haier, Panasonic and LG among others. We also see links in connectivity and control, building security, convenience and lighting, home entertainment, and digital service providers - just as we can already see here in exemplary form. But we want to go a step further. Within the telecommunications sector, companies such as Deutsche Telekom and Vodafone as well as Huawei and local providers like NetCologne are on our list of target customers. With regard to the energy issue, we will certainly make contact with both innogy and RheinEnergie to get them excited about our concept.

The following focus topics will provide the thematic framework for these spatial presentations: the smart village, connected kitchen, supermarkets and food delivery, infrastructure, telecommunications & energy, education. As you can see clearly from the hall plan, the specialist trade will occupy a large area of our space. In particular when it comes to this target group, we expect to see significant change processes in sales approaches over the next few years. For traders, digital technologies are particularly promising when it comes to the virtual presentation of living spaces and kitchens. More and more companies are going to introduce augmented reality - computer-aided perception enhancement - to achieve this. imm cologne is committed to harnessing the whole spectrum of opportunities offered by digital technology. That is why we have taken the first steps in this direction over the last few years with Touch, which can be found in the North Boulevard. The long-term goal is to create a dedicated focus area for the digital economy, and to offer online retailers, platforms and portals, as well as suppliers, a forum of their own.

Gerald Böse:

Thank you very much, Mr Pollmann. As you can see, the furnishing world is facing disruptive changes in the industry landscape and as a result of digitalisation. Our task, working with the industry, is to take up and reflect these changes. We will be taking an important step next year when we present the topic of urban connected living in Hall 1+. imm cologne and LivingKitchen are thereby increasingly evolving into the place that answers the question "How will we live in the future?"

Curtain up on the future!

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