

Orgatec – Oct. 21-25, 2008 in Cologne, Germany

**ORGATEC PREVIEW – AN INTERVIEW WITH
METTE PETERSEN, PRESIDENT KOELNMESSE,
INC., CHICAGO**

Chicago July, 2008

What can U.S. dealers find at ORGATEC that they might not be able to find at U.S.-based events?

Mette Petersen:

“Orgatec will present the entire value-added chain of the office and business world – from space planning, selection of furnishings and the approval process. Attendees will be dealers, architects, interior architects, designers, the office specialist trade, facility managers as well as industry buyers. What makes this event unique is the international character: we expect 700 suppliers from all 5 continents. Like most larger industry events in Europe, Orgatec only takes place every other year and therefore presents a very targeted effort for manufacturers to present themselves to the trade. Our last event in 2006 attracted 57,000 attendees from 122 countries, over 50% came from outside of Germany.

What are the primary reasons a large U.S. dealer should consider attending ORGATEC?

Mette Petersen:

“Orgatec provides US dealers a great chance to source international products in the Furnishings, Lighting, Flooring, Acoustics and AV technology segments. Many of our US attendees come back positively surprised about the great variety of contacts they made. A South Africa manufacturer can find a dealer in Australia or a buyer from Pakistan might find a manufacturer from Poland. Orgatec is much more than just a European trade show and many deals there are made in currencies unrelated to the EURO. Attending this event provides



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an entry to sourcing channels which are simply not available at US industry events. "

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If I'm a dealer attending ORGATEC for the first time, what can I do to ensure that I make the most of my valuable time while at the show?

Mette Petersen:

"Like with anything, preparation is key. 4-5 weeks prior to Orgatec we will offer a web based match making service enabling buyers to seek out manufacturers. U.S. dealers can use that tool to contact exhibitors regarding particular areas of interest and post questions about products features and designs. This matching tool is an effective way to arrange meetings prior to this event. Orgatec will also feature the optimal use of office space via special events and demo lounges called "Hot Spots" throughout the fairground. Each hall will have signage maps pointing to the location of those special events. US Dealers will find the commute in Cologne easy as the city has an excellent transportation system. Subways, cable cars and buses within city limits are free of charge to Orgatec attendees."

What do you think will be some of the highlights of this year's show?

Mette Petersen:

"We expect many new product launches to take place during our event. To illustrate how new technology can be integrated in office environments we have planned a series of special events. Here attendees will find out how the right mix of high tech features, lighting, sound and flooring can be used to increase overall productivity. Another highlight will be "Ultima Office", an initiative which collects and records feedback of show attendees about their vision regarding office planning and design. The initial results of this survey will be presented during Orgatec. I would be remiss not to mention some of the many highlights the beautiful city of Cologne has to offer: A visit of the Cologne cathedral, lunch or dinner at one of the many Brauhauses where the

local Beer "Koelsch" is served or a stroll through the old town section of Cologne will create some memorable moments and will round off the overall Orgatec experience."

For information about exhibiting, registration or travel to Orgatec, please contact Veronica Woods, North American Project Manager at 773-326-9922 or v.woods@koelnmessenaftha.com

Note for editorial offices:

Picture materials about the past event can be found in our image database on the Internet (<http://www.orgatec.com>) in the press section under press releases.
