

Press release

No. 11 IMB Forum / Stnr, Cologne, November 22, 2007

Final Report

International, innovative, interdisciplinary:

IMB Forum 2007 continues trade fair's successful course

84 suppliers from 12 countries | 608 visitors from 24 countries | Debut of Speakers' Corner enhances impressive congress program

For the two days of the IMB Forum 2007 — "Information Technology for the Textile Processing and Apparel Industry" — in Cologne, IT suppliers presented their newest products to an international audience of sector representatives. Most of the visitors to the Forum were users and procurement decision-makers from the textile processing and garment production industries. The IMB Forum is organized by Koelnmesse in cooperation with the German Garment and Leather Technology Association (VDMA). Parallel to the exhibition, the accompanying specialist congress offered participants in-depth insights into the international activities of the sector. With 84 exhibitors from 12 countries, the number of exhibitors has grown by comparison with the figure for 2004. Suppliers from Europe, the United States and China were represented at the stands. The 2007 IMB Forum grew not only in terms of exhibitor numbers, but also in terms of its exhibition space, which was 16 percent larger than the total area occupied by the 2004 event.

"Thanks to its success this year, the IMB Forum has finally established itself as an integral event within the sector," said Wolfgang Kranz, Executive Vice President of Koelnmesse GmbH. This is why the IMB Forum will be staged once again as part of IMB 2009 from April 21 to 24, 2009. The reason for this was obvious, he said: "Because of the wealth of information it offers, the Forum meets the needs of market participants for a high-quality presentation and discussion forum that brings together in one place the industry, the trade, and research institutions." Katja Eberl from the VDMA German Garment and Leather Technology Association is also convinced of the concept's effectiveness: "The IMB Forum provides a target group-oriented platform not



IMB Forum
Information Technology
for the Textile Processing
and Apparel Industry

Cologne 2007
21st to 22nd November

www.imb-forum.com

Contact:
Michael Steiner
Telephone
+ 49 221 821-3094
Telefax
+ 49 221 821-3446
E-Mail
m.steiner@
koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
P.O. Box 21 07 60
50532 Cologne
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Management:
Herbert Marner
Wolfgang Kranz
Oliver P. Kuhr
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

only for IT users in the textile processing and garment manufacturing industries, but also for partners in the trade. The event's tremendous popularity with the visitors proves that this concept is accepted by the sector." This is also demonstrated by the comments of the exhibitors, who were unanimously delighted by the many requests for appointments they had received from customers even before the event began. "Our appointment calendar is already almost full," said one exhibitor at the beginning of the first day of the fair.

A total of 608 trade visitors from 24 countries (2004: 470 congress participants/visitors) came to view the products offered by the 84 exhibiting companies from 12 countries. The proportion of visitors from abroad was enjoyable 15 percent. The exhibitors were particularly impressed by the decision-making authority of the visitors.

At this year's event, the special Research & Development area was especially well received. Here, colleges from all over the world presented themselves and their research areas to the trade visitors. Well over 100 visitors had already registered for this feature before the opening of the fair. The congress participants and the exhibitors all agreed that this event's interdisciplinary approach and its offerings perfectly complemented the main program of exhibitions and presentations, as well as forming an ideal interface with the colleges and research institutes that are developing the technologies of the future. This opinion was also expressed by Katja Eberl: "The IMB Forum brings together all of the relevant groups and gives them a unique opportunity to engage in an intensive and solution-oriented discussion of the tasks currently performed by IT systems. This concept results in clear synergy effects for exhibitors and visitors, to a greater extent than at similar events elsewhere."

In 2007 the IMB Forum was supported by the premium sponsors [Assyst/Bullmer GmbH](#), [AVM GmbH & Co.](#), [Softbase KG](#), [Parametric Technology GmbH](#), and [Texdata Software GmbH](#).

The next IMB Forum will take place
as part of IMB 2009
from April 21 to 24, 2009