

**Koelnmesse GmbH**  
**att. Claire Steinbrück, Director**  
**att. Matthias Pollmann, Geschäftsbereichsleiter**  
Messemanagement  
Messeplatz 1, 50679 Köln  
Deutschland

Datum:  
January 21, 2021

Dear Mrs. Steinbrück and Mr. Pollmann,

With this letter we want to express our concerns about the dates of the IMM Cologne 2022. We have been informed that the IMM Cologne 2022 will take place from Wednesday the 19th of January until Sunday the 23rd. We have received complaints from several furniture manufacturers about these specific dates and days. As you are certainly aware most furniture stores are closed on Mondays, not only in the Netherlands, Belgium, Austria and in Germany but in most of the European countries. Monday is traditionally the trading day for EU dealers. Unfortunately the Monday and Tuesday are no longer in the IMM Cologne programme for 2022. In our opinion this is not a wise decision.

There is a second problem concerning the above mentioned dates of the 2022 fair. Since the IMM Cologne will start on Wednesday the 19th, effectively only 2,5 trading days remain; Wednesday, Tuesday and Friday until 13.00 hours. And these are not the most favourable trading days for dealers.

The decision to skip the Monday and Tuesday from the programme will have a negative impact on the number of dealers from all EU countries that visit IMM Cologne and thus on the sales results of participants. Furthermore, since only 2,5 trading days remain, furniture manufacturers have serious doubts about their participation in the fair and the return of investment. The costs simply will be too high and the benefits too low. We would have no problem with 2,5 trading days for the IMM Cologne, as long as the Monday and preferably also the Tuesday are included.

The IMM Cologne has always been a leading fair for the European Furniture Industry and for their dealers. We most sincerely hope that you will take our arguments into account. Because there is still enough time to change the dates, we strongly ask and advise you to reconsider your decision and include at least the Monday and preferably also the Tuesday into the programme of the IMM Cologne 2022.

On behalf of Koninklijke CBM, Koninklijke INretail, Fedustria, Navem, the Austrian Furniture Industry and FENA who support this letter,

yours sincerely,  
Koninklijke CBM

  
Kees Hoogendijk  
directeur

