

**interzum**



**bogotá**

**FERIA  
FORESTAL  
MUEBLE  
MADERA**

# interzum bogotá 2020

THE EVENT FOR INDUSTRIAL WOOD PROCESSING AND FURNITURE MANUFACTURING .

26-29 May 2020

[www.interzum-bogota.com](http://www.interzum-bogota.com)

# Messe- beschreibung



FERIA M&M  
Becomes



Teil der interzum Markenfamilie

A red banner with a white central box. The text "The success starts here in Furniture Production & Interiors" is at the top. Below it are logos for "interzum guangzhou", "interzum bogotá", "FERIA FORESTAL MUEBLE MADERA", and "ZOW". At the bottom, it says "Part of Global Competence in Furniture, Interiors & Design" with the website "global-competence.net/interiors" and the "koelnmesse" logo.

The success starts here  
in Furniture Production & Interiors

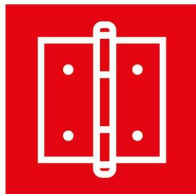
interzum guangzhou interzum bogotá FERIA FORESTAL MUEBLE MADERA ZOW

Part of Global Competence in Furniture, Interiors & Design  
global-competence.net/interiors koelnmesse

# NEUE SEGMENTIERUNG



Functions  
& Components



Materials  
& Nature



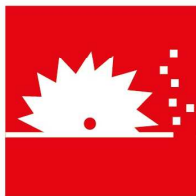
Forestal  
Technologies



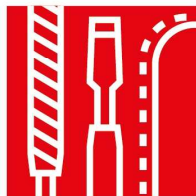
Textiles  
& Machinery



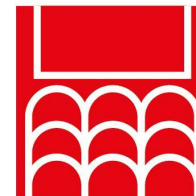
Machinery &  
machines for  
carpentry,  
furniture  
production and  
construction



Tools  
& Equipment



Academic  
Schedule



Boulevard  
Interzum



Deutscher Pavillon  
Halle 17

## PLANO GENERAL

### GENERAL FLOOR PLAN



- **Pabellón 3 / Hall 3**
  - Materiales & Naturaleza
  - Funcionales & Componentes
    - Tecnología Forestal
    - Materials & Nature
    - Function & Components
    - Forestry Technology

- **Pabellón 4 / Hall 4**
  - Materiales & Naturaleza
  - Funcionales & Componentes
    - Textiles & Máquinaria
    - Materials & Nature
    - Function & Components
    - Textile & Machinery

- **Pabellón 11 - 16 / Hall 11 - 16**
  - Materiales & Naturaleza
  - Funcionales & Componentes
    - Materials & Nature
    - Function & Components

- **Pabellón 17 / Hall 17**
  - Materiales & Naturaleza
  - Funcionales & Componentes
    - Materials & Nature
    - Function & Components

- **Pabellón 18 - 23 / Hall 18 - 23**
  - Maquinaria y máquinas auxiliares para la carpintería, producción de muebles y construcción
  - Herramientas y Equipos
  - Machines and auxiliary machines for woodworking, furniture production and construction
  - Hardware & Equipment

- **Borde Activo**
  - Agenda Académica
  - Academic Agenda

- **Áreas Libres 3 - 4 - 5**
  - Bulevar Interzum
  - Interzum Boulevard

## Aussteller 2018

AWUKO Abrasives Wandmacher GmbH & Co KG  
Eberl Trocknungsanlagen GmbH  
HAAS Recycling-Systems  
Walter Spiering Sägewerkstechnik GmbH  
Zenz Maschinenbau  
Intecfor Germany  
MS-Maschinenbau- und Vertriebs GmbH  
Kohlbacher GmbH  
Jowat Andina S.A.S.  
Riepe GmbH & Co. KG  
Tigra GmbH

## Weitere Interessenten 2020

Lehmann Vertriebsgesellschaft  
Grandstar GmbH  
Koppensteiner  
Homapal GmbH  
Schoeller Technocell GmbH & Co. KG  
Westag & Getalit AG  
Renolit SE  
Aluminium Féron GmbH & Co KG HUECK Rheinische GmbH  
Fine Decor GmbH  
GKD - GEBR. KUFFERATH AG



# IMPRESIONES 2018

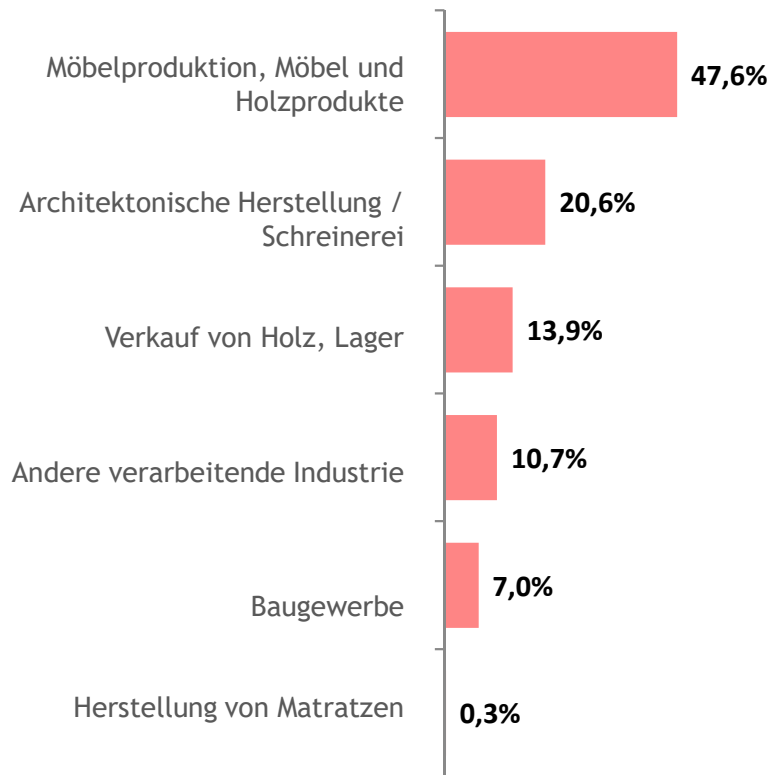


# IMPRESSIONEN 2018

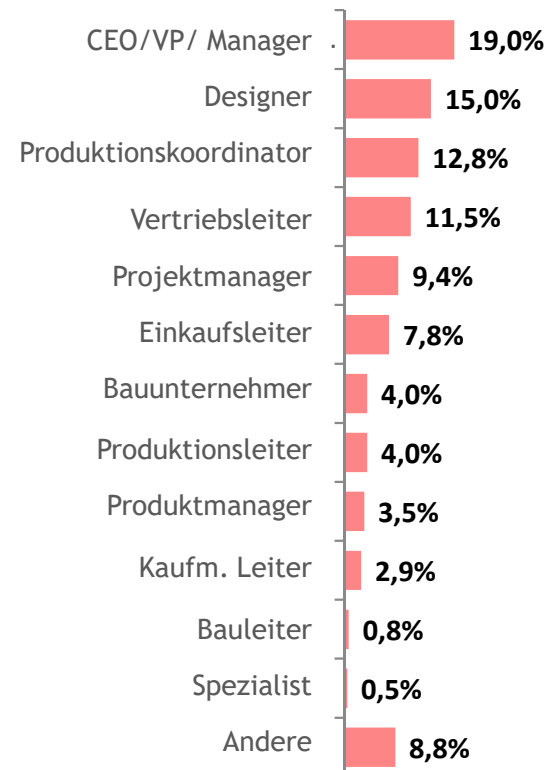


# BESUCHERPROFIL

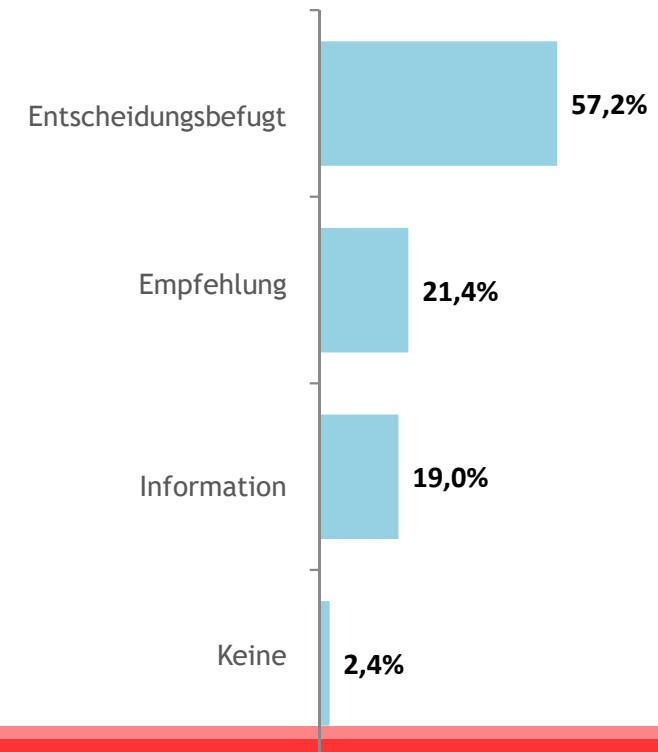
## Aus welchem Sektor



## Position



## Entscheidungsbefugnis



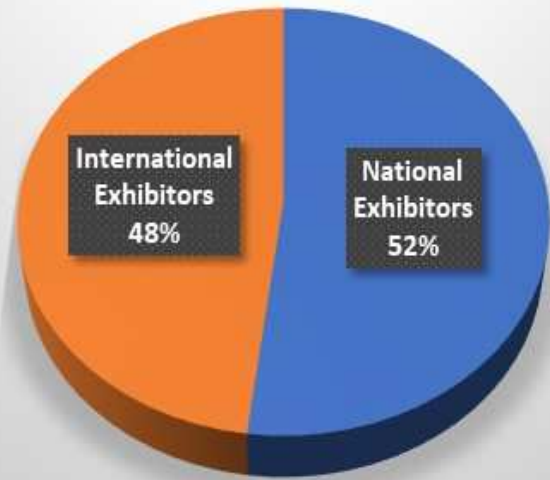
# Maßnahmen



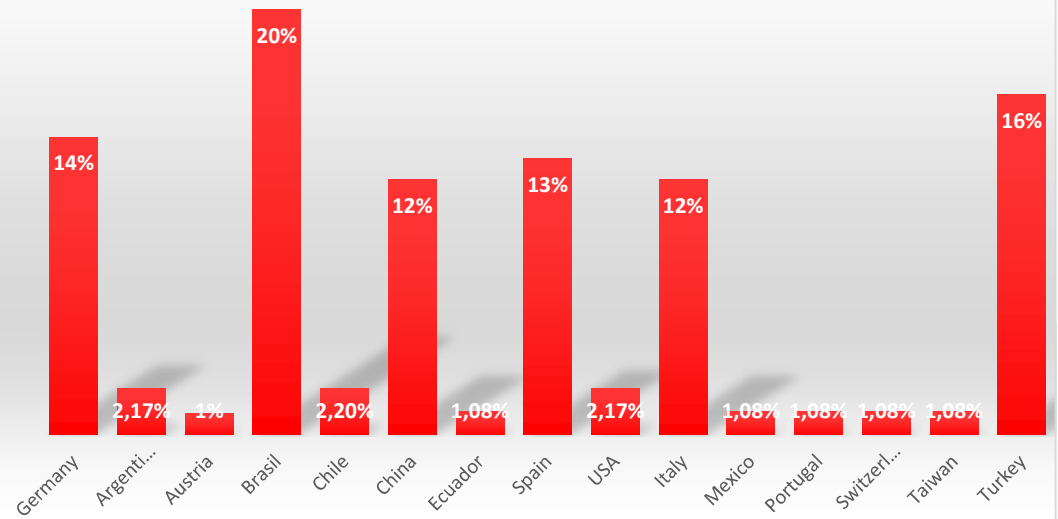
- Vertriebsstart deutscher Pavillon: November 2019 bis 31.01.2020 Verlängerung in den Februar wird bei Bedarf beantragt
- Vertriebsveranstaltung auf der imm am 16.01.2020 ca. 12:00:
  - Ca. 1h, 20 - 30 Personen, Kurzvorträge Frau Geismann, Sven Mönnich/Annkathrin Lange, ggf. Team Kolumbien + Marktinfo GTAI/Procolombia
  - Einladung zur Veranstaltung durch HDH und Koelnmesse (Sven Mönnich)
- Newsletter:
  - Aufnahme in HDH Newsletter am 04.11.
  - Aufnahme in interzum bogotá Newsletter am 11.12.
- Pressemitteilungen:
  - Gemeinsame Pressemeldung von HDH und Koelnmesse
    - Vermarktung deutscher Pavillon: Ende November/Anfang Dezember
    - Bericht über Marktveranstaltung imm: nach Infoveranstaltung am 16.01.2020
- Nutzung VDM Stand auf imm:
  - Digitale Anzeigen für Screen (Global Competence in Furniture, Markenfamilie interzum + interzum bogotá
  - Auslage Broschüren Global Competence + interzum bogotá Pavilloninfos
  - Möglicher Treffpunkt für Termine mit potenziellen Ausstellern
- Weitere Marktdaten:
  - Ermittlung Daten HDH
  - Kontaktaufnahme zum GTAI durch Sven Mönnich

# Exhibitors Results 2018

### Exhibitor Participation 2018



### Key International Countries



# SEGMENTATION



## Furniture Production

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### Materials and Nature

- Materials for furniture production, surface treatment and finishing products, wood, veneers, parquet flooring, interior works, decorative surfaces, decor papers, laminates, wood-based panels, laminated plastic, mineral materials, embossing cylinders, press plates, edges, adhesives, abrasives, paint, ironwork

### Function and Components

- Semi-finished products for cabinet, office and modular furniture, structural parts, built-in parts, lighting systems, lights, electrical fittings for furniture production and interior works

### Textile and Machinery

- Furniture and furnishing fabrics, leather, upholstery materials, upholstery articles and accessories, semi-finished products for upholstery, mattress and bed manufacturing industry, machines, tools, equipment and aids for the upholstery industry processing

# SEGMENTATION



## Woodworking And Processing

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### Machines and auxiliary machines for woodworking, furniture production and construction

- General Contractors for the delivery of complete plants, machines and plants for prefabricated house construction/wood frame construction; plants for timber construction, machines and plants for the conditioning of wood, wood materials and surfaces, machines for furniture production and wood interiors, machines for specialized manufacturing, machines and technical equipment for secondary processing, energy from wood

### Hardware and equipment

- Machines, tools, equipment and aids for surface treatment, machines, hand tools, power tools, equipment and aids for furniture production and wood interiors, fixing technology

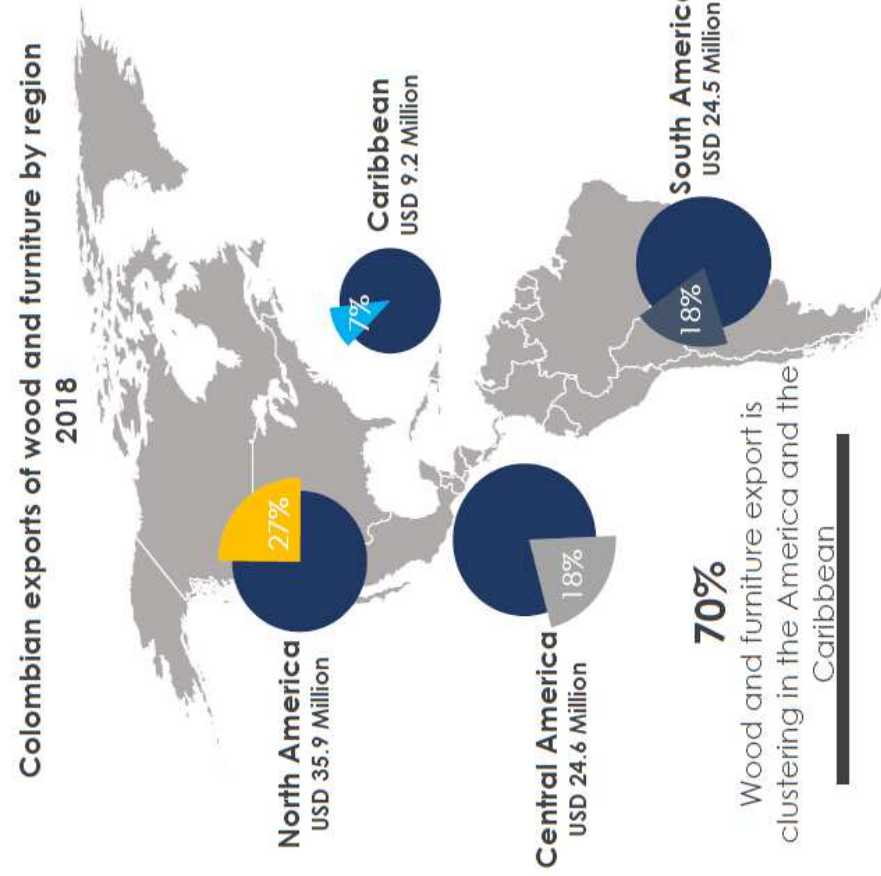
### Forestry Technology

- Machines and technical equipment for primary wood processing, machines, technical equipment and services for forestry, technology for sowing and harvesting; reforestation

# Industrial Sector of interzum bogotá 2020

- There is a great opportunity to update the industry since the sector's slow development is in part generated by the low modernization in logging and low investment in forestry.
- The main imported products are veneer sheets, wood chemical paste, chipboards, MDF, triplex etc.
- Hardware necessary for the construction and assembly of furniture is also being imported. The main countries of these imports are Chile, Ecuador, and China.
- The main exported product is molded wood for construction and wooden containers for furniture





**Main destinations of Colombian exports of wood and furniture  
USD FOB millions**

Country	2011	2012	2013	2014	2015	2016	2017	2018
United States	17.3	17.8	15.9	15.1	19.1	21.4	25.5	29.1
Panama	18.8	26.4	23.3	20	18.6	18.8	18.9	15.9
Vietnam	0.3	0.0	0.8	1.5	1.2	1	3	14.6
Chile	7.4	3.9	5.3	6.6	5.6	6	5.8	9.7
China	3.3	3.5	4.6	12.2	3.7	3.5	4	9.7
India	4.2	7.6	13.2	14.4	11.9	7.7	7	7.5
Ecuador	6.6	8.4	9.5	8.8	5.1	3	3.4	6.6
Mexico	6.2	4.4	5.3	5.0	5.1	4.8	4.9	6.1
Dominican republic	3.2	3.6	2.4	4.9	4.9	4.2	3.8	3.9
Peru	7.6	6.7	7.4	8.3	6.1	4.5	3.5	3.7
<b>Others</b>	<b>63.5</b>	<b>55</b>	<b>42.5</b>	<b>32.9</b>	<b>28.7</b>	<b>27.6</b>	<b>32.8</b>	<b>28.6</b>

# Last Event Results 2018



## Last event Results 2018



**13,437**  
trade visitors  
from 34 countries



**192**  
exhibitors



**48%**  
international exhibitors  
from 17 countries

- International Pavilions from Brazil, China, Germany, Italy, Spain, Turkey and the USA
- Exhibition space covering 15,000 m<sup>2</sup>