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#orgatectokyo

ORGATEC TOKYO premiere already fully booked

As an spin-off of the leading trade fair ORGATEC in Cologne, ORGATEC TOKYO promises a full-flavoured start to the ORGATEC year 2022. /// More than 80 leading brands will be showcasing their products and services at the inaugural ORGATEC TOKYO event, which runs from 26 to 28 April ///

Around six weeks before ORGATEC Tokyo opens its doors, the trade fair has already chalked up its first success: the entire Tokyo Big Sight, South Halls 1+2 exhibition space set aside for ORGATEC Tokyo is now fully booked. Leading brands such as Kokuyo, Okamura, Itoki, Uchida, Plus, Karimoku, Knoll, Wilkhahn, USM, UniFor, Kvadrat, Arper, Cassina and Häfele have confirmed they will be present.

As the first trade fair of its kind in Japan, ORGATEC Tokyo, which takes place in April, will be focusing on issues surrounding professional and hybrid working environments. The event will showcase forward-looking perspectives on modern and flexible workplaces, which are becoming more and more significant due to extensive digitalisation, automation and the huge increase in co-working spaces in Asia. And in an extensive programme of events that includes high-calibre keynote speakers and special exhibitions, trade visitors to the halls can discover innovative solutions for tomorrow's workplace design.

One of the main speakers at ORGATEC TOKYO is architect Sou Fujimoto, renowned worldwide for his building design based on human behaviour. He is one of the many prominent figures and experts in the industry who will be discussing key topics and giving insights to help businesses remain competitive in today's global economy. Visitors can also experience the future of work first-hand in the Xperience Area (XA): from a broadcasting studio for hybrid workers to biophilic spaces that are sustainable and enhance employees' well-being and creativity.

In many Asian countries, simple furniture manufactured in local factories is still used in workplaces, but the shifting market has seen demand for furniture that is premium in both design and functionality skyrocket. Amounts per employee that businesses are willing to invest have increased over the last two decades. Since more and more companies have introduced activity-based working (ABW) in recent years, there is more call for modern office equipment and technology," says Eiichi Nukina, Executive Director of JOIFA (Japan Office Institutional Furniture Association).

"With Japan accounting for more than 50 per cent of both total production of office furniture in the Asia-Pacific region (not including China and India) and total sales achieved in this segment in the region, and with Japan's office furniture market



ORGATEC 2022
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www.orgatec.com

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forecast to grow on average 3.7% annually from 2020 to 2025, Japan is definitely an attractive location for businesses looking to break new ground at Asia's first trade fair for modern workplace design," says Makoto Takagi, CEO of Koelnmesse Japan. "That's why we anticipate a trade fair packed with productive meetings, diverse innovations and high-calibre events", says Takagi. Hybrid solutions with opportunities for online networking will be available to both exhibiting companies and trade visitors, not only during the trade fair itself but afterwards as well.

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Needless to say, the event organisers have put comprehensive safety measures in place in response to the current COVID-19 situation. The entire team is committed to making ORGATEC TOKYO a safe and successful business platform for all participants.

For more information on the event visit www.orgatec-tokyo.com.

ORGATEC TOKYO on Instagram: <https://www.instagram.com/orgatectokyo/>

ORGATEC TOKYO on LinkedIn: www.linkedin.com/showcase/orgatec-tokyo

Koelnmesse - industry trade fairs for the interior, outdoor and design sector:

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.orgatec.com/trade-fair/industry-sectors>

Further information about ambista: www.ambista.com

The next events:

ORGATEC TOKYO - The Rise of Hybrid Work, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

ORGATEC - New visions of work, Cologne 25.10. - 29.10.2022

Note for editorial offices:

ORGATEC photos are available in our image database on the Internet at www.orgatec.com/imagedatabase in the "News" section. Press information is available at: www.orgatec.com/Pressinformation

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