



Press Release | 25th April 2023

Indispensable.

The feedback from exhibitors and visitors after ILM Edition #157 is clear: The trade show is indispensable. "The ILM is one of the world's leading order fairs and has been an indispensable event for over 70 years," says Arnd Hinrich Kappe, Managing Director of Messe Offenbach.

IT'S A MATCH. This year's motto of ILM Edition #158 draws attention to the link between business and inspiration, once again underlining its important role as an interface for the international trade in leather goods, travel goods, bag fashion and accessories with around 6,000 visitors. The fair assumes that with the removal of further travel restrictions, the large proportion of international visitors and exhibitors will increase even further. Not only all significant German and international brands await the visitors, but also an entertaining supporting program in cooperation with esteemed industry experts. The Welcome Talk at the start on Saturday morning in the open foyer of the trade fair went down extremely well with everyone last time.

PRESS CONTACT

Emine Heuter

presse@messe-offenbach.de

www.messe-offenbach.de

www.ilm-offenbach.de

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The ILM is again inviting all press officers, visitors, and exhibitors to the Welcome Talk in the foyer. An Industry Talk in cooperation with the HDS/L will round off the kick-off on Saturday morning.

REFRESHING, MODERN, INSPIRING. The new ILM segment SIDELINES stands for gift ideas, creative trends and high-quality accessories and presents itself for the first time in a gaudy branding for Edition #158. SIDELINES offers, above all, young, innovative brands the opportunity to present themselves and their products with other big brands from the industry and to expand their network with valuable contacts. **"Traditional retail needs high-margin additional assortments that increase attractiveness and expand the shopping cart. We want to make that possible for our visitors."** says Arnd Hinrich Kappe. The SIDELINES segment not only invites trade buyers to discover new brands, but also appeals to all senses of the audience.

THE FUTURE IN SIGHT. In the new Future Square, visitors can expect innovative, practical future concepts for the stationary retail trade. These concepts are being developed and presented by the Assima hoch 2 and SABU in cooperation with selected universities, whose overarching collaboration ILM promotes and supports. The Future Store initiative aims to identify attractive concepts for the shopping and experience worlds of stationary specialty stores of the future and to transfer them into actionable recommendations. In the new Future Square

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think tank, the public can also expect to see further work and projects by students from the fields of innovative materials, production, and design. ILM is the world's leading trade fair and one of the most important order platforms for the trade. A leading trade show must also present pragmatic and urgently needed solutions for future success in the stationary retail sector of the industry.

CONTENT IS KING. The content crew is and remains an integral part of the ILM team, capturing voices, emotions, and daily business in photos and moving images live on site. But that's not all: the content created is edited on the same day so that it is already available on the ILM website in the evening. In addition, brands exhibiting at the Social Hub have the opportunity to have their product highlights staged by professional videographers so that they can use the created content directly for their social media communication. **"Social media has become an integral part of contemporary corporate communications. With the ILM Content Crew and the Social Hub, we not only create content for our communication channels, but also want to offer real added value to the brands on site. Because when it comes to social media reach, the motto is: together we can do more!"** says Arnd Hinrich Kappe.

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LET'S CONNECT. What would the ILM be without its community? ILM Edition #158 will also feature the popular after-work parties on Saturday and Sunday evenings in the trade fair foyer. After all, the perfect way to round off a successful business day is to get together and exchange ideas with colleagues from the industry. True to the motto: It's a match! In cooperation with the trade magazines TextilWirtschaft and Lederwaren Report, the trade show invites the community to network.

ILM Edition #158 will take place from 02 to 04 September 2023 at Messe Offenbach.

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