

## PRESS RELEASE

### Rise in Visitor Numbers and Great Popularity

**+ Stabilisation: 20,000 trade visitors point the way**

**+ Solidarity: exhibitors stand behind cpd**

**+ Emotionalisation: 1,010 collections featuring exciting fashion**

cpd – International Trade Fair for Womenswear & Accessories (7 to 9 February) ended on Tuesday on a rise in visitor numbers and a very good mood over wide sections of the fair: for a total of around 20,000 trade visitors the fair with its 1,010 collections (519 exhibitors) was once again a key information and orders platform. Compared to the July event (18,700 visitors (cpd only)) cpd thereby posted a rise in visitor numbers of roughly 6% and a slight rise of 2% over February 2009 (19,600 visitors (cpd only)). Visitors came from 48 countries. Amongst German visitors the number of buyers from southern and northern Germany rose significantly. Buyers were primarily interested in collections in the upper price range.

“Over the past few months we have been able to win over many new collections for cpd and have invested a great deal of energy and resources in strengthening our visitor marketing. This effort seems to have paid off,” explained **Igedo Managing Director Philipp Kronen**. “The mood in the halls was excellent on Sunday and still very good on Monday. We have set a very good example with this event.” Kronen left it in no doubt that the next cpd would be held from 25 to 27 July. “The rumours as to the future of cpd triggered a huge wave of solidarity amongst exhibitors, which shows that cpd is and will be a fixture Düsseldorf. It is beyond debate that the coming event is already today generating great demand.”

The rumours caused a great deal of incomprehension amongst exhibitors in the run-up and during cpd triggering a wave of solidarity:



**Peter Hofmann, Beate Heymann:** We stand by the fair and win over new customers at every event. The new stand construction is very innovative and successful."

**Annett Röstel, Annett Röstel:** It was very busy at our stand on Sunday. It couldn't have been better. This is the reason why I come to cpd and instead of just limiting myself to my Berlin showroom."

**Patrick Draiger, YaYa:** "We are highly satisfied and will be doubling our space in July."

**Alberto Scaccioni, Ente Moda Italia:** "Our 'Italian Suite' area was very well attended on all days of the fair. Our exhibitors forged many new contacts and did good business."

For further statements can be found in a separate press release at the special request of exhibitors.

The next cpd will be held at Düsseldorf Exhibition Centre from 25 to 27 July 2010.

Düsseldorf, 9 February 2010

All activities relating to the Igedo Company can also be found on the Internet at:  
Information on cpd at:

[www.igedo.com](http://www.igedo.com)  
[www.cpd.de](http://www.cpd.de)

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