

workspace design show

11 -12 OCTOBER 2023

RAI, AMSTERDAM

POST SHOW REPORT

workspaceshow.nl





Leading future workplace design across the Benelux

The debut of the Workspace Design Show in Amsterdam, held from 11 - 12 October, left an indelible mark with an astonishing impact. This two-day exhibition united the design industry's thought leaders, who came together to discuss the dynamic landscape of workspace interiors, revealing key opportunities and unveiling the pulse of current trends.

Big brands such as VEPA, Interface, Interstuhl, Kettal, Tarkett, Girsberger, Vitra, Ahrend and many other workplace product manufacturers used the platform to unveil brand new collections, igniting a spark of innovation that resonated throughout the event.

In Numbers

3,000+ Total Attendees	300+ Exhibiting Products	42 Countries in Attendance	90+ Speakers	25 Seminar Sessions
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"Very high level of speakers and attendees at the Workspace Design Show. Strong international groups, very varied. I have spoken to visitors from quality companies such as Nike, Belgium Railways and the European Commission. Feels like a high level, exclusive quality show."

General Manager, Wilkahn (2023 Exhibitor)

"I would recommend Workspace Design Show, to the exhibitors, we have had a lot of people visit our stand, both direct clients and A & D. I have been nonstop talking to people! Also the attendees, if you want to see some great new products, get the chance to network, and also hear from some great speakers, all of this makes it an incredible event."

Head of International Partners, Woven Image (2023 Exhibitor)



Visitor Snapshot

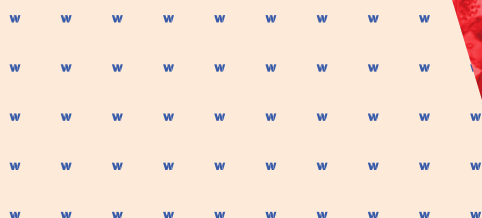


"This was such a good show, good quality suppliers and a nice ambiance. Nice to visit a show like this close by! A big tip for trendy office project designers!"

**Interior Advisor, Officecity
(2023 Visitor)**

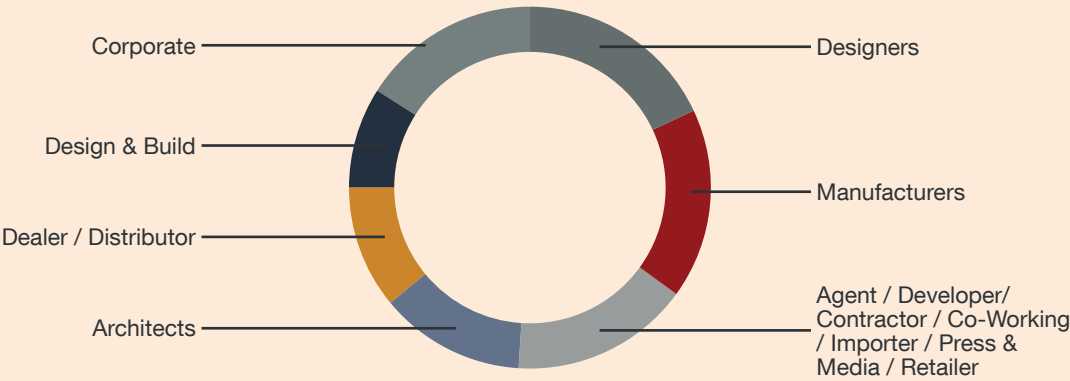
"I would recommend Workspace Design Show to all workplace designers because of the topics that are talked about the show, and also the people that attend; it's a great networking opportunity!"

Head of Design, CBRE (2023 Speaker)

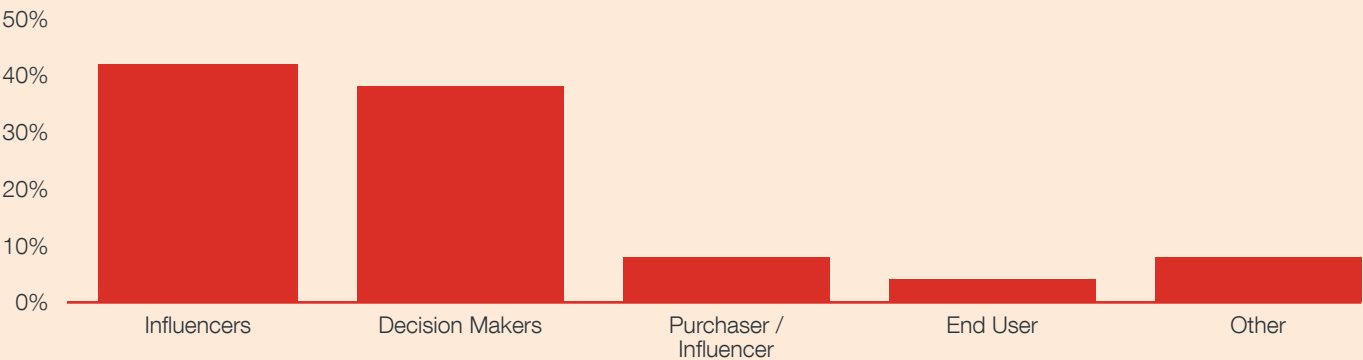


Visitor Demographics

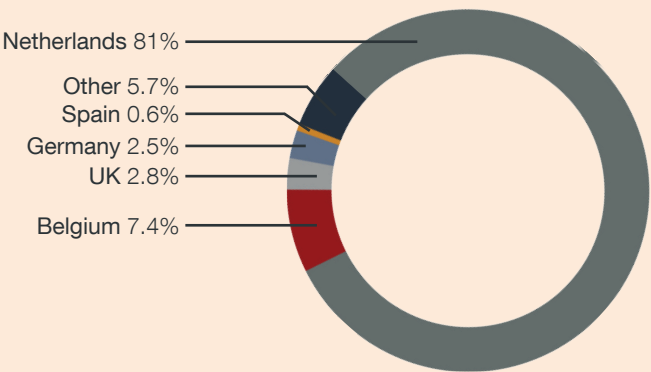
Top Job Titles:



42% of visitors had influence in the decision making process:



Top Five Visiting Countries:



"This is our first trade event as a brand, and it has been a brilliant experience for us! The Workspace Design Show was crowded, intimate, with an ideal audience that were engaged with time to speak and connect. A really good show size."

**Managing Director, Inofec
(2023 Exhibitor)**

Dedicated Features To Attract Quality Audiences



Workspace Design Talks



Occupiers Forum



Moodboard Contest



Networking Party



Featured Across International & Local Media Publications



Marketing Coverage Highlights

561,340+
Social Media
Impressions

464,280+
Google Ads
Impressions

31,000+
Website Visits



What The Participants Have To Say

"The highlight for us is meeting so many new contacts at Workspace Design Show. We have made a lot of new connections including architects and designers, offering us the opportunity for new projects."

**Export Director, Kettal
(2023 Exhibitor)**

"Workspace Design Show is where architects and designers come together. We wanted direct contact with the A+D market, and the chance for architects to speak directly with us, the manufacturer. The highlight for me is the international audience, also really well located and super easy to get to."

**Managing Director, Sedus
(2023 Exhibitor)**

"Exhibiting at Workspace Design Show gave us an exciting opportunity to reveal more about our brand to the architecture & design community, and also the chance to present our wider offerings to an appropriate audience."

**Marketing Specialist Benelux, Rockfon
(2023 Exhibitor)**

"We hardly ever exhibit; we only pick one or two shows per year and Workspace Design Show 'fit the bill'. The perfect crowd. The show is a huge success so people will expect and want it to return!"

**Partner & Regional Sales Director, +Halle
(2023 Exhibitor)**

"We participated at the Workspace Design Show to show our new product line and we have met lots of new clients and architects. Highly recommend, really interesting talks programme, and a great opportunity to make really good connections. Diverse range of attendees from different countries."

Online Marketing en Communicatie Manager, Mikomax (2023 Exhibitor)

"As a manufacturer we wanted to meet designers and architects, which has definitely been achieved with the audience at Workspace Design Show. The highlight for us is meeting high-quality end users and customers, as well as meeting in person a lot of our regular dealers."

**Managing Director of CEHA Europe BV
(2023 Exhibitor)**



"I thought the lineup of speakers was incredible! When I walked in to the show, I was really amazed by the number of people that were here, especially on the first day of the show."

**Founder, Hollandse Nieuwe
(2023 Speaker)**

"There is a nice variety of known and unknown brands! And a great many panel discussions to hear from."

**Managing Architect, KAAAN Architecten
(2023 Speaker)**

Sponsor Highlight

Workbrands, a leader in circular furniture, recently showcased their commitment to sustainable and innovative workspace solutions at the Square One speaker's lounge, designed by CBRE. Specializing in refurbished seating and operating the largest second-life furniture inventory in the Benelux region, they offer a unique approach to sustainability, achieving an 84% reduction in ecological footprint. With expertise in supporting architects and managing large-scale projects, Workbrands is an invaluable partner for sustainability projects. For more information, visit their website at **www.workbrands.com**

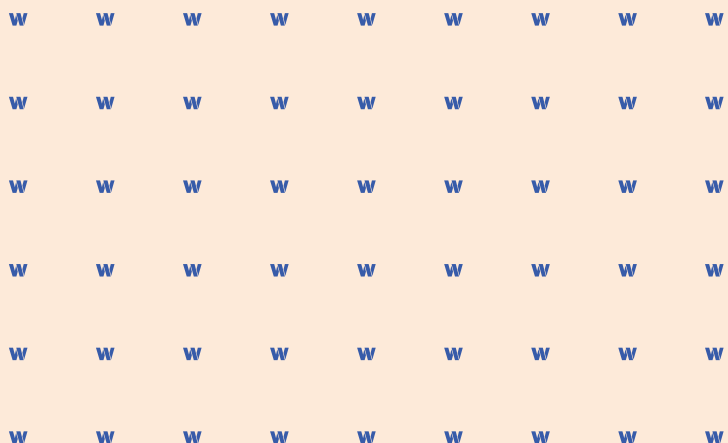
Explore here how Workbrands utilized 90% refurbished furniture at TU Delft

0%
TU-owned
furniture

90%
Workbrands
furniture

10%
New
furniture

65%
Footprint
reduction



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