

P R E S S R E L E A S E

CPM strengthens its Role as a Key Hub on the Eastern European Market

- + Intense order activity at CPM**
- + Many companies already confirm participation at CPM for September 2011**
- + 18,400 trade visitors**

The **16th CPM – Collection Première Moscow** closed on Thursday in a positive overall mood. Over the four days of the exhibition some 1,350 collections from 30 countries featuring the current Autumn/Winter trends for 2011/12 were presented to the international trade visitors. Boasting total exhibition space of 42,000 m² (compared to 40,000 m² last year) and 18,400 trade visitors (17,200 last year) CPM was able to confirm its top position as Eastern Europe's leading fashion fair.

"CPM once again closed successfully for many of our exhibitors," explained Philipp Kronen, Managing Partner at the organising Igedo Company, on the last day of the fair. "The many good to very good business deals concluded here have prompted many exhibitors to already sign up for the next CPM in September."

Reflecting the growth at CPM also anticipated for the future, comprehensive structural changes to hall planning have been made thereby improving on past editions of the fair. "The good footfall in all areas showed that the new, harmonious neighbourhoods for national participations went down well both with exhibitors and trade visitors alike," said CPM Project Manager Christian Kasch.

The new location for the catwalk area in Hall 8.3 has also proven a successful move. It was here that the daily, international-level fashion shows CPM Selected, CPM Kids and Designerpool were held in addition to individual fashion shows by Custo Barcelona and UNQ. Many visitors took this opportunity to draw inspirations from what they saw here.

The 17th edition of CPM – Collection Première Moscow will be held at Moscow's Expocentr Fairgrounds from 5 to 8 September 2011.

Further information on CPM – Collection Première Moscow as well as all other activities of the Igedo Company can be found on the Internet at:

www.igedo.com

www.cpm-moscow.com

www.cpm-moscow.ru

Moscow, 24 February 2011

Contact:

Igedo Company GmbH & Co. KG, Messeplatz, 40474 Düsseldorf

Press Officer

Stephanie Muscat-Bruhn

t + 49.211.4396.488

f + 49.211.4396.398

e-mail: muscat@igedo.com