

Press release of May 19, 2010

M.O.W. and MÖBELMEILE mutually decide on the fair schedule

## Spring schedule for 2011

**The schedule has been agreed: next year the M.O.W. will take place from May 8 to May 12, 2011; the MÖBELMEILE will start already on May 7, 2011. All of the organisers of the M.O.W. as well as those of the MÖBELMEILE have definitively agreed this schedule which had been defined initially in the first discussion with the ZGV for 2011 regarding the change from autumn to spring.**

The second week of May best suits this sector's schedule. In March the Asia fairs take place, the Italian exhibitors are engaged in Milan in the 2<sup>nd</sup> week of April, in Germany they have their Easter holidays until the end of April, in the Netherlands people have their holidays in the first week of May. After this the M.O.W. 2011 starts on Sunday, May 8.

The MÖBELMEILE traditionally starts one day before, i.e. on Saturday, May 7. Subsequently the association fairs take place before the start of the summer.

M.O.W.'s director Mr Bernd Schäfermeier is content with this agreement, "All the arguments in favour of spring are still valid". Whereas he feels that this opinion was substantiated in the course of the M.O.W. 2010: "Beside others the good acceptance of the schedule is evident by the order results and the increased number of visitors."

The MÖBELMEILE has also unanimously accepted the 2011 schedule. Representative for many people Helmut Kempkensteffen states, "In principle our customers accepted the spring schedule this year very well. We should allow all participants, not only the trade but also the industry, to get used to this new cycle. This will take two or three years. We will have to orientate ourselves to the varying dates of the bank holidays before determining the exact schedule. This means that the schedule might be more favourable in one year than in others. As long as in principal we don't get a new signal from the trade we will not participate in any further schedule discussions."

In addition Mr Bernd Schäfermeier states, „We are service providers for exhibitions and orientate our strategy on the market demands and customers' requirements.”

„ With all our engagement we of course rely on support from the trade and the purchasing associations in 2011, too,” the organiser points out. “The M.O.W. and the MÖBELMEILE are the furniture fairs for consumer business in spring. We will undeniably prove this also in 2011. This is why we are looking forward to May 2011 already now.

So far Mr Bernd Schäfermeier has received a binding registration from about 400 regular exhibitors for the M.O.W. competence centers MESSEZENTRUM BAD SALZUFLEN and MESSEPARC BARNTRUP. In addition many new registrations were obtained already during and also after the M.O.W. 2010. As usual the INFORMA MESSEZENTRUM will present in combination with the M.O.W. a large selection of high-echelon stands from renowned exhibitors covering nearly every furniture range. “We expect the usual sophisticated presentation,” says Dr. Böllhoff.

Mr Bernd Schäfermeier believes that the enhanced development of the theme presentations will be focused on in the preparations for the M.O.W. 2011. “The clear classification of the whole event into competence centers and themes will help the visitors and contribute to better orientation. Furthermore we were able to win new visitor groups through specific orientation to defined segments such as bathroom, office, self-service, children+young people, as well as outdoor furniture.”

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