

Press Release July 16, 2020

M.O.W. 2020 from September 20 to 24

Secure Business for Next Year

All halls open and 82 % of the space occupied: The M.O.W. in Bad Salzuflen sends positive signals for the forthcoming exhibition future. Now it is important for the furniture industry to accept this new normality and to adapt their business in order to shape the success of tomorrow. „Responsible participants with commercial interest act at the M.O.W. while the focus is on safety and quality,” say the organisers. Those who participate can only win.

The organisers are registering over 300 exhibitors for the upcoming M.O.W. from September 20 to 24, 2020. “The needs exist”, confirms Bernd Schäfermeier, trade fair organiser. “Since we have announced that the exhibition is taking place we have received positive feedback and bookings for stands from national and international potential customers.” For all involved, plans are in full swing. To make it clear: The coming year requires especially good preparations. It is a matter of testing and consolidating delivery capability, delivery chains and delivery reliability to make business 2021 running positively. With a view to current consumer surveys it is realistic to presume that business success can be taken for granted: With Corona the private home takes on new significance and upgrading. People do not invest their money in holiday travels but in living. The Federal Government’s current recovery package should provide furniture consumption a further boost. A great opportunity for this sector, not only for today but also – and this is much more important – for the next year.

Work on Your Own Appearance

Joint efforts are needed to purposefully support the consumers. The dealers who are bound to associations can benefit from this situation and - due to missing association-based allocations – can generate more of their own assortments which have been adapted to the local specialities of their business. On-liners who often know exactly well what people are looking for can specifically orientate their assortment to the needs for which the M.O.W. 2020 brings together the offers and procurement opportunities. Being a B2B exhibition with its unique position for the middle of the market it focusses on the goods for special offers and advertising but also for assortments. And this is what is necessary for turnover and frequency. Furthermore the M.O.W. being a trade meeting enable you again to maintain your personal contacts.

Potency to Look Ahead

„It is important that we observe the current hygiene requirements together but at the same time look ahead”, say the organisers. Thanks to the extensive area of Messezentrum Bad Salzuflen and the number of professional visitors to be limited from previous years which are manageable compared to those of final consumer events and – apart from this - can be easily controlled via the numerous entrances, the M.O.W. offers suitable conditions for the implementation of this furniture business. Exhibitors find the room to spread their assortments. At the same time they benefit like the visitors from pleasant handling and the individual local support. The M.O.W. lives from the personal touch at a high professional level.

In addition to health protection the organisers currently work as intensively on the presentation quality – with their commitment Bernd Schäfermeier and Andreas Reibchen proceed in an optimistic and determined way: Now together! Stay tuned! For the success of the furniture industry!

Based on this the M.O.W. is not only an exhibition in this year, but also the signal for a positive restart.

Corona-reference: Currently the preparations for the M.O.W. 2020 are implemented according to plan. The exhibitors' and visitors' health is given first priority. The governmental requirements for events are continuously adjusted. Details regarding the then current hygiene and infection control concept will follow before the start of the exhibition.

Further information: www.mow.de

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