

Press release 4. August 2021

M.O.W. 2021 from 19 to 23 September

## **Register now for the M.O.W. 2021!**

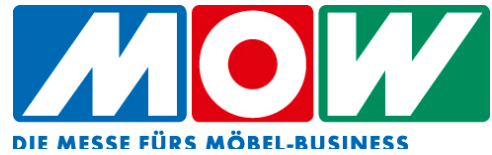
**Approximately 400 exhibitors from more than 30 nations are working eagerly towards the goal of presenting themselves live to trade visitors at the Messezentrum Bad Salzuflen from 19 to 23 September. The new ranges and concepts ready for series production are in place. To ensure that the event runs safely, proven hygiene rules shall apply on site due to the pandemic. What is new is that exhibitors and visitors need to register before the fair: the M.O.W. enables this to be done quickly and easily via online registration. Simply follow the link on the homepage [www.mow.de](http://www.mow.de).**

Due to the pandemic, proven hygiene rules such as social distancing and the German "3G rule" (tested, vaccinated, recovered) shall apply on site. Important: Don't forget your documents! Continuously updated information about visiting the trade fair will be communicated on the M.O.W. website. The organisers assume that each individual trade fair participant will observe the rules and safety precautions in their own interest - as already exemplarily experienced during the M.O.W. 2020.

Making furniture a tangible experience again, exchanging ideas in person, getting a head start - only a few more weeks and the European furniture industry will come together for the first time after lockdowns at a stationary trade fair. Therefore, participants are eagerly looking forward to the M.O.W. 2021. Around 400 exhibitors from over 300 countries and all the important owners, buyers, sales managers, decision-makers and strategists from the mid-market are awaited.

Last year's M.O.W. proved that the Messezentrum Bad Salzuflen has all the right prerequisites for holding an event in times of a pandemic. 17 individual halls or areas, transparent routing, numerous entrances and exits, various bistros and airy outdoor catering in the spacious open-air grounds will again provide the relaxed setting for successful business and personal well-being in 2021. In addition, all trade visitors can, of course, enjoy the customary excellent service of the M.O.W.: free admission, free parking, free WLAN, free food and drink as well as a printed guide to take with you free of charge.

"Anticipation is high among both the sector and the trade," say the organisers. "Just as eagerly awaiting this year's M.O.W. are the service providers and partners in the vicinity of the fair and, of course, the entire



team of Messe Ostwestfalen. Let us look ahead together. See you in Bad Salzuflen!"

**Further information: [www.mow.de](http://www.mow.de)**

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