

Press Release September 8, 2021

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

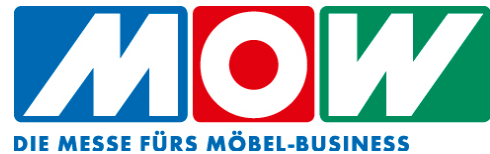
It will start in a few days

Shortly before the start: on September 19 the doors in Messezentrum Bad Salzuflen will open for the M.O.W. 2021 for all buyers, strategists and owners belonging to the European furniture trade. Over 400 exhibitors from 30 nations will show objects that will generate on and off-line sales revenue, purchase incentive and frequency for all furnishing sectors in the middle of the market in the future.

Please note: everyone has to register on-line in advance under www.mow.de. The following rules apply for admission: the German “3G-rules” i.e. recovered, vaccinated or tested. Covid19-quick tests or PCR detection tests from approved test centres are valid for only 48 hours. Relevant vaccination, recovery or test cards must be shown upon request. Furthermore, the proven “AHA rules”, i.e., distance, hygiene, face mask are applicable. A test centre has been set up in hall 6.

Purchasing associations, chains, conventional furniture distributors, studios, self-service companies/discounters, young living houses, mail-order houses, construction markets and DIY stores, food and non-food marketing companies, on-liners – all those who market furniture in a professional way are eagerly awaiting the M.O.W. 2021. With the lockdown during the last one and a half year living and furnishing has got new significance. Your own apartment is no longer only your home but is becoming more and more office and at the same time restaurant, school and playground. Multifunctionality, flexibility and technology are particularly important to meet different requirements and last but not least also sustainability and well-being for the work-life-family-balance. The exhibitors at the M.O.W. 2021 will meet these challenges with versatile offers and implement the demand for interesting furniture and assortments to order. The development departments of this industry have done a great job of this within the last months. Many exhibitors announce special innovations and new products that are available and can be ordered at the M.O.W. Furthermore, current topics such as pricing, delivery chains, transport, raw materials, and procurement offer exciting conversation topics for personal meetings.

The more than 400 exhibitors will use the positive energy of this sector to make a difference at the exhibition. Half of them come from Germany the other half from abroad. Besides Germany, the following countries represent the most numerous exhibitors at the M.O.W. among the 30 nations: Poland,



Netherlands, Denmark, Italy, and Turkey. Due to the continuing pandemic Europe is represented with more exhibitors this year and Asia by comparison with only a few. The spectrum ranges from the global player to the small label.

“For five days from September 19 on Bad Salzuflen will be the focus of this sector”, state happily Bernd Schäfermeier and Andreas Reibchen, the managing directors of Messe Ostwestfalen. “We are sure to present an especially attractive M.O.W. with this year’s offer. The good exhibitor participation emphasises once more the importance of the M.O.W. for the middle of the market. The economic significance of living and furnishing is high. Let us make this exhibition become a successful factor for this industry. We are looking forward to meeting you!”

The most important information regarding the M.O.W. 2021 at a glance:

Exhibition dates September 19 to 23, 2021

Opening hours from Sunday to Wednesday from 9 a.m to 6 p.m., Thursday from 9 a.m. to 4 p.m.

Central parking space Heerserheider Str. 2, 32107 Bad Salzuflen

Visitor registration required under www.mow.de

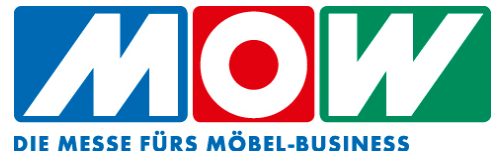
Entrance free (only for professional visitors) with negative test, complete vaccination or recovery*

*either double vaccination or recovery from a COVID19-disease with a single vaccination with one of the vaccines approved in Europe such as BioNtech, Moderna, AstraZeneca at least 14 days after receipt of the last vaccine dose). Covid19-quick test or PCR detection test from approved test centres 48 hours old.

Safety measures locally AHA-rules (i.e., distance, hygiene, face mask, disinfection)

Test centre hall 6 (Dieselstraße)

The DRK-Covid19- test centre in hall 6 is open on September 18 and 19 from 8 a.m to 3 p.m. and on September 20 to 23 from 8 a.m. to 6 p.m. ATTENTION! There might be waiting times, reservation recommended under: <https://testzentren-lippe.de/anmeldung/>



You can find alternative Covid19- test sites under: https://www.kreis-lippe.de/kreis-lippe/aktuelles/corona.php#anchor_387e081d_Uebersicht--Hier-koennen-Sie-einen-freiwilligen-Schnelltest-machen-lassen

Further information: www.mow.de

Press contact M.O.W.: Kaja Möller, Fon +49(0)40/36905290,
E-Mail kaja.moeller@waw-gruppe.de. Or directly from Messe Ostwestfalen,
Fon +49(0)5222/9250-31, Fax 9250-35, www.mow.de.