

Press Release of March 11, 2022

M.O.W. 2022 from September 18 to 22

## **The Benchmark For This Sector**

**In 2022 the European industry meeting is due to be launched on September 18 and will last until September 22. Already now the organisers register a high booking status – with an outlook for highlights in all offer ranges, trendsetting assortment developments and personal meetings at eye level. The MOW is one of the very few international exhibitions that always took place live despite the pandemic, without interruptions and on schedule. The format not only confirmed its conceptional unique position for the middle of the market but has also demonstrated how to cope with exceptional situations in a reliable and safe way.**

This furniture year will be turbulent, too. Although this sector is still enjoying an exceptional boom it has to face increasing procurement, price and logistic challenges. It is all the more important to have business meetings with the possibility of exchanges, networking and sourcing. Messezentrum Bad Salzuflen offers the repeatedly tried and tested framework for pleasant and successful live events. In 2022 the furniture world is going to meet at the M.O.W. from September 18 to 22 – even more international and with a concentration on the European procurement market!

So much in advance: with joint stands from various companies, Romania and Turkey are recommended as supplier countries. The assortment range of upholstered furniture shows increased attractiveness and internationality with further exhibitors such as Calia, Nicoletti, Man Wah, JOFA, and the Besolux Group with CXL by Christian Lacroix. The range of products for bedrooms is strengthened by international suppliers such as Richfield, Marzenie and Ventius. Concentrated European power regarding young living/self service is available with Interlink, Trasman, Ekowood, ML Meble, and Gautier. Last but not least besides the well-known regular exhibitors many new names such as Flexa, Jadrina, Len-Art, The Beds, Unique, Sitab, and Isvea will be presented at the M.O.W. 2022. The 360-Degree Plaza which ensured service provider competence last year for the first time will be updated.

The uniqueness of the M.O.W. is based on its concentration on the middle of the market as it addresses the whole product range availability for all furniture sales formats, be it stationary or on-line. The focus is on the goods presented by relevant suppliers – be it the proven big player, the special niche supplier, the experience specialist, the exciting newcomer, or the all-



round “full-assortment-supplier” for all assortment ranges. M.O.W. does not only offer an exhibition event, but it also supplies solutions and impulses for this sector – close to the market!

Further details regarding the exhibitor structure and the range of offers will follow. For the exhibition organisers Bernd Schäfermeier and Andreas Reibchen it is foreseeable by now that the M.O.W. 2022 will become a strong, important, trendsetting exhibition attracting visitors from all furniture marketing lines. Same as last year both anticipate approximately 40 percent of visitors from abroad.

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

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