

Press Release of August 16, 2022

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

## **With Exhibitor Record**

**Currently the M.O.W. 2022 numbers over 500 exhibitors from 41 nations and thus achieves a new exhibitor record in Messezentrum Bad Salzuflen. Once again, internationality has increased with a foreign share of 60 percent. After Germany, Poland, Turkey, Netherlands, Italy, Denmark, and France are the strongest nations in the 17 halls of Messezentrum Bad Salzuflen from September 18 to 22. This growth shows the great significance of the M.O.W. and the demand for exhibitions, especially in these challenging times.**

This growth could be achieved thanks to further new exhibitors and late registrations by exhibitors from subsidiaries and subtenants. The M.O.W. exhibition management creates the space for it according to the current slogan of this industry: Get together! This is how additional space is ensured for further renowned exhibitors such as Incanto, Wersal, Ebay, Halo, and many more. The M.O.W. 2022 is clearly growing with over 500 exhibitors from 41 nations; in comparison to last year when there were 405 companies from 30 nations in the Messezentrum Bad Salzuflen.

The high degree of internationality this year puts a strong focus on Europe. The M.O.W. exhibitors point out alternative delivery chains and new assortments thus providing buyers with solutions for successful sourcing that go beyond the previous procurement channels – this is particularly important in our challenging times. Equally relevant: innovations – be it in design, material or technology – the M.O.W. has always been the ideal platform for the presentation of prototypes ready for series production. Clever skill in assortment and collection will be important now when consumers are cutting back on consumption in view of rising energy and living costs and/or the restraint by the trade which is noticeable already now.

It's a matter of entrepreneurial success in 2023 for which the M.O.W. in September is essential. Besides the procurement of goods this exhibition enables industry and trade to find common ways – in personal meetings and direct exchange locally. Furthermore, the M.O.W. 2022 also presents with the 360GradPlaza tailor-made service providers for the furniture sector. With an even more extensive cast – currently 16 companies – this platform has established itself in its second year as an important module of the M.O.W.! The offer format is aimed at the furniture trade and industry



with special solutions for marketing, digital economy and merchandise management.

The M.O.W 2022 is filled with top class exhibitors: "This accumulated expertise concentrated on the middle of the market cannot be found anywhere else. The M.O.W. concept is unequalled. This year we have once again extended all assortment ranges and strengthened the higher-quality field. Thanks to this the M.O.W. 2022 is the up-to-date efficient decision platform for European furniture purchasing", emphasizes the exhibition manager Bernd Schäfermeier. "A visit is worthwhile for all." Be it stationary, multi-channel or on-line, full range or specialist, large surface or mid-sized, purchasing association or chain, studio or DIY store, marketplace or on-line shop, mail-order house or department store, furniture retail or food retailing – everyone finds what he or she needs at the M.O.W. 2022.

Due to the increased internationality of the exhibitors the exhibition team counts with an increased share of foreign visitors. As early as 2021 we had more than 40 percent international visitors from 54 countries, with almost 50% of exhibitors from abroad. In 2022 we will have a foreign share of over 60 % on the exhibitors' side and this is likely to ensure us a diversity of even more international visitors this year", forecasts the M.O.W. project manager Maximilian Richter. This will increase the number of additional business contacts for all participants.

We kindly ask the visitors to register in advance under [www.mow.de](http://www.mow.de). The website provides continuously updated information on exhibitors, product groups and contacts and the 2022 guide can also be downloaded. The free service of the MOW this year also includes the trade fair shuttle that runs between the halls.

" Now. Together", motivates the trade fair management and looks forward to your visit!

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

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