

Presse Release of June 7, 2023

M.O.W. 2023 from September 17 to 21

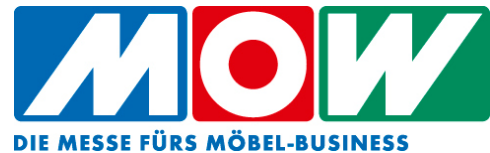
## Hotspot Young Living & Self-Service

**The price entry points in the furniture market are undergoing changes. The M.O.W. 2023 provides answers with the right suppliers and offers. From September 17 to 21 the M.O.W. will present in Messezentrum Bad Salzuflen a still more extended and international innovation range for young living, flat-pack furniture and self-service as one of its core competencies for the consumer-orientated centre of the market.**

Young living, flat-pack furniture & self-service items belong to the traditional strengths of the M.O.W. in Messezentrum Bad Salzuflen. These fields must consider how to newly define their goals and to adapt them to the changing market conditions against the background of buying restraint, inflation and economic pressure. The exhibitors at the M.O.W.2023 are facing up to this challenge and present the trade at these fair different approaches offering options for action. New colours and shapes but also flexibility and diversity can pay off. Modular furniture which can be adapted to several room sizes and specifications could be a popular option. Considering the changed buying behaviour, a strong on-line presence is very important. For this purpose, the exhibitors at the M.O.W. have the matching offer in their fair package.

Besides well-known names and long-standing M.O.W. partners such as **Wimex, Xonox, Forte, Tradepoint, Hela, IMV, MCA, Inter Link, Held, LC, Interhandel, Finori, M2, Benformato, Jakobsen, Weinrich, Domo, Libro, Atlantic, Sass, Sun Garden, Maja, Composad, Forma Ideale, Actona, Trendteam, and Mäusbacher** further companies have joined the M.O.W. who raise the offer to a new level. These include companies such as **Parisot, Demeyere, FMD, SCIAE, Webed, Gami, DC, Maxfurn, Ipek, Tvilum and Phönix.**

Again and again the Netherlands prove in this segment as trendsetters for ambitious design and styling. They are known for their minimalist and functional style which is based on clear lines, intelligent solutions, and high quality. Her signature is unmistakable. At the M.O.W. 2023 the Netherlands will be represented strongly with innovative exhibitors such as **Easysofa, Maxfurn, Zuiver, De Eekhoorn, Torna, Yoshion, HSM, and Asiades.**



The special style and the enjoyable way of life of the Scandinavians also goes down well with living. A good example of this are exhibitors such as **Ekornes/Stressless, Tradepoint, Unique, Gomab, Delux, Cinall, Iversen, Bodahl, Scapa, Furninova, Conform, Vilmers, Flexlux, Theca, Dan-Form, Innovation, Hammel, Tvilum, and PBJ** with their presence at the M.O.W. 2023.

Furthermore, many exhibitors from Italy and France present their lifestyle offers. East European countries as well as Portugal, Belgium and other nations are also strongly represented. The M.O.W. depicts the global market.

A total of around 500 companies from more than 40 nations are expected. With their offerings these exhibitors depict the whole range of consumer-orientated furniture for all living areas, assortments, and sales channels. The price categories concentrate from entry level prices up to the upper medium range. In addition to system programmes for classic furnishing, you can find flat-pack items, dropship offers for the e-commerce as well as promotional products, top sellers, and items to introduce more audience magnets.

„We are pleased to create versatile, path-breaking, and futuristic impulses of European furniture consumption with this year’s M.O.W. and with the strong participation of exhibitors and to actively organize the change of the market”, says Bernd Schäfermeier and Maximilian Richter who are responsible for the M.O.W.

#### **M.O.W. at a Glance:**

Date from September 17 to 21, 2023.

Opening hours: from Sunday to Wednesday from 9 a.m. to 6 p.m., on Thursday from 9 a.m. to 4 p.m. Messezentrum Bad Salzuffen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzuffen. Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

Access for professional visitors only.

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

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