

Press Release of August 24, 2023

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

360GradPlaza The Service Provider

For the third time, trade visitors from the furniture industry and trade will find at the MOW from 17th to 21st September in hall 12 on 400 square meters a separate, concentrated service provider area with experts and solution partners from the areas sales, digital services, Logistics, and product management. The 17 exhibitors at the 360GradPlaza particularly address people who are responsible for business development and e-commerce. With insights, know-how and best practice lectures on Monday 18th and Tuesday 19th September, 2023.

The furniture sector is a multifaceted and dynamic business area offering not only challenges but also opportunities. To be successful in this competitive environment it is crucial to fall back on specialised service providers who can take on many important tasks. These service providers play a key role in running a successful furniture business.

At the M.O.W. 2023 which is taking place at Messezentrum Bad Salzufflen from September 17 to 21 selected service providers will present themselves at the [360GradPlaza](#) in hall 12 on topics such as logistics and service solutions, e-commerce and shop systems, ERP and data management, omnichannel marketing and brand management, process management, recruitment agencies as well as retail design, and technology. The cooperation with specialised service providers enables the trade and industry to concentrate on their core competences and at the same time benefit from expert knowledge and resources in other fields. At the M.O.W. 2023 the persons responsible for e-commerce and decision makers have the opportunity of networking with various specialised service providers and getting to know their offers.

This year's solution partners for more commercial success include **BeSocial** with lead generation & staff recruitment, **Cekaso** with customized software, digital potential analysis + self-service terminals, **DHL** with logistics solutions, **Dirk Schroeder** for business development, digital sales strategies partner management, **DIVA Crystal Design** with digital furniture configuration and multi-channelling systems, **Ebay** as a digital market place and sales platform, **Hermes** with logistics solutions, **Imos** with software solutions for construction, production and marketing, **IWO**furn as a service platform to interconnect the processes of all companies in the

whole furniture and furnishing sector, **Kleinanzeigen** as the most important on-line small advertisement portal in Germany, **moebel.de** as a search engine for everything around furniture and furnishing, **novomind** with customized solutions for digital omnichannel commerce and customer service, marketplace linkage, PIM-system, individual shop systems, **philla** **BrandXitement** for brand leadership + brand activation, strategic and operative marketing, **Reber** with logistics solutions, **IWOfurn** as a service platform for linking the processes of all companies in the whole furniture and furnishing sector, **Sellanizer** with a sales promoting e-commerce solution, thanks to which goods can be offered quickly on-line on various platforms and portals, **SHD** with IT-solutions and services for the furniture and kitchen sector, and **Vogelsänger Studios** for CGI, photography, film production and live events.

For detailed information please click the following link:

<https://www.mow.de/aussteller/360gradplaza/>

“With the 360GradPlaza we have founded an industry-specific digital-analogue “Who can what” platform around the issues, sales, digital and merchandise management” comment the initiators Julia Greven and Dirk Schroeder who have exclusively managed the M.O.W. flank so far. The exhibition organiser Bernd Schäfermeier is pleased about the fact that “we can thus promote personal exchange and business development in the industry at 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 Salzuflen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzuflen.

Access only for professional visitors.

Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

M.O.W. Summer Vibes on 19/09/2023 as of 6 p.m. between hall 19 and 20.

Further information: www.mow.de

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