

Press Release of May 22, 2024

M.O.W. 2024 from September 22 to 26

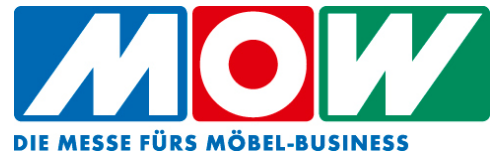
Opportunities For All Furniture Sales Channels

Currently various factors are influencing the industry, many of which cannot be controlled directly. However, your own entrepreneurial commitment can be shaped. This is how the exhibitors of the M.O.W. present themselves offensively and optimistically in the 40th year of existence in order to boost furniture consumption with suitable offers and effective instruments. In addition to strong regular suppliers many well-known new exhibitors are present who “keep an eye on sales increase”. The full potential will be shown in Messezentrum Bad Salzuflen from September 22 to 26.

The M.O.W. provides offensive and positive impulses for the German and European furniture consumption in the Messezentrum Bad Salzuflen from September 22 to 26. With the right products, sales-boosting assortments and suitable presentation concepts the exhibitors are heading into the autumn and the after fair business with determination. One thing is clear: only with combined forces can the industry and trade boost national and international consumption. To ensure close communication the M.O.W. as a central European platform for all stationary and on-line sales formats offers the right framework for this. And even more: the M.O.W. in September is the best and decisive basis for business success 2024/25.

With its unique concept – the concentration on consumption-orientated furniture business – the M.O.W. fulfils its core mission to bring together continuously and reliably every customer with the right supplier and offers. The M.O.W. as a show is an indispensable industry meeting point for furniture consumption and moves merchandise and people. That is why the M.O.W. – even in the 40th year of its existence – can point to a top-class clientele including regular exhibitors and well-known new exhibitors.

The trade fair manager Bernd Schäfermeier and the project manager Maximilian Richter are already looking forward to lift the veil on the anniversary edition. New companies such as ARC, Collection C, Gwinner, Hasena, Hilding Anders, Masterlight, Sonorous, and Wendre are newcomers in the halls 1 – 6. The halls 10/11 will be changing with an enhanced presentation of IMV, LC, MCA, and Wojcik. In hall 12 new exhibitors will be Jutzler and Mondaro – the MCA component of sleep.



Gutekunst, HQ Leimholzprofi and Tvilum enrich with their offer hall 19 and the halls 20 – 23 will be complemented by trendy and powerful companies such as Atlantic Home, DFM, Divadivani, Kuka, Montel, Signal, and Thuka. Numerous new products are to be expected that can and should specifically boost consumption.

At this year's fair conception the organisers are attaching great importance to an improved hall layout and structure as well as to a continuously increasing exhibitor quality and the development of the range of offers and assortments. "We are sure that we can provide all furniture distribution channels with the right offering and effective tools to shape their business success aggressively and efficiently", says Bernd Schäfermeier the representative of the responsible team of Messe Ostwestfalen. "So: plan your visit!"

M.O.W. at a Glance:

Date from September 22 to 26, 2024.

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. 40th anniversary M.O.W. party on 2024/09/24 between the halls 19/20 as from 6 p.m.

Access for professional visitors only.

Further information: www.mow.de

Press contact: Kaja Möller, Fon +49 (0)40/36905290, Fax +49 (0)40/36905291, kaja.moeller@waw-gruppe.de. Or directly from Messe Ostwestfalen, Fon +49 (0)5222/9250-31, Fax +49 (0)5222/9250-35, www.mow.de.