

Press Release of September 3, 2024

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

At The Start: 526 Exhibitors from 40 Nations

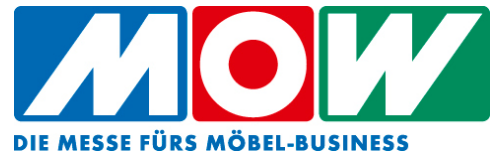
Bigger, more diverse, more exciting: The M.O.W. 2024 is due to be launched on September 22 and will be continuing with strong contents, path-breaking presentations, optimised hall structure, and new routing until September 26. With a total of 526 exhibitors from 40 nations this exhibition sets high standards and emphasizes its significance as a central platform for the furniture trade in Europe. The team of Messe Ostwestfalen is proud of this result and grateful for the trust of the industry which makes the anniversary event a special event.

In the 40th year of its existence the M.O.W. stands for variety, growth and further development: with new exhibitors, the clear focus from self service to conventional furniture as well as the expansion of all product ranges. This exhibition is the hotspot for fresh ideas, innovations and trends for the middle of the market. Here the industry is getting fit for the future thus setting a strong signal to stimulate the economic situation.

New Highlights And Optimised Structure For Fresh Momentum

The 526 exhibitors from 40 nations stand for highest quality and a wide range of offers. Around 40 percent of the exhibitors come from Germany, 60 percent from abroad. The top ten nations are Germany, Poland, Denmark, the Netherlands, Bosnia-Herzegovina, Turkey, Italy, Lithuania, France, and Sweden. The internationality of the M.O.W. makes it a crucial B2B-event for all those who want to be at the pulse of the furniture world! The exhibitor list, exhibitor profiles and hall plans can be downloaded from the M.O.W. website www.mow.de.

With its jubilee edition the M.O.W. is consequently continuing its successful path. It impressively confirms its position as Europe's leading furniture fair and shows once more why Ostwestfalen-Lippe (OWL) is the heart of the furniture sector. The fair organisers would like to thank the industry for the tireless commitment and confidence. The manufacturers speed ahead and not only want to use this trade fair to create a good atmosphere but also give the start command for a revival in sales. "Together we are moving the industry forward and creating the best conditions for successful business. Off we go – to the M.O.W. 2024!"



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 Salzuflen, 17 halls, 85,000 sqm of exhibition space.

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

40-year M.O.W. party on 24/09/2024 at 6 p.m. between hall 19/20.

Access for professional visitors only. [To visitor registration.](#)

Further information: www.mow.de

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