Press Release of September 16, 2024

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

Countdown For The M.O.W. 2024 – Start On Sunday

The M.O.W. 2024 is in the starting blocks and will be opening its gates in Messezentrum Bad Salzuflen from September 22 to 26. A fascinating variety of furniture and trends await trade visitors on over 85,000 square metres, spread across 17 halls. Extraordinary presentations, perfect productions, new assortments, and collaborations set positive impulses against the current economic situation. The organizers and exhibitors are looking forward to numerous visitors!

On this 40th anniversary the M.O.W. emphasizes its continuing importance as the central meeting place of this sector – and impressively shows why it has been keeping the furniture world in motion for four decades. Despite the current challenges trade fair organisers launch this exhibition optimistically in the spirit of this industry: our home is a safe place and furniture is an indispensable part of it.

535 exhibitors from 40 nations present their latest assortments, innovations and trends this year. Whether conventional living, flat pack furniture, young living, self-service furniture, or online trade – the M.O.W. 2024 offers a particularly large and attractive range of offers for all product groups and sales channels. Companies such as Dastek, Primex, Nijwie, Noteborn, Recozy, Sonnenpartner, Sedax, and De Eekhoorn rank among the new businesses. In addition, the 360 Grad Plaza gives valuable insights into special services for the furniture sector.

Not registered yet? Trade visitors can quite easily register online at www.mow.de or using a QR Code. Therefore, nothing stands in the way of a smooth visit to the trade fair! Those who want to obtain an overview in advance can browse through the exhibitors' online entries, find out interactive hall plans and download directions. Special service: the entry to the M.O.W., parking, catering, WLAN as well as the shuttle service between the halls are free of charge for all trade visitors.

Do not miss out – the M.O.W. is Europe's most important trade fair for furniture consumption and sets the course for successful business!

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 car park: 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.
40th anniversary M.O.W. party on 24/09/2024 at 6 p.m. between hall 19/20.
Access for trade visitors only. For visitor registration.

Further information: www.mow.de

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