Press Release of September 10, 2025

M.O.W. 2025 from September 21 to 25

# M.O.W. – The Trade Fair Is Here!

**From September 21 to 25, 2025 the Messezentrum Bad Salzuflen will once again become the meeting point of the European furniture sector. The M.O.W. is the core and the origin of a trade fair and company presentation in East Westphalia-Lippe that is unique in Europe. With its clear profile as a trade fair it stands for a concentrated, compact and efficient platform around the furniture business. Nowhere else will so many suppliers present their products, offering a breadth and depth of their comprehensive range which is especially tailored to the needs of this retail trade.**

**553 exhibitors from 39 countries** present their collections and new products this year. The strongest exhibiting nations after Germany are Poland, Bosnia & Herzegovina, Denmark, Netherlands, Italy, France, China, Lithuania, and Turkey. With an international share of 60 percent, an exhibition space of 85,000 square metres and an unequalled service package it offers optimal conditions for successful order business. By comparison: in 2024 there were 535 exhibitors from 40 nations.

**The M.O.W.'s quality is continuously increasing:** Besides important long-standing regular exhibitors that are relevant for this market, in 2025 many new companies and renowned brands among which such as SCHÖNER WOHNEN-Collection, Kare, Jan Kurtz, Bizzotto, Stern, Hartman, and Ronald Schmitt present themselves. This will also give the trade fair greater prominence in the higher-quality segment without neglecting its core. In addition to premium suppliers, all major young living and self-service manufacturers, including those from France, are represented, as well as specialists and newcomers from all over Europe. Thus, the M.O.W. impressively emphasizes how flexible and future-orientated this sector is positioning itself.

**Signal in difficult times:** The M.O.W. sets a strong signal in an economically challenging time. It offers orientation, inspiration and above all concrete offers that dealers of all sales channels can take advantage of – from classic furniture shops, chains and mail-order houses to D.I.Y. stores, discounters, on-liners and new distributors from food and non-food sectors.

**Internationality as a strength:** With guests from 73 countries the M.O.W. 2024 sets a new record. A high percentage of international visitors is also expected for 2025. This makes the trade fair not only one of the most

important ordering events for the European market but also a link to global suppliers and partners.

**Value for this area:** For East Westphalia-Lippe the M.O.W. is an important economic factor. Thousands of international visitors bring frequency to the hotel business, catering and trade of this area. For five days Bad Salzuflen will become the furniture capital of Europe.

The M.O.W. is and remains a **trade fair of highest quality** regarding its **visitor and exhibitor structure**. It ranks among Europe's most important furniture trade fairs and is indispensable for this sector as well as for this area.

**Quote from Maximilian Richter, project manager of the M.O.W.:** „*The trade fair is here!* – In 2025 this motto characterizes our whole performance. With the colour yellow we are consciously focusing on a strong symbol for optimism, energy and new beginnings. And this is exactly the mission of this trade fair: to give an overview, to promote exchange and to create orientation."

**Quote from Bernd Schäfermeier, managing director of Messe Ostwestfalen**: „The strength of the M.O.W. is the proximity to the market – the active partnership with exhibitors and visitors – and its clear profile. We closely monitor the developments, react purposefully and translate the needs of this sector to a strong trade fair format. This creates trust and continuity. The M.O.W. is and remains: the trade fair of this industry for this industry."

**M.O.W. at a Glance:**
Date from September 21 to 25, 2025.
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.
Access for trade visitors only.

**Further information: www.mow.de**

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