



Press release May 29, 2020

M.O.W. 2020 from 20th to 24th September

M.O.W. will take place!

The most important Live Event for the furniture sector in 2020: After the lockdown the M.O.W. will be the first trade fair to start as planned from 20 to 24. September.

Certainly with immensely increased importance for the industry and trade which, because of Corona, must accelerate their speed and increase their efforts to get business starting again. The new start needs a trade fair – in particular, the M.O.W. - where the business for consumers is done. Concepts, inspiration, information, advertising, promotional business, exchange and meetings – that is now required! All types of furniture sales are looking for solutions which can be found at the M.O.W.

The times of social distancing have shown how precious and necessary personal contact is. Last but not least for business. No digital format can replace personal meetings - and still less in the furniture sector. Therefore it is so important that after that long absence industry and trade meet at the M.O.W. The parties in Messezentrum Bad Salzufflen benefit from the large-surface buildings and the spacious outside area. Further currently valid official regulations will be observed and implemented.

With the opening of shops the stationary distributors have an increasing demand for the exchange of concepts with appropriate goods. For the time being it will be important for all marketing forms to freshen up their assortments, but above all to introduce best-selling audience magnets into the shop and online shop with promotional and advertising products. Fast-moving goods to make good turnovers – that's the core of the M.O.W. It provides the necessary impulses for consumers, that are so urgently needed by purchasing associations, chains, conventional furniture dealers, studios, self-service/discounters, young living houses, mail order houses, construction markets and DIY stores, food and non-food marketing companies, and large onliners. Not only trade but also industry pushes for the exhibition tool to be able to present products and ideas in a more efficient way. This year the MOW is essential.

The current M.O.W. 2020 booking status is high, however, four months before the start of this event there are still opportunities for exhibitors' presentations. The fair management will be pleased to receive your inquiries.



Exhibitions will change due to Corona. However, the M.O.W. managers will adhere to the following, “M.O.W. is the quite special different exhibition. Personal service and convenience are given high significance”. Therefore the entrance, catalogue, parking, and WLAN will be – as usual – free of charge at the M.O.W. And culinary delights will be provided – though in another way.

„In September we all will know more about it,” say the M.O.W. managers. That is why it will be all the more important to prepare together and actively for business at the end of the year and for the essential sales months from January to March. Now the time has come for cooperative partnership.“

„We are looking forward to meet the furniture sector again.“ In this respect the Messe Ostwestfalen managing directors Bernd Schäfermeier and Andreas Reibchen agree with all market players.

Corona advice: The official regulations for events are continuously being adapted. Prior to the exhibition we will inform you about the relevant details regarding the hygiene and infection protection concept.

Further information: www.mow.de

**Press contact: Kaja Möller, Fon 040/36905290, Fax 040/36905291,
kaja.moeller@waw-gruppe.de. or directly from Messe Ostwestfalen,
Fon 05222/9250-31, Fax 9250-35, www.mow.de.**