

Press release April 30, 2021

M.O.W. 2021 from September 19 to 23

360GradPlaza – New Service Provider Platform at the M.O.W. 2021

Besides furniture the M.O.W. 2021 offers a new network platform intended to promote exchange with service providers and specialists from the marketing, product and digital field. The stationary-digital hybrid format will be active for 365 days after the exhibition time and enable the visitors to obtain curated company-specific information, inspiration and matchmaking. To the exhibitor portfolio the new M.O.W. service provider platform 360GradPlaza counts specialists from the fields process optimization, digital distribution and omnichannel marketing, sustainability, retail design & technology as well as logistics and staff. This format is supported by “moebel.de”, Germany’s largest search machine for furniture and furnishing.

With this new additional offer M.O.W. is inspiring the digital transformation of this sector: “Especially in times of crisis it is important to strengthen networks as well as platforms for mutual exchange which not only promote mere sales but also the development of new business models,” say the trade fair organisers Andreas Reibchen and Bernd Schäfermeier. “Furniture trade covers more than just merchandise.” Increasing individualization and digitization of all business areas pose challenges for this sector – not only stationary but also on-line. Whether E-commerce and shop systems, logistics and service solutions, ERP and data management, omnichannel marketing and brand management, process control, personnel placement or digital furniture sale: people are looking for and need valuable expertise and innovative tools in every field.

As an organiser Messe Ostwestfalen is a classical “match-maker”. As the different fields are more and more interlocked interdisciplinary cooperation is to be promoted. “The objective is to bring together all players and actors who are relevant for this sector here in Bad Salzuflen” emphasize the exhibition managers.

This new concept has been developed together with two very experienced insiders and marketing strategists, Julia Greven (who was a long-term CABINET board, today brand consulting philla BrandXitement) and Dirk Schröder (smart2digital as well as founder of the on-line stationary platform DesignMeetsHome). Another source of inspiration was Arne Stock, board of moebel.de who is now also supporting the good concept with moebel.de as a sponsor.



Many interesting suppliers already confirmed their participation in the new service provider platform:

The **Shopmacher**, one of Germany's most renowned special agencies for eCommerce and digitization of the trade are on board for the eCommerce topic area. **Pixlip** from the retail design and technology field is participating as one of the leading manufacturers for eye-catching light presentations in the indoor and outdoor retail area. We are present with **Vogelsänger**, Europe's largest studios for all specialities around the topics photographs, films, events, and CGI. The logistics issue is vicariously covered by globally operating experts from **Rhenus Home Delivery** who see themselves as a value added partner. The **RAL** Institute will also participate which not only set standards in the field of colours but also awards together with the Deutsche Gütegemeinschaft Möbel e.V. (DGM) the "Golden M" and thus sets important standards regarding furniture quality, safety and health. And finally **Moebel.de**, Germany's largest search machine for furniture & furnishing which helps distributors, manufacturers and on-liners to sell.

The stationary-digital 360GradPlaza at the leading European furniture trade fair constitutes the perfect framework for a productive exchange between solution providers from the marketing, digital and product management field and decision makers from trade and industry. Providers who want to show presence on the new and hybrid platform can contact Julia Greven +49(0)22117040035 and Dirk Schroeder +49(0)160 90519077 by phone or send an email to info@360GradPlaza.de. The team curates the new platform on behalf of the exhibition management. The specially redesigned 400 sqm large area in exhibition hall 12 is limited to a maximum of 12 places.

There are excellent opportunities to come into contact with the important European purchasing associations, chains, conventional furniture distributors, studios, self-service/discounters, distributors, mail-order houses, DIY stores and superstores, as well as with the large on-liners. For over 35 years decision makers from all distribution types rank among the regular visitors of the M.O.W. in East Westphalia. With this new format the M.O.W. 2021 offers its top-level customers a relevant added value.

Further information: www.mow.de

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