

Press Release June 2, 2021

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

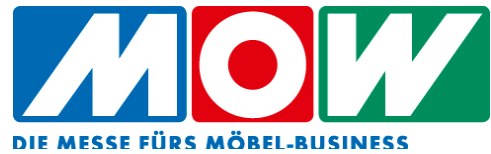
## **Current Booking Status Exceeds that of Last Year**

**Coming together, talking, negotiating, boosting confidence – personal meetings are essential in business life. The furniture industry is really looking forward to their next exhibition. With Messezentrum Bad Salzuflen the M.O.W. 2021 in September offers best conditions for a stationary “furniture” meeting. The satisfying booking status signals optimism and demand. Besides goods, the agenda for the middle of the market presents important issues such as digitization, supply chains, pricing, as well as innovations regarding marketing and sale.**

Finally the exhibition. Everyone is eagerly looking forward to the M.O.W. 2021! The preparations are running at full speed: new exhibitors enrich this offer across all product groups. The most recent new registrations include companies such as Möbelpartner, Aqwella, SvenForm, Living Furn, Brix, Libra, Rivalli, and Forma Ideale. The M.O.W. team is actively working to present further new names and brands. All the halls show innovations. For example, for the first time 360GradPlaza is established in hall 12, a stationary-digital forum for selected service providers of the furniture industry. For a considerable time, this will be the first physical trade meeting and besides the products the programme will include many important issues. These include challenges in digitization as well as sales, staff, procurement, and logistics. And: more and more trade fairs such as the M.O.W. also take the end user with his individual customer journey into account.

It is the common objective of exhibitors, organizers and visitors to uphold the significance of the subject living and furnishing in the consumers' mind. This is why the European furniture sector actively lines up from September 19 to 23, 2021. “We are looking ahead. This exhibition will set positive signals,” emphasize Bernd Schäfermeier and Andreas Reibchen, the managing directors of the organizers Messe Ostwestfalen GmbH. “We are looking forward to a communicative, exciting and for all participants successful M.O.W. 2021!”

With the spacious grounds Messezentrum Bad Salzuflen offers ideal conditions for the safe implementation of this event, as already proven last year., This year too, the important decision-makers for the middle of the European furniture market will meet there. 17 individual halls, a transparent path guidance, many entries and exits, several bistros and airy outdoor



catering in the extensive outdoor area will constitute the relaxed framework for your personal business. The then current requirements of the authorities will be communicated promptly.

**Further information: [www.mow.de](http://www.mow.de)**

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