

Press Release of May 3, 2023

M.O.W. 2023 from September 17 to 21

M.O.W. – the Leading Trade Fair for Consumer-orientated Furniture

Europe's most important furniture fair in autumn – that's the M.O.W. in Bad Salzuflen! In 2023 it will be taking place from September 17 to 21. We are expecting around 500 exhibitors from over 40 nations who will present themselves on an exhibition space of approx. 85,000 square metres in the 15 halls of Messezentrum Bad Salzuflen.

The M.O.W. links industry and trade analogue as well as digitally, presents product ideas and innovations and joins offers and demands, provides market and field knowledge and moves enormous volumes. The focus lies on domestic furniture for the European market – an outstanding, unique concept.

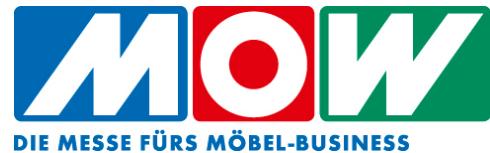
Selected high-performance partners present themselves at the M.O.W. who provide turnover and frequency with their new products in the trade. In addition, they also fulfil for your business relations important attributes such as efficiency, reliability, experience, low complaint ratio, and professional processing aiming at continuous good relations with your suppliers. Not only the long-standing exhibitors at the M.O.W. meet these requirements but also this year's new and repeat exhibitors.

CONVENTIONAL FURNISHING

Service-orientated marketing approaches for the different furnishing areas are a central presentation focus at the M.O.W. The exhibited assortments cover various styles from mainstream to design and from entry-level prices to upper medium prices.

FLAT-PACK FURNITURE, YOUNG LIVING, SELF-SERVICE, E-COMMERCE, MARKET PLACES

In addition, the M.O.W. is the central order fair for self-service/discount, young living, flat-pack furniture, and E-commerce. At no other trade fair is the focus on business with attractively priced ranges, advertising and campaign items for all living areas.



ORDER AND NETWORKING AT THE HIGHEST BUSINESS LEVEL

Order and networking with other entrepreneurs and business owners are the focus of this important business event. The special hospitable and familiar atmosphere as well as the personal service are highly appreciated by the visitors and exhibitors alike. Top decision makers from over 60 nations are regularly among the professional visitors including Europe's purchasing associations, chains, specialists, conventional furniture dealers, studios, self-service/discounter, young living, mail-order houses, DIY stores and superstores, food and non-food marketing companies as well as on-liners.

The group of exhibitors in 2023 includes numerous new exhibitors, including well known and national suppliers from big players to niche suppliers. With their competence they extend the sales-boosting offer of the M.O.W. maintaining the high quality for the consumers. Their participation confirms the conceptual uniqueness of this fair.

The M.O.W. is the benchmark of this sector. For many years the month September has maintained its position as the presentation and order month in the centre of the furniture cluster East Westphalia. Every professional purchaser is welcome at the Messezentrum Bad Salzufflen.

M.O.W. at a Glance:

Date from September 17 to 21, 2023.

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 Salzufflen, 17 halls, 85,000 sqm of exhibition space.

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzufflen. Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

Access for professional visitors only.

Further information: www.mow.de

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