

Press release 6 August, 2019

M.O.W. 2019 from September 15 to 19

List of Exhibitors online

With immediate effect the updated list of exhibitors is retrievable from the new M.O.W. website www.mow.de. The professional visitors may look forward to the whole range of products with even more conventional goods and an enhancement of the product groups of upholstered furniture, bedrooms, solid wood as well as modern design. The exhibitor statistics hold surprises for this year's M.O.W. from September 15 to 19, 2019.

A trade fair is a reflection of the market. The M.O.W. depicts in particular the supply streams for high volume business with furniture and special assortments. In view of the concentration on the centre of the market it is not surprising to note that Poland with 43 % of all exhibitors represents the strongest nation at the M.O.W. after Germany. However, the following places offer surprises: Italy, Netherlands, Denmark, and France show a strong presence at the M.O.W.2019! Followed by Lithuania a country of the Baltic States prior to Bosnia as well as Austria, Belgium and Russia.

Actually 461 exhibitors from 37 nations have been registered to show their products at the M.O.W. The range of offers covers all price categories from high to entry-level prices and all product groups: living, upholstery, dining, bedroom, hall, baby, child, and young people, kitchen and bathroom, small and individual pieces of furniture as well as special assortments - not only for conventional furnishing but also for young living/flat-pack furniture/self service and e-commerce. Current trends and innovations such as new finishes, cover materials, colours, fitting technologies, and convenience functions as well as new marketing ideas, fast delivery programs or space concepts will be viewed. Furthermore issues such as digitization, augmented reality, individualization, and sustainability will be discussed at the M.O.W. 2019.

Trade visitors from over 60 countries are expected, in particular purchasing associations, chain stores, specialists, conventional furniture shops, studios, self service/discounters, young living houses, mail order houses, construction markets and do-it-yourself stores, food and non-food marketing companies, and online retailers. Entrance, catalogue, food and drinks, parking spaces, shuttle, and WLAN are free of charge on the M.O.W. exhibition grounds.

Please note now: M.O.W. 2019 from September 15 to 19

Further information: www.mow.de

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