

Press Release of September 11, 2023

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

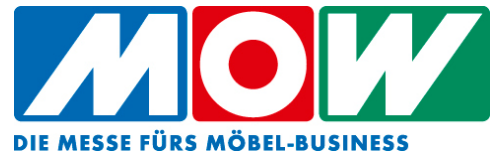
524 Exhibitors From 40 Nations

Top-quality cast: 524 exhibitors from 40 nations will be presenting their products and innovations for furniture consumption at the M.O.W. in Messezentrum Bad Salzuflen from September 17 to 21. All product ranges and sales ranges will be covered. Professional buyers can look forward to exciting new products, important trends and top-level business contacts. In a few days the exhibition will start. Register on-line now!

There are many good reasons for visiting the exhibition: the M.O.W. 2023 presents an unequalled efficient exhibitor spectrum for the middle of the market from the entry-level to the upper middle price segment. Among whom a large variety of proven long-time regular exhibitors but also many new exhibitors such as Alfemo, Altoni, Breckle Northeim, Collection C, Dan Form, DC Living, De Eekhoorn, Demeyere, Ekornes, Euro Comfort, Fey/Relaks, FMD, Gautier/Gami, Hammel, Hjort Knudsen, Idea, Ipek, Kuka, Maxfurn, Mayer Sitzmöbel, Parisot, PBJ Designhouse, Phönix, Roba, SCIAE, Shape, TAF, Tvilum, and Webed. The quality, breadth and depth of the range have been increased once more. This out of the ordinary array of regular and new exhibitors for the middle of the market underlines the accuracy of this concept. "We concentrate on the best-selling furniture consumption segment and for this we bring together the most important suppliers. 90 percent of the companies in Germany are represented exclusively at the M.O.W. Buyers will find the matching offer to optimally cover their sales channels stationary and on-line. Nowhere else they can obtain quicker a market overview, nowhere else they find the right products and the required inspiration for their business, nowhere else they can better establish contacts and networking at the highest business level. The M.O.W. creates the basis for your business success in 2024".

The current figures speak for themselves: the exhibition space of 85,000 square metres in Messezentrum Bad Salzuflen are completely booked out, all of the 17 hall floors are occupied. 524 exhibitors from 40 nations are on site. After Germany, Poland is most strongly represented, followed by Denmark, France, the Netherlands, and Italy.

In addition to the new optics many innovations can be expected in the fields of sustainability, individuality, material combinations, technology, finish and colour trends, packaging units, and marketing ideas. In addition,



professional visitors will find with the 360GradPlaza on 400 square metres in hall 12 an individual concentrated service provider area with experts and solution partners from the sectors sales, digital offering and merchandise management. In addition, up-to-date insights and valuable expert tips are available in a condensed format as lectures at the speakers' corner of the 360GradPlaza on Monday September 18 and Tuesday September 19 always from 9.30 a.m. to 5.30 p.m.

Admission to the M.O.W. is free. Professional visitors can conveniently register in advance on-line under www.mow.de. The list of exhibitors on the website provides information about contact persons, product groups, distribution forms, and countries of origin. This digital supplier catalogue is available year-round and is continuously updated by the exhibitors. At the exhibition entrances there is a guide in pocket size with the most important information about the exhibition. A shuttle bus which can be used by the exhibition attendees free of charge travels between the halls. The gastronomic offers are also free for professional visitors.

We are expecting top decision makers from over 60 nations, including Europe's buying associations, chains, specialists, conventional furniture dealers, studios, self-service/discounters, young living/flat pack product companies, mail order companies, DIY stores and superstores, food and non-food marketing companies as well as on-liners, and market places. "We are looking forward to a strong M.O.W. 2023", say the M.O.W. managers Bernd Schäfermeier and Maximilian Richter who promote the visit to the exhibition on behalf of all exhibitor. "Despite political uncertainty and unrest there are solutions for individual success. It is in your hands! Welcome to Bad Salzuflen!"

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

Direction to the central parking place: Heerserheider Str. 2, D-32107 Bad Salzuflen.

Admission, parking, WLAN, catering in the exhibition restaurants, and shuttle service between the halls are free of charge.

M.O.W. Summer Vibes on 19/09/2023 as of 6 p.m. between hall 19 and 20.

Access only for professional visitors.

Further information: www.mow.de

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