

Press Release of March 21, 2024

M.O.W. 2024 from September 22 to 26

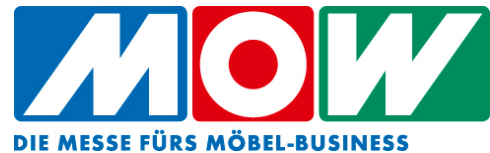
40 years M.O.W. – Start into the Anniversary Year

Four decades of furniture fair: the M.O.W. is starting its anniversary year and simultaneously is catching up on a successful story of the furniture sector. The motto back then “an eye on increased sales” is still valid today and emphasises the clear concept and the unique market proximity of the M.O.W. which as a trade fair has always remained loyal to consumer business and to its customers – the furniture industry and the trade. 40 years are reasons for celebrating and an occasion for innovations! The exhibitors and visitors may be curious.

The M.O.W. concentrates on the essential points: today, as 40 years ago the focus is on business. Products, business, people – that is what counts at a trade fair. With lasting continuity and reliability the right demanders meet the matching suppliers and offers at the M.O.W. This enormous market proximity and topicality have characterized every single event for 40 years, coupled with a unique service that is still unsurpassed today.

40 years – for the organisers this is not only a look back to successes but also a look forward to innovations. This is how the M.O.W. presents in 2024: not only will there be many current offers for the consumer market and the usual high quality of the exhibitors, but the anniversary event also opens the curtains for many new products from September 22 to 26: hall 2 is given a new layout with new exhibitors, in hall 3 the solid wood offer is expanded, in hall 4 the offer is completed by new exhibitors, in the halls 5/6 an “International Business Area” is created with well-known and new partners, the halls 10/11 are given a new image, in hall 12 the focus is put on a new concept, hall 19 is updated with new suppliers, the halls 20/21 are presented in an optimised form, the halls 22.1/2 will surprise with a new layout and aisle layout as well as with an expanded offer and also the halls 23.1/2 will change positively.

In addition to the quality-orientated new and redesign, there is of course room to celebrate: the birthday party will take place on Tuesday, 24/09/2024. Details on all points will follow.



„We thank you for your trust` over the past 40 years and are looking forward to a good and successful trade fair 2024 and a pleasant celebration, says the team of Messe Ostwestfalen around Bernd Schäfermeier the managing director of the trade fair, who with this M.O.W. is keeping with the spirit of the industry and is having "an eye on increased sales" especially in this particularly challenging year.

M.O.W. at a Glance:

Date from September 22 to 26, 2024.

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.

Access for professional visitors only.

Further information: www.mow.de

Press contact: Kaja Möller, Fon +49 40/36905290, Fax +49 40/36905291, kaja.moeller@waw-gruppe.de. Or directly from Messe Ostwestfalen, Fon +49 5222/9250-31, Fax +49 52229250-35, www.mow.de.