

## M.O.W. 2019

### Exciting newcomers at the start

Friday, 14.06.2019



Photo: M.O.W.

*Numerous new registrations are registered by the M.O.W. in the exhibition center Bad Salzuflen. The Consummate Furniture Fair for the Center of the Market promises an attractive bouquet of assortments and nations for September 15-19, 2019. The international offer ranges from Denmark to India, from SB to high value for stationary and online and from big players to smaller companies with innovative ideas.*

For 2019, too, the list of exhibitors is increasingly enriching with exciting newcomers. These include, to date, among others: Prevent Interior, Priess, Gutekunst, Carla & Marge, Eurotic, Blonski, Cilek, De Rucci, Kebe, Flexa, Recor, Insofa, Sitting Vision, Design, De Eekhoorn, Akante, Goldammer, Kauno Baldai, Max Divani, Trade Point, Strømdal, Oak Design and Wenko. "These companies enrich the M.O.W. and thus increase the opportunities for trade. In order to continue to be successful, simply open-mindedness

and courage are needed, because the end customer expects fresh ideas, "emphasizes M.O.W. Managing Director Bernd Schäfermeier the fact that the fair itself opens up new topics. Best example: the initiation of various joint stands at the upcoming M.O.W. In addition to France, India, Lithuania and Russia have the opportunity to present themselves as a multifaceted production country.

## **Service included**

The M.O.W. makes the stay at the fair comfortable. Admission, parking, food and beverage, catalog and Wi-Fi are included in the service. Likewise, the Tuesdays trade fair party, where the industry meets for a casual exchange. In 2018, more than 5,000 trading companies visited M.O.W., including Europe's purchasing associations, chain stores, specialists, conventional furniture retailers, studios, self-service discounters, young homes, shippers, home improvement stores, food and non-food marketers and online retailers. The strongest visitor nations included the Netherlands, Belgium, France, Italy, Switzerland, Austria and Poland. 462 companies from 36 nations exhibited last year.

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### **Links**

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