

M.O.W. 2019

Good results at the anniversary event

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Photo: M.O.W.

In Eastern Westphalia, the center of the German furniture industry, in September there were two reasons to celebrate: 50 years of the Bad Salzuflen exhibition center and 35 years of the furniture fair M.O.W. "The anniversary event once again underlined the importance of the fair for the middle of the market. All European sales organizations that deal with furniture were on the spot in the Bad Salzuflen exhibition center to pick up high-selling goods and fresh marketing ideas", the trade fair organizer explains.

There was plenty of innovation and inspiration in the Bad Salzuflen exhibition center: furniture for every budget, sofas with multifunction, bedroom, kitchen and bathroom, dining, individual furniture, apartment furniture, sustainable solid wood, baby rooms, home offices and furnishings. "The M.O.W. has once again confirmed its essence: focusing on the middle of the market. This unique position gives Europe's largest furniture fair in autumn international relevance", emphasizes the organizer.

The presentation level was extraordinarily high, the booths were conceptually and thematically well thought out and often perfectly decorated. Many surface designs could be transferred one to one to the stationary trade. According to the trade fair Ostwestfalen, the cost of industry was rewarded by the trade -

with direct orders and specific tasks for follow-up business. The mood in the halls was resolved, and intensive work was done on all five days of the fair. The industry also praised the wide range of contacts, the high visitor quality and the new international visitor addresses. Important suppliers took the success of this exhibition as an opportunity to secure the stand for 2020 directly. On the customer side, the pleasant atmosphere, the wide range of services and the comprehensive service package of the M.O.W. special appeal as well as the very successful trade fair party.

The number of visitors had been stable compared to the previous year and with a foreign share of almost 35% was even more international. Trade visitors from 59 nations were registered. As in 2018, the Netherlands, Belgium, Austria, Italy, Poland and France were among the strongest nations. A high increase in visitors had been recorded from Russia and Turkey. For the first time, visitors from Ecuador as well as from various African and Arab states have been welcomed.

482 exhibitors from 37 countries joined M.O.W. 2019. 44% of the exhibitors came from Germany.. The next M.O.W. will take place from 20 to 24 September 2020.

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Links

- [M.O.W.](#)