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EISENWARENMESSE

EISENWARENMESSE - International Hardware Fair Cologne 2024: early bird promotion achieves a good result in the application phase

Leading companies from home and abroad confirm their participation at the leading global trade fair for the hardware industry

The EISENWARENMESSE - International Hardware Fair Cologne 2024 has already experienced a very good response from the hardware industry during the first months of the registration period. The early bird promotion is a complete success not only internationally with exhibiting companies from 45 countries and a foreign share of 87 percent. Numerous German companies have also already confirmed their participation. Until June 30, 2023, exhibiting companies can secure their stand area at the EISENWARENMESSE - International Hardware Fair at reduced conditions.

The EISENWARENMESSE - International Hardware Fair is back in its old rhythm: the exhibition will once again open its doors at the usual time, from March 3 - 6, 2024. The start signal has already been given with the early bird promotion. Until June 30, 2023, companies profit when registering as an exhibitor from a discount of EUR 30.00 per m².

"The preliminary result of the early bird phase for the EISENWARENMESSE - International Hardware Fair 2024 gives us plenty of reasons to be extremely positive. We are pleased at the strong interest from abroad and at many German returnees who took a break from the special event in 2022. The high demand confirms the importance of the EISENWARENMESSE - International Hardware Fair as the most important global platform for the presentation of new products, services, and technologies as well as for maintaining business relationships from the hardware segment. We are very optimistic that we will achieve the planned exhibition area of 165,000 m² in a total of six exhibition halls," according to Matthias Becker, Director of the EISENWARENMESSE - International Hardware Fair Cologne.

The German companies and brands participating in the EISENWARENMESSE - International Hardware Fair include, among others, BMI, BS Systems, Burg-Wächter, Eibenstock, Fischer, Hailo, Hazet, Hettich, Knipex, and Krause. Oribis Will, Padre, Pferd, Prebena, Reyher, Scheppach, Schwaiger, Rennsteig, Testboy, Völkel, Wezag, Wiha and Witte Tools will also be at EISENWARENMESSE - International Hardware Fair 2024.

From abroad, the EISENWARENMESSE - International Hardware Fair 2024 has booked applications from, among others, Apex, Annovi Reverberi, Central Lobão, Diager,



EISENWARENMESSE -
International Hardware Fair
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eisenwarenmesse.com

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Cologne
District Court Cologne, HRB 952

Edeco, Fisch, Index, Kubala, Kyocera, Nardi Compressor, Prosperplast, Proxxon, Rapid, Skil, Stanley, and Varo. New customers like Ambrovit, Inter Abrasive, Kapriol, and Lusavouga will also be participating for the first time. More exhibiting companies can be found at the [website](#) of the EISENWARENMESSE - International Hardware Fair Cologne in the logo carousel.

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DIY Boulevard und EISEN Award

The early bird phase already reflects the great interest in the DIY Boulevard: 45 companies have already applied for the presentation area. With the DIY Boulevard, the EISENWARENMESSE - International Hardware Fair, in cooperation with the Haus & Garten (HHG) manufacturer association, provides companies with the possibility to present their products in an environment close to POS. This means that trade visitors experience an authentic presentation of goods.

The coveted "EISEN Award powered by ZHH" 2024 will also be presented live again. In cooperation with the central association for the hardware trade (ZHH), the EISENWARENMESSE - International Hardware Fair will embark on a search for outstanding new ideas, inventions, and solutions from the industry. There will also once again be a special area in which the nominated products are presented to the trade public during the trade fair.

Promoting young companies

The EISENWARENMESSE - International Hardware Fair is part of the program established by the Federal Ministry for Economic Affairs and Climate Action (BMWK) for promoting participation of new, innovative companies in leading international trade fairs in Germany. The exhibition in this way hopes to promote the next generation in trades and industry. Eligible for sponsorship are freelance companies from industry, the trades, or technology-oriented companies that are based in Germany and have existed for no more than ten years. Supported is participation in a pavilion. A share of 60 percent of the expenses for the stand rental fees and construction eligible for support will be assumed.

Lead+Meet brings exhibiting companies and visitors together precisely

Exhibiting companies of the EISENWARENMESSE - International Hardware Fair 2024 can for the first time use the app of the special event to address important visitor groups in a targeted fashion. Lead+Meet is a digital feature that efficiently, simply, and individually brings together exhibitors and visitors on the fair grounds with personalized push messages that are issued via the improved trade fair app. Lead+Meet enables exhibitors to directly address their most important visitor target groups at the trade fair and invite them to their stand. When purchasing tickets, visitors provide various individual information such as product interests, industry, or country of origin. On the basis of this voluntary information, exhibitors identify the visitors appropriate to their offering. When entering the exhibition hall, the visitors receive a push message with an invitation to the trade fair stand directly on their smartphone via the trade fair app when they have actively selected this option. Via the new indoor navigation in the hall plan of the app, visitors can then quickly and easily find the direct route to the stand. Supply and demand are in this way brought together optimally.

The next events:

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China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai September 19 - 21, 2023

International Hardware Fair India - powered by EISENWARENMESSE - International Hardware Fair, New Delhi December 2 - 4, 2023

EISENWARENMESSE - International Hardware Fair Cologne, Cologne March 3 - 6, 2024
Asia-Pacific Sourcing, Cologne March 11 - 13, 2025

International Hardware Fair Italy - powered by EISENWARENMESSE - International Hardware Fair, Bergamo May 2025

Koelnmesse - industry trade fairs for the hardware sector: As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach.

Further information: <https://www.eisenwarenmesse.com/trade-fair/industry-trade-fairs/>

Note for editorial offices:

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our image database at: [Image database | International Hardware Fair \(eisenwarenmesse.com\)](#)

Press information is available at: [Press releases of the INTERNATIONAL HARDWARE FAIR | International Hardware Fair \(eisenwarenmesse.com\)](#)

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