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#INTERNATIONALEEISENWARENMESSE

EISENWARENMESSE - International Hardware Fair Cologne 2022: Register now and plan with confidence

In March 2022, it will finally be that time again. After a break caused by the pandemic in 2020 - and again in 2021 - the leading international trade fair is set to hit the ground running with a host of innovations. The EISENWARENMESSE - International Hardware Fair Cologne 2022 will open its doors from March 6 through 9, 2022, offering visitors innovations and the unique opportunity to gain insights into all aspects of the industry and how it is developing - on-site and online.

In cooperation with e-commerce rock star Michael Atug, the subject of online retail will be one of the trade fair's top attractions in 2022. The involvement of this giant of e-commerce and the start-up scene is a real coup. Michael Atug will share exciting insider knowledge of the innovative world of e-commerce. The "eCommerce area" will be entirely focused on innovations in online retail and will provide a glimpse into the future of payment and shopping systems, SEO, multichannel marketing, ERP, and hosting. Digitalization guru and investor Frank Thelen has been secured as the keynote speaker.

The DIY Boulevard is getting more international! The presentation area has continued to expand and grow in popularity. In 2022, international exhibitors belonging to fediyma associations will for the first time have the opportunity to present their innovations and concepts in the POS-like environment to an audience with a genuine interest.

On the first two days of the trade fair, the EISENforum - the show's central event platform - will offer an exciting program designed in collaboration with Michael Atug. The third day is in the hands of the BME e.V. (German Association for Supply Chain Management, Procurement and Logistics) and will feature interesting topics from and for its sectors. On the final day of the trade fair, the platform will be given over to start-ups. Here, young, innovative businesses will have the chance to present their ideas to the trade audience and to opinion leaders in the hardware sector.

As part of Koelnmesse's digitalization strategy, EISENWARENMESSE - International Hardware Fair Cologne 2022 will be held as a hybrid event for the first time. The familiar, physical product presentation and networking formats will be supplemented by new, digital concepts, ensuring greater international reach.

The whole industry is looking forward to coming together in Cologne, to the personal



INTERNATIONAL HARDWARE
FAIR
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contacts, face-to-face business and direct, inspiring exchanges with other attendees.

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Starting on February 16, 2021, exhibitors will be able to complete the convenient online registration for the EISENWARENMESSE - International Hardware Fair Cologne 2022 and enjoy attractive early-booking conditions until May 31, 2021.

Koelnmesse - hardware worldwide

As a top international trade fair organizer, Koelnmesse is the global market leader for the hardware/ironware product areas, divided into the segments tools, industrial supplies, fasteners and fixings, fittings, and building and DIY supplies, as well as for the innovations in these sectors. The leading trade fair EISENWARENMESSE - International Hardware Fair Cologne is an example of this, as are Asia-Pacific Sourcing in Cologne, the Hardware Forum in Milan, Italy, and CIHS - the China International Hardware Show in Shanghai. www.hardware-worldwide.com

Note for editorial offices:

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our image database on the Internet in the "News" section at www.eisenwarenmesse.com/imagedatabase

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The official EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR Cologne blog:

www.eisenwarenmesse.com/news/up-to-date/news-overview-19.php

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