

No. 7 / February 2024, Cologne
#EISENWARENMESSE

EISENWARENMESSE - International Hardware Fair Cologne 2024: On course for success

More than 3,200 exhibitors from 55 countries registered for the world's leading trade fair

From 3 to 6 March 2024, EISENWARENMESSE - International Hardware Fair Cologne will open its doors and once again be the central meeting point for the international hardware industry. More than 3,200 companies from 55 countries will present their latest products and innovations, ranging from tools, accessories, and building and DIY supplies to fittings, fixings and fastening technology. Visitors will have the opportunity to experience the future of the industry firsthand. As in previous years, industry professionals can expect a first-class programme of event and activities.

Making a strong comeback after the special edition of EISENWARENMESSE - International Hardware Fair 2022 last fall, the event will return to its regular schedule for the upcoming edition and be held at its usual time in March. The impressive number of registrations a few weeks prior to the start of the trade fair confirms its vital significance as a leading global trade fair for the hardware industry.

“Not only have many German companies confirmed their participation, there is also considerable interest from the international hardware sector,” notes Sebastian Hein, Director of EISENWARENMESSE - International Hardware Fair Cologne. “The current share of foreign exhibitors of over 90 percent is a clear indication that the EISENWARENMESSE - International Hardware Fair is indispensable as a global platform for business and communication.”

Multifaceted event programme

Complementing the outstanding variety of global offerings is a diverse programme featuring exciting industry presentations, special events and awards. “We are very pleased to be able to offer our trade visitors a great experience again this year. For the hardware industry and all those who want to stay abreast of the latest developments and trends in this field, EISENWARENMESSE - International Hardware Fair is the the place to be,” continues Sebastian Hein.

DIY Boulevard for authentic product presentation

The programme is notable for its well-established formats. The popular DIY Boulevard is entering the next round in collaboration with the Herstellerverband Haus & Garten e.V. (HHG/German Association of Home & Garden Manufacturers) and already attracting a lot of attention. With 58 participating companies, the presentation area in Hall 11.1 was fully booked long before the start of the event.



EISENWARENMESSE -
International Hardware Fair
03.03. - 06.03.2024
eisenwarenmesse.com

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Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

Companies have the opportunity to showcase their products in a point-of-sale (POS) environment spanning a length of 255 metres. This ensures an authentic product presentation for trade visitors.

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EISENaward recognises innovation and technological advancement

Presentation of the coveted EISENaward powered by ZHH will take place live again for the seventh time. In 2024, the EISENWARENMESSE - International Hardware Fair, in collaboration with the Central Association of the Hardware Trade (ZHH), will embark on a search for outstanding new ideas, inventions and solutions in the industry. The award honours the most innovative products related to tools, industrial supplies, fixing and fastening technology, fittings and home improvement. The categories include innovation, design/ergonomics and sustainability. Evaluation is based on factors such as form, function, appearance, design, material properties, handling and technology.

The winners will be selected by a jury of high-calibre representatives from trade, research, media, design and retail. The festive award ceremony will take place at 10:30 a.m. on Sunday, 3 March 2024 during the EISENforum. Throughout the trade fair, the ten nominated products will be showcased for industry professionals in a dedicated area in the passage between Hall 10 and 11.

EISENforum: Spotlight on current industry topics

As the main event stage of the EISENWARENMESSE - International Hardware Fair, the EISENforum in Hall 10.2 will once again present a well-curated event programme. Catering to both exhibitors and visitors, it offers a platform for the exchange of industry-relevant knowledge on current topics and challenges.

In addition to ceremonies like the EISENaward 2024 ceremony, participants can also expect engaging panels and presentations by esteemed speakers. This year, the presentation programme will once again be curated by digital expert Michael Atug on Monday, 4 March 2024. Several individuals, including Heiko Johannisson (eBay Deutschland), Klaus Mauelshagen (EZ Eisenwaren-Zeitung), Andre Roitzsch (Shopmacher) and Anabela Maticovic (Kaufland) will be giving presentations on exciting industry topics.

BME Buyers' Day: Meeting point for purchasing experts

The German Association of Materials Management, Purchasing and Logistics (BME) will once again be hosting BME Buyers' Day during the EISENforum on Tuesday, 5 March 2024. The exclusive lecture series provides buyers with targeted insights into the latest developments and strategic approaches that play a crucial role in the industry. This offers an excellent opportunity for participants to exchange information about best practices, networking and improving purchasing strategies in this sector.

The focus will be on topics such as the optimisation of procurement strategies, the new CBAM regulation for sustainability and collaboration with sheltered workshops in procurement. The panel of experts includes Dirk Funke (Dresselhaus), Hergen Oetjen (REYHER) and Dr. Stefan Hübner (Genossenschaft der Werkstätten für behinderte Menschen Süd eG).

Further information on the event programme can be found on the [trade fair website](#).

Tickets for EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR 2024 are available via the [ticket shop](#)

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. www.hardware-worldwide.com

The next events:

China International Hardware Show - Leading Trade Fair for Tools, DIY and Building Hardware, Fasteners, Security Systems, Locks and Fittings, Shanghai 21.10. - 23.10.2024

International Hardware Fair India - powered by EISENWARENMESSE, New Delhi 06.12. - 08.12.2024

Asia-Pacific Sourcing - Tools and Products for Home and Garden from Far East, Cologne 11.03. - 13.03.2025

Note for editorial offices:

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR photos are available in our image [database](#).

Press information can be found [here](#).

If you reprint this document, please send us a sample copy.

You can find more information about the EISENWARENMESSE INTERNATIONAL HARDWARE FAIR COLOGNE at www.eisenwarenmesse.com, on [LinkedIn](#) and [Facebook](#).

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