

No. 2 / September 2021, Cologne  
#ZOW

## ZOW 2022 - East Westphalia-Lippe as an innovation incubator

### Business hub in a crucial position for the European furniture industry

Bad Salzuflen/Cologne, 1 September 2021 Climate change, digitalisation, the coronavirus pandemic, price explosions and supply chain collapses - rarely have we faced so many challenges and such a great need for action. After two years of social distancing, the furniture and interior design industry is eager to meet face to face to exchange ideas about these and other challenges, to find joint solutions and make a dynamic start to the new year together. ZOW, the supplier trade fair for the furniture and interior design industry, hosted from 8 to 10 February 2022 in Bad Salzuflen in East Westphalia-Lippe, provides the perfect forum for doing all of this. In one of the strongest furniture regions in the world, suppliers network with the furniture and interior construction industry, allowing new ideas and paths to success to emerge. "ZOW will be the first major in-person event in two years for this sector in Germany, and it will have a European appeal. This is why I'm firmly convinced that the next ZOW will send a strong signal about the industry's immense capacity for innovation to the European market," says Maik Fischer, Director of ZOW.

After the experiences of the last two years, which have been defined by the pandemic, ZOW is the perfect place for companies to evaluate their position in the market. For visitors from the furniture industry, the trade fair is the ideal opportunity to fine-tune their choice of partners because they will finally be able to compare concepts and products in depth at the event again. Face-to-face conversations will then lay the groundwork for their future innovations. The next ZOW will therefore no doubt serve many visitors as an opportunity to determine their position in the light of the intense pressure to produce innovations and the tremendous demand for extraordinary new and smart product solutions that they face. This pressure is due in no small part to interzum, the world's leading trade fair for furniture industry suppliers, having been restricted to a virtual format in 2021. ZOW 2022 will therefore build exactly the bridges that suppliers need to all the furniture manufacturers and interior designers that want to showcase new lines and collections at imm cologne and LivingKitchen 2023 so that they are ready to serve the markets, which will have recovered by then.

The team led by Matthias Pollmann and Maik Fischer has used the last few months to further develop ZOW's concept. For the first time in the trade fair's history, there will be no restrictions on the custom design of stands in 2022. Naturally, the complete stand packages that are always in high demand and available in a predefined selection of sizes will still be offered alongside this option to simply rent



ZOW  
08.02. - 10.02.2022  
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stand space. In addition, sharp-thinking entrepreneurs will find the combined offer for ZOW 2022 and interzum 2023 especially attractive: Companies that book at least 45 square metres at ZOW 2022 will benefit from price reductions on their stand area at interzum 2023.

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“The new coronavirus regulations and hence the removal of the incidence rate as the sole yardstick, combined with the rising vaccination rates in Germany, Europe and the world, as well as sophisticated hygiene and safety concepts, give us reason to be hopeful, and we can sense people’s strong desire for face-to-face meetings and conversations. However, despite all these positive indications, uncertainty is still widespread due to the pandemic, and this is making many market actors reluctant to travel long distances to foreign markets,” says Maik Fischer. With its combination of regional proximity and a state-of-the-art event hygiene and safety concept, ZOW is therefore set to assume a special role. The trade fair doubles as an exhibition event and a working business meeting packed with new products to try out first-hand and new discussions with potential partners.

**Koelnmesse - Global Competence in Furniture, Interiors and Design:** Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou, Kind + Jugend ASEAN in Bangkok, ORGATEC TOKYO in Tokyo and Pueri Expo in São Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information: [www.koelnmesse.com/current-dates/all-trade-fairs/#2](http://www.koelnmesse.com/current-dates/all-trade-fairs/#2)

Further information about ambista: [www.ambista.com](http://www.ambista.com)

#### **The next events:**

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne  
26.10. - 29.10.2021

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 26.10. -  
29.10.2021

idd shanghai - interior design days Shanghai - by imm cologne, Shanghai November  
2021

#### **Note for editorial offices:**

ZOW photos are available in our image database on the Internet at [english.zow.de](http://english.zow.de) in the “News” section. Press information is available at: [english.zow.de/](http://english.zow.de/)  
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