

No. 3 / October 2021, Cologne  
#ZOW

## ZOW is going ahead!

ZOW will take place from 8 to 10 February 2022. This has been reiterated in a clear statement in support of the event given by Gerald Böse, the President and Chief Executive Officer of Koelnmesse. “We are hearing a lot of questions at the moment, like ‘Is Cologne actually going ahead with ZOW in February 2022?’ My position on this is clear. We are committed to ZOW 2022. We will invest in this trade fair and not make it dependent on decisions by individual companies,” says Gerald Böse. That is why, after a two-year enforced hiatus for trade fairs, the preparations for this important industry gathering are currently in full swing, and the preliminary key figures are a cause for optimism for the team working with Matthias Pollmann and Maik Fischer. “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. The initial forecasts for the event are positive, but there is still some way to go,” comments Matthias Pollmann, Vice President Trade Fair Management. “We are counting on even more companies participating in ZOW, thereby sending a clear signal to the supplier industry for a strong trade fair where orders are secured at the heart of the German furniture business.”

As a communication network and creative workshop for the suppliers of the furniture industry, as well as a trade fair where orders are secured, ZOW is - for reasons of geographical proximity alone - of great strategic importance for a large proportion of companies operating in Germany’s furniture and, in particular, kitchen industries with respect to their product innovation cycles. This makes ZOW one of the most vital business platforms - not only for Germany, but also for central Europe in general. Under the stewardship of Koelnmesse, the event has significantly refined its profile as a trade fair for professionals over recent years. By introducing a new conceptual approach, in which networking and communication enjoy the same status as the presentation of product developments, Koelnmesse has returned ZOW’s focus to the core factors at the heart of its success.

### **Koelnmesse - industry trade fairs for suppliers to the furniture sector:**

Koelnmesse is the world’s top trade fair organiser in the furnishings, interiors and design segment. Hosted at the trade fair grounds in Cologne/Germany, the leading international trade fair interzum is an established, central industry gathering that showcases the latest trends and innovations from global suppliers to the furniture industry. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio with international trade fairs in key growth markets around the globe, including interzum bogotá in Columbia and interzum guangzhou in China. As Germany’s leading trade fair for furniture production and interior construction, ZOW offers a further ideal industry platform with its ready-to-market approach.



ZOW  
08.02. - 10.02.2022  
[www.zow.en](http://www.zow.en)

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese  
Herbert Marnier

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

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

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Page

2/2

Further information: <https://www.english.zow.de/fair/industry-trade-fairs/>

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

**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/)

Pressinformation

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

**ZOW on Facebook:**

<https://www.facebook.com/zow>

**Your contact:**

Markus Majerus

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)