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#zow

ZOW 2022 postponed until 3-5 May 2022

Bad Salzuflen/Cologne, 9 December 2021. Due to the current coronavirus situation and the resulting concern in the sector, ZOW - the supplier fair for the furniture and interior design industry - has been postponed until 3-5 May 2022.

ZOW has been a leading B2B marketplace for a quarter of a century. Manufacturers of products and components for furniture production and interior design gather here every two years to meet with purchasers in the furniture manufacturing industry, designers, craftspeople, architects, carpenters and product developers. The popular trade fair, which is both a creative workshop and a business event where important orders are placed with suppliers to the furnishing industry in Germany and neighbouring countries, was scheduled to take place in Bad Salzuflen from 8 to 10 February 2022. However, rising coronavirus numbers in Germany and across Europe are presenting new challenges for the industry. According to Matthias Pollmann, Vice President of Trade Fair Management at Koelnmesse, "there is increasing uncertainty among companies about whether taking part in a trade fair would currently be the right and responsible thing to do. We are communicating closely and in a spirit of trust with our exhibitors, industry representatives and visitors. What has become clear from our many conversations is that most are not prepared to attend ZOW in February 2022 as visitors or exhibitors, and that they have serious doubts over whether ZOW can successfully go ahead in a few weeks with the situation as it is," continues Pollmann. "In close consultation with Messe Ostwestfalen GmbH, we have now reached the conclusion together that we cannot do justice to ZOW's importance as an established industry event on the scheduled dates. We are therefore postponing ZOW until May 2022." At the same time, the Vice President of Trade Fair Management emphasises that Koelnmesse's commitment to ZOW is unaffected by this decision. At every ZOW event, professional exchange and networking form the basis for future-oriented innovations and the development of new products. And on its new date next year, ZOW will once again provide fresh inspiration for businesses in the industry.

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 Colombia 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-



ZOW
08.02. - 10.02.2022
www.zow.en

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market approach.

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.

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

Further information about ambista: www.ambista.com

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The next events:

interzum guangzhou - Asia's leading trade fair for woodworking machinery, furniture production and interior design, Guangzhou 28.03. - 31.03.2022

interzum bogotá - The event for industrial wood processing and furniture manufacturing, Bogotá 10.05. - 13.05.2022

Note for editorial offices:

ZOW photos are available in our image database on the Internet at english.zow.de in the "News" section. Press information is available at: english.zow.de/
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