

ZOW to be organised by Koelnmesse starting 2018

Koelnmesse enhances its competence in the furniture supplies industry

Cologne/Bad Salzuflen. Two cities, two trade fairs, one goal - to secure the position as global player for furniture production and interior design. By taking over ZOW Koelnmesse now offers two efficient platforms for the industry covering international and regional markets equally. As a result, ZOW will shift towards a biennial cycle with ZOW 2018 (February 6-8) being the trade fair's next edition. "The furniture supply industry requires fresh trade fair concepts that fit the individual needs of regional, national and global markets. In my opinion there is no other event capable of giving as important economic and innovative impetus to the industry as interzum and ZOW. With this acquisition Koelnmesse further expands its position as leading exhibition organiser for furniture and interior design", explains Gerald Böse, CEO of Koelnmesse.

Dr. Lucas Heumann, Chief Executive of the Trade Associations of the Wood and Furniture Industry, adds: "We absolutely endorse the take over of ZOW by Koelnmesse, because this will perfectly complement interzum as the leading international trade fair for the furniture supply industry. Ostwestfalen-Lippe is and will remain the heart of the German furniture industry with the highest concentration of industry stakeholders in the country. From our perspective the furniture industry needs both, a leading international trade fair such as interzum and a working platform with a clear hands-on focus based in Ostwestfalen-Lippe just like ZOW. Offering interzum's and ZOW's unique qualities as part of a one-stop solution guarantees perfect coordination and matching of both main events of our industry."

Russell Wilcox, CEO of Clarion Events, the organiser of ZOW since 2010, commented "We are delighted that we have reached this agreement with Koelnmesse. Throughout the process, we have been impressed with their vision for the event and the obvious benefits their coordinated management of both ZOW and interzum will bring to the industry. We believe this great event will continue to thrive under Koelnmesse's ownership."

Andreas Reibchen and Bernd Schäfermeier, CEOs of Messe Ostwestfalen GmbH (East Westphalian Exhibition Centre): "ZOW is being staged at the Bad Salzuflen Exhibition Centre again. The joint objectives were determined very fast in advance in extremely constructive discussions. So that the important working forum ZOW can take place at the Bad Salzuflen location, in the heart of the European furniture industry, this decision was taken in the interests of the industry. We are looking forward to a successful ZOW and a collaborative partnership with Koelnmesse."

Every two years interzum, being the leading trade fair for the furniture supply and interior design industry, offers a comprehensive overview of global trends in material and design for the furniture production. Accordingly, ZOW, being the Supplier Fair Ostwestfalen, is positioned as a special format in between exhibition event and business meeting. Exhibitors and visitors from the region and neighbouring European countries can entirely focus on their conversations, share knowledge and discuss current market trends within the ZOW workshop atmosphere. Together both trade fairs reflect the complexity of the global market.

With ZOW taking place in even, interzum-free years, Koelnmesse will provide the world's biggest stage for world premieres and product innovations from 2017 onwards. The ongoing evolution of the fair concepts will help create sustainable industry platforms fitted to the needs of different target markets and visitor groups, where products are launched and brilliant ideas turn into market success.