

trendfairs Press release

Much bigger – everything from kitchen and significantly more furnishings

küchenwohntrends and möbel austria 2023 grew by 50 percent compared to the previous event

The sixth edition of the trade fair duo küchenwohntrends and möbel austria in Salzburg from 3 to 5 May 2023, which is in demand throughout Europe, will be the strongest event of this trade fair series so far: barely four months before the start of the exhibition, the booking level – with a significantly expanded area – is around 95 percent. The growth in space compared to the previous event in 2021 is 50 percent.

Of course, the success and acceptance of a trade fair format is not determined by its size alone. However, behind this is the intensive demand from well-known interesting regular and new exhibitors who have chosen this trade fair venue as the ideal communication and business platform for a dialogue with their customers, as always of course also with each other and with the media.

Erich Ritt, head of sales at Anrei, is therefore convinced about the event: "We attach particular importance to consistent ecological orientation, impeccable product quality, reliability and adherence to delivery dates. Only in this way we are able to guarantee our quality standards and our high customer orientation - and inspire our customers with it day after day. A perfect appearance at möbel austria or küchenwohntrends provides the ideal stage for this."

The trade fair organisers trendfairs GmbH (Munich) and the Upper Austrian regional agency Business Upper Austria (Linz, Upper Austria) are pleased with the large number of returning exhibitors – companies that had stayed away from the previous events for various reasons and definitely do not want to miss out on their presence again in 2023: for example, Brigitte Küchen, Franke, Leicht and Nolte Küchen, but also AEG/Electrolux as well as Liebherr and many others are among them. And the presence of the manufacturers EWE and Haas sends a particularly strong signal – especially to the Austrian market.

The concerted commitment of the BSH Group – represented in Salzburg with the Bosch, Neff and Siemens brands and as a premiere appearance for Gaggenau and Solitaire – is also pleasing with regard to the rounding off of the product range of küchenwohntrends and möbel austria. Other loyal old exhibitors and many exciting new ones promise that the trade fair double in 2023 will top everything previously known at the location.

trendfairs Press release

For good reason, as Thomas Schlosser, Managing Director of Signet Wohnmöbel, says: "We took part in küchenwohntrends 2021 for the first time and were so impressed by the professional organisation and the good response that we immediately decided to attend it in 2023".

An important unique selling point of the trade fair duo, parallel to the ideal or early date and the cleverly chosen location, is of course the sophisticated concept of the organisers.

According to this concept, the current top themes always take centre stage of the business event. These currently include the merging or dissolving of traditional boundaries in flats and homes – a process that is taking place all over the world and which is triggering many new interior design wishes, not only in the kitchen area, of course, but from the living room and bedroom to the dressing room and home office. This complexity is uniquely represented by küchenwohntrends and möbel austria.

The adaptable trade fair concept also convinces Schüller Möbelwerke repeatedly. "The trade fair duo has established itself well on the market. For us, küchenwohntrends is a great opportunity to enter into dialogue with the specialist trade and to present the strengths of Schüller and next125", points out Sebastian Dunkl, Export Sales Manager. The coveted Podium Events are an exceptionally interesting addition to the Salzburg trade fair duo. For this purpose, the organisers have held many talks with potential speakers in past weeks and narrowed down fascinating topics. All trade fair guests can remain curious until the very end!

A particularly successful premiere is the award of the "BMK Innovation Prize 2023". Since 2006, all kitchen-related manufacturers, importers and suppliers have been invited to convince the specialised trade of their outstanding product developments in the categories of kitchen furniture, kitchen appliances and kitchen accessories. More than 3,000 kitchen retailers in Germany stand behind the BMK as an industry association. Closely involved in this award for medium-sized businesses is the Fachschule des Möbelhandels in Cologne. Its students are involved in both the judging and the awarding of the prize.

Trendfairs supports this campaign under the motto "MöFa goes küchenwohntrends". For a good reason and from two points of view: firstly, it is good and important to already introduce young people to their future business life and to offer them a platform for networking. And secondly, seen through the entrepreneurial lens: The acute, and certainly worsening, shortage of skilled workers makes the studying "GenZ" a rare resource. What could be better for making contacts and recruiting than this successful trade fair duo with its numerous personal interactions? And to ensure that these take place smoothly and pleasantly, the

trendfairs Press release

organisers will, as always, provide free catering. The free admission can be booked online now.