küchenwohntrends möbel austria kochen wohnen schlafen

trendfairs | Press release

Strong early-bird booking phase for küchenwohntrends and möbel austria 2027

The twin trade fairs küchenwohntrends and möbel austria are really gaining momentum for their eighth edition: with the early-bird booking period now closed, a high-calibre line-up of exhibitors is already taking shape. From 28 to 30 April 2027 – slightly earlier than usual – the Salzburg Exhibition Centre will once again become the central hub for interior design and kitchens. Austria is a key market for the industry. Consequently, leading companies from almost all sectors of the industry have decided to take part at an early stage, thereby underlining the event's importance as a platform for innovation, networking and concrete business opportunities.

The quality and diversity of the companies that have already registered are evident in the broad coverage of virtually all industry segments. In the kitchen sector, all major market players—including Ballerina, Bauformat, Beckermann, Impuls, Leicht, Nobilia, Nolte, Pronorm, Rotpunkt, and Schüller—are participating in Salzburg, while in the home appliance sector, numerous industry leaders are represented, such as Bora, Electrolux, Liebherr, Miele, V-Zug, and BSH with its Bosch, Neff, and Siemens brands. The focus topic of water is represented by Blanco, Quooker, and Systemceram. MCR and Strasser contribute their expertise in countertops, while Blum, Häfele, Naber, and Speedmaster strengthen the supplier sector. The wholesale sector is also prominently represented by HKT and Schachermayer; Carat and SHD represent the software sector. Encouragingly, Der Kreis has once again confirmed its participation in the trade show, and MHK has reaffirmed its commitment to the general membership meeting taking place concurrently. Steady participation is also emerging from the furniture and interior design sector, with Hali, Joka, Miaa Tischlerei Andexlinger, and Relax Natürlich Wohnen. The portfolio will be continuously expanded in the coming months. "The strong early-bird registration phase and the breadth of the exhibitor spectrum show us that the industry greatly appreciates the compact and clearly focused format in Salzburg," says Christopher Boss, managing director of the organizer trendfairs. "This provides trade visitors with a trade fair experience that efficiently combines a market overview, networking and business opportunities."

Targeted discussions rather than wasted reach

küchenwohntrends and möbel austria are consistently organised as B2B events. More than 80 per cent of visitors have decision-making authority. At the same time, the reach of this twin trade fair has long extended beyond Austria: trade visitors come to Salzburg from all neighbouring markets, such as South-Eastern Europe, Italy and Germany. For exhibitors, this opens up access to a market with strong purchasing power and a focus on quality, as well as to a specialist audience specifically seeking innovations, solutions and strong partners. René Metzler from Blum also emphasises just how important face-to-face meetings are for industry and trade: “The trade fair has once again demonstrated how vital a central venue is for exchange and networking. Blum is looking forward to being part of this important platform again in 2027.” Erich Gaffal emphasises that direct interaction not only strengthens dialogue but also opens up concrete business opportunities: “Anyone wishing to tap into new markets and boost exports needs meaningful discussions with decision-makers. This is precisely what küchenwohntrends and möbel austria offer as the ideal platform.”

Synergies for holistic interior design concepts

In 2027, the trade fair duo küchenwohntrends and möbel austria will be expanded to include the CASA trade fair. This will create a trade fair cluster offering tangible added value: three independent, clearly positioned trade fairs under one roof – with a single ticket granting access to all areas. As a result, alongside kitchens and interior design, interior styling, materials, colours and lighting will take centre stage even more. This combination creates new points of contact between manufacturers, retailers, tradespeople and designers, and opens up additional opportunities for holistic living and interior design concepts.

An industry gathering at the heart of the sector

The concept of the twin trade fairs captures the pulse of the sector and is now establishing itself as a B2B meeting place for interior design and kitchens. It strikes the perfect balance between visitors and exhibiting companies, creating a solid foundation for successful business deals. For Wolfgang Maureder of Schachermayer, the event is a key fixture in the industry calendar: “For specialist furniture retailers and related trades, küchenwohntrends and möbel austria are very likely the most important industry gathering in Austria. They provide a perfect platform for showcasing new products and a great opportunity to expand and strengthen personal contacts and the company’s network. Given the tremendous success, we are already looking forward to the trade fair in 2027!” The eighth edition of küchenwohntrends and möbel austria will take place from 28 to 30 April 2027, from 9 am to 6 pm each day, at the Salzburg Exhibition Centre.

Further information: www.küchenwohntrends.at and www.moebel-austria.at.

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The organiser of küchenwohntrends is trendfairs GmbH, a trade fair organiser specialising in high-calibre industry events. With its excellent expertise and keen market insight, trendfairs GmbH creates highly appealing experiential environments. Its trade fair portfolio includes the küchenwohntrends trade fair in Salzburg, area30, the trade and order fair for the kitchen industry in Löhne, the swiss interior expo trade fair in Bern, and World of Fireplaces in Leipzig.

möbel austria is organised by the Building Innovation Cluster (BIC) of the Upper Austrian business development agency Business Upper Austria. möbel austria was founded by Austrian furniture manufacturers and is supported by the exhibiting furniture manufacturers. As an industry platform, the cluster organises and runs möbel austria on behalf of these companies. Furthermore, as an industry network for Austrian furniture manufacturers, the BIC specialises in cross-company collaboration.

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