trendfairs GmbH – press release

küchenwohntrends and möbel austria: Largest trade fair for furnishing & kitchens in the German-speaking region offers a wide range of benefits for participants

The kitchen and furnishing industry will benefit from a well thought-out concept at the top-class business duo of küchenwohntrends and möbel austria, which will take place in Salzburg from 7 to 9 May 2025: with the focus on a qualified trade audience, everything at the modern exhibition centre revolves around the topics of furnishing and kitchens - and exhibitors can address customers from the retail and trade sectors in a targeted and comprehensive manner.

The küchenwohntrends trade fair will take place for the seventh time in 2025 together with möbel austria and will once again attract trade visitors from all over Europe to Salzburg next year. At the modern exhibition centre in the city of Mozart, everything will be concentrated and focused on furnishings and kitchens. For exhibitors, the decision to organise the trade fair as a one hundred percent business event brings a number of advantages: The trade fair for the sector appeals to decision-makers from industry, the specialist trade, crafts, property furnishings, architecture and interior design as well as project development. Trend-orientation and a broad portfolio of exhibitors generate a great deal of interest in new products. At the same time, exciting presentations make the trade fair even more attractive: The 'Podium Events' established over past events will once again shine in 2025 with high-calibre topics and speakers. As a result, good business is more closely linked to useful knowledge transfer at this trade fair duo than at almost any other business event.

Exhibitors benefit from this dual focus, as Margot Wisiak, Director Development & Marketing, ADA Möbelfabrik, finds: 'The trade fair offers us the opportunity to strengthen our partnerships through direct dialogue and to gather ideas to further advance our furniture development. Together with our partners, we want to shape the future of living and ensure long-term success in the retail sector.' Like Anrei, Haas, Joka, RMW and Signet, ADA stands for excellent quality and quantity in the furnishing sector, which will be exhibiting in Salzburg. Stephan Rotter, Managing Director of Wimmer Wohnkollektionen, also appreciates Salzburg as a trade fair location: 'For us, this trade fair is an opportunity to present our new products to almost all of our existing and potential new specialist retail partners.' And his colleague Martin R. Fütterer, Business Unit Manager at Voglauer, is also looking forward to exchanging ideas with specialist retailers and partners: 'We would like to use the professional trade fair environment of the trade fair in Salzburg to once again present the performance of our company, especially in our home region. We also see our participation in the trade fair as an opportunity to send a strong signal for the further development of the furniture trade.'

In addition to the 100% focus on qualified trade visitors, the trade fair duo, which is jointly organised by trendfairs GmbH and Business Upper Austria - OÖ Wirtschaftsagentur GmbH, benefits from the choice of location: Salzburg not only offers an attractive environment that also provides plenty of opportunities for a memorable programme outside the exhibition grounds. The modern exhibition centre, in turn, impresses with its short distances and excellent connections to the motorway, railway station and airport. Parking is right outside the door. An excellent price-performance ratio for hotels and services ensures that the trade fair budget remains manageable.

This concept has met with great approval - and it is hardly surprising that all the industry giants will be represented in Salzburg: for example, Ballerina, Häcker, Leicht, Nobilia, Nolte, Rotpunkt and Schüller for the kitchen sector. Günter Rassner from Nobilia knows exactly why his company is represented in Salzburg: ‘It's always great to work with such a professional team. The trade fair offers us a perfect place to present our products. Customised kitchen solutions are important to our customers, as individual as the people who live in them. küchenwohntrends & möbel austria provides us with the perfect setting.’

In addition to suppliers and leading manufacturers of accessories such as Blum, Häfele, Hera, Naber, Schachermayer, Speedmaster and Vogt, appliance manufacturers such as AEG, Beko, Bora, BSH, Gorenje and Liebherr will also be at the start - and of course Miele will not be missing: ‘küchenwohntrends has been an integral part of our trade fair calendar since it began in 2013,’ says Sandra Kolleth, Managing Director of Miele Austria. ‘We look forward to presenting our innovations to the trade public again in 2025.’

This who's who of the industry will be rounded off in Salzburg by AKP, Blanco, Carat, Quooker, Schock, SHD, Strasser and Systemceram. For Blanco, participation in the trade fair coincides with a special date: ‘We are celebrating our 100th anniversary and would like to celebrate this in style with our valued customers at the trade fair,’ says Thomas Hafner, Managing Director of Blanco Austria, who has come to appreciate the trade fair very much: ‘The pleasant atmosphere enables us to have good discussions - this makes küchenwohntrends a special event for us.’

The organiser of küchenwohntrends is trendfairs GmbH, a trade fair organiser of demanding industry events. With excellent know-how and a keen market sense, trendfairs GmbH creates experience worlds with high attraction. The trade fair portfolio includes "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.

The organiser of möbel austria is the Building Innovation Cluster (BIC) of Upper Austria. Location 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 BIC takes over the organisation and implementation of möbel austria on behalf of these companies. In addition, as an industry network for Austrian furniture manufacturers, the BIC specialises in inter-company cooperation and also organises the Austrian Interior Design Award.

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