# Top-class meeting place for the furnishing and kitchen industry

# küchenwohntrends & möbel austria in Salzburg a magnet for industry and trade

***The Mozart city of Salzburg will once again become the centre of the furnishing and kitchen industry in May 2025: from 7 to 9 May, the who's who of the international home and kitchen world will meet at the küchenwohntrends and möbel austria trade fair. More than 200 exhibitors and brands will be presenting their latest collections, innovative designs and pioneering concepts, attracting a growing number of visitors.***

The trade fair duo of küchenwohntrends and möbel austria in Salzburg has firmly established itself as the largest trade fair for furnishing and kitchen in the German-speaking region. Retail companies, architects and interior designers, manufacturers, carpenters as well as property dealers and project developers use the platform for the seventh time to find out about current trends, familiarise themselves with innovative products and make new business contacts. The event offers unique advantages: High-calibre exhibitors present themselves under one roof at the modern exhibition centre, every visitor can reach every brand, the focus on the industry allows time to be used efficiently and is part of the concept for success. Salzburg as a location also offers optimal accessibility and excellent value for money for accommodation and services.

**Excellent exhibitor quality in all segments**

The list of brands represented this year reads like a who's who of the industry. In the furnishings segment, renowned companies such as Ada, Anrei, Bert Plantagie, Haapo, Haas, Joka, La Vida, Miaa Charakter Wohnen, Mobitec, RMW, Röwa, Signet, Tommy M, Top Star, tRack, Schösswender, Sedda, Sudbrock, Voglauer and Wimmer will be presenting their latest designs. Stephan Rotter, Managing Director of Wimmer Wohnkollektionen GmbH, emphasises: "küchenwohntrends is a very successful and well-established event. We appreciate the quality and quantity of the visitors as well as the atmosphere at this trade fair. For us, it is the ideal opportunity to present new products from our solid Wimmer furniture collections."

The kitchen furniture manufacturers will also be represented by top brands such as Artego, Bauformat, Ballerina, Beckermann, Brigitte, Express, Häcker, Impuls, KH, Leicht, MCR, Nolte, Nobilia, Pro Norm, Rotpunkt and Schüller. Sven Herden, Managing Director of Rotpunkt Küchen, emphasises: "Taking part in küchenwohntrends offers an excellent platform for presenting our new products to the specialist public. The direct dialogue is of particular importance to us." This opportunity to make direct contact with target groups is also very popular with appliance manufacturers. Alfred Janovsky, Managing Director of Electrolux Austria, emphasises: "A local trade fair is simply essential for the Austrian furniture and kitchen specialist trade." In addition to AEG and Electrolux, companies such as Amica Beko, Bora, Bosch, Elica, Gorenje, Küppersbusch, Liebherr, Miele, Neff, Samsung, Siemens and V-Zug will be showcasing their innovative solutions in this segment. The supplier and accessories industry is also well represented: Blum, Hera, Häfele, Naber, Schachermayer, Speedmaster and Vogt, among others, will be travelling to Salzburg. And Häfele Managing Director Günter Bachinger agrees with the colleagues already mentioned: "Personal contact is never a substitute for digital solutions Face-to-face encounters create trust and offer an experience that goes far beyond the possibilities of virtual platforms." The broad exhibitor portfolio is rounded off by taps, sinks and worktops from AKP, Blanco, Carat, Quooker, Schock, Strasser and Systemceram. Helge Oberleithner, Managing Director of Quooker Austria, summarises: "möbel austria & küchenwohntrends is the most important industry trade fair in Austria. This is where the crème de la crème of the industry meets."

**Presentations and talks - topics that move the industry**

The extraordinary success of the trade fair double is also due to the lovingly designed, sophisticated specials: the renowned podium events, which focus on knowledge transfer, are a particular highlight. High-calibre speakers present exciting topics that move the industry. The programme is not limited to presentations: For example, kitchen expert and blogger Yvonne Zahn from "Yvi's Küchen-Glück" will be scouting innovations in the furnishing industry and presenting them under the title "Kitchen trends and innovations 2025", providing exclusive insights into current styles in modern living. It will also be exciting when business and specialised journalism meet: Gerhard Habliczek from wohninsider and engineer Martin Wetscher from Wetscher GmbH will discuss the sales opportunities for the trade in the talk "Potentials of living space".

**Interior Innovation Award 2025**

For the first time, the trade fair organisers are putting innovative new products in the spotlight with the Interior Innovation Award 2025. The prize is awarded in ten categories and honours products that impress with their originality, relevance, effectiveness, sustainability and scalability. All trade fair exhibitors who present their innovations during the event are eligible to participate.

**Salzburg a city with charm and history and the perfect backdrop for the trade fair**

The city of Mozart has many tourist highlights that tempt you to extend your stay at the trade fair. Many services related to küchenwohntrends and möbel austria make your visit a pleasant one. These include parking right outside the door, excellent connections by train or plane and online check-in so that you can enter the event directly.

The ticket shop is already open. Interested trade visitors can secure their tickets now - a ticket code for free admission is available from the respective exhibitors. The list of all exhibitors can be found at https://www.kuechenwohntrends.at/all-about-the-exhibition/list-of-exhibitors/