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## Large influx in registrations for ZOW 2018

### Anticipation surrounding the event is palpable in the industry

More than 80 exhibitors have already confirmed their attendance at ZOW, the supplier fair for the furniture and interior design industry in Bad Salzuflen from 6 to 8 February 2018. More than half the exhibition space has now been booked. With a little under five months before the event opens, all the indications point to a successful launch of the new concept: market leaders are joining the ranks of companies heading to ZOW.

The list of companies who have already confirmed their attendance includes ASD Orman, Arturo Salice, Camar, Christian Kröger, DTS Systemoberflächen, Gamet, Inoxa, Hailo-Werk, Hansmeier, Henke Gruppe, Impress Surfaces, Interprint, Klebe, KLEIBERIT, L&S Deutschland, NINKAPLAST, Schüco, SIRO, Swiss Krono and Wessel Licht.

With this interest, the industry is firmly indicating that East Westphalia and ZOW remain very important to it.

For exhibitors, appearing at ZOW is as simple as can be. A standard stand concept with six choices of stand size has been developed. The turnkey stands will be set up ready for exhibitors, and their design can be individually customised.

Under the umbrella “Great ideas in a compact setting”, ZOW will act as an industry meeting place focused on discussions and exchanges of ideas in the years in which interzum does not take place. The ZOW concept and showcase is based on project work and intensive discussions over the three days of the trade fair. The event remains free for visitors.

#### **Koelnmesse - Global Competence in Furniture, Interiors and Design:**

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include the LivingKitchen China/CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri



ZOW  
06.02.-08.02.2018  
www.ZOW.com

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Expo in Sao Paulo. With ambista, the network of the interior decorating industry, Koelnmesse offers direct access to relevant products, contacts, competence and events.

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Further information is available at: <http://www.global-competence.net/interiors/>  
Further information about ambista: <http://www.ambista.com/>

**The next events:**

China Kids Expo, Shanghai, China, 18.-20.10.2017

China International Kitchen and Bathroom Expo, Shanghai, China, 21.- 23.10.2017

**Note for editorial offices:**

ZOW photos are available in our image database on the Internet at [www.ZOW.com](http://www.ZOW.com) in the "Press" section.

Press information is available at: [www.ZOW.com/Pressinformation](http://www.ZOW.com/Pressinformation)

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