

# trendfairs press information

## **No physical area30 this year – a responsible decision**

All parties involved have jointly agreed to hold the 2020 kitchen industry trade fair exclusively online for the first time

After thoroughly analysing the complex situation with regard to the current contact and hygiene requirements and assuming responsibility vis-à-vis all parties involved, trade fair organiser Trendfairs GmbH (Munich) has announced that this year's area30 order platform will take place solely as an innovative online event. This decision was reached in consultation with all interested and booked exhibitors and means that the trade fair will not be physically present in Löhne in 2020.

The decision was taken based on the overall picture of the cancellation of industry events worldwide in autumn of 2020. The legitimate economic interests of exhibitors and visitors looking forward to a rapid recovery for the kitchen furniture industry and its accessory suppliers, service providers and retail partners had to be weighed up against the typically close physical encounters at trade fairs in a still infectious, globally uncertain health situation.

That is why the trade fair organiser's team has been focusing on installing new communication options dedicated to the developments and new products that exhibitors have planned and prepared for 2020. As these preparations are being successfully concluded, this year's anniversary event will also be the premiere for an exclusively virtual area30.

The new online format offers visitors from around the world quick access to the area30 new products show. Thanks to the greater ease of 'visiting' the show, organisers and exhibitors also expect a strong increase in visitor numbers. Michael Rambach, founder and partner of organiser Trendfairs: "The kitchen trade needs new stimuli for its business. Consumers like to spend money on the interior design of their homes, and thanks not least to the resulting market pull, the digital version of the area30 promises to give trade visitors a valuable boost.

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All our originally booked exhibitors are invited to participate in the digital area30! We have made participation in the online version very attractive.

Almost all of this year's exhibitors have already confirmed their intention to participate in the next physical area30 in 2021."

## **area30 and cube30 2019 image database**

The above link above takes you to the complete area30/cube30 image database. The photos can be used as press photos with the area30/cube30 copyright notice and can be reprinted free of charge. Please send us a sample copy.

## **area30 and cube30 2019 film**

## **area30 and cube30 facts and figures at a glance**

### **Product groups**

Accessories, worktops, fittings, services, extractor hoods, electrical appliances, trade press, institutions/associations, kitchen furniture, lighting, furniture, splashback panels, software/IT, miscellaneous, sinks, chairs, tables and kitchen accessories.

### **Organiser**

trendfairs GmbH is an independent trade fair organiser of sophisticated industry events. trendfairs GmbH leverages its excellent event know-how and keen sense of the market to create highly attractive themed experiences: the "küchenwohntrends" premium trade fair in Munich, the "küchenwohntrends" trade fair in Salzburg and the "area30 and cube30", and the order trade fairs for the kitchen industry in Löhne.

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