

trendfairs Press Information

area30 displays steady growth since its founding in 2011

Impressive pull effect, unique proximity to the industry and increasing internationality

The successful area30 order trade fair – an attractive show of new products in keeping with the theme of "Modern Kitchens" – impresses visitors year after year thanks to its flourishing development. The upcoming event from 19 to 24 September will continue this success story and celebrate its tenth anniversary in 2020. In the relatively short time since its foundation in 2011, the business event has established itself as a hotspot for the industry far beyond Germany's borders and continues to attract interesting and increasingly international exhibitors and visitors.

In 2020, industry leaders, medium-sized companies and newcomers will present their products, services and concepts for the tenth time in succession. Well-known manufacturers of kitchen furniture and suppliers of sinks, fittings, extraction systems, accessories, electrical appliances and IT will be gathering to exchange expertise on presentation and ordering; the atmosphere will be a pleasant one, supported by a wide range of services.

By now exceptional for the trade fair landscape, area30 has enjoyed uninterrupted growth since its founding. There is a growing desire on the part of both exhibitors and visitors to become part of this communication network. While a remarkable 8,700 trade visitors came to the exhibition centre in 2011, organiser Trendfairs GmbH (Munich) and the exhibitors were able to welcome over 14,800 guests – a growth rate of over 70% in less than ten years!

The most recent event, in 2019, impressively demonstrated that visitors to area30 come from all segments of the kitchen industry: Almost every company close to the kitchen industry attends area30; in other words, this trade fair, recently enriched by the addition of the permanent exhibition cube30, more than does justice to a hotspot of the kitchen industry.

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But what qualifies a trade fair in particular; what conveys its "value"? The answer, apart from pure growth figures, is the composition of the visitors in relation to their position in the companies that have sent them. This is where area30 scores points in a unique way: It deliberately refrains from "public days"; instead, every second guest at the fair is a "decision-makers" or at least directly involved in business processes. More than 30% of the trade visitors are owners or managing directors, almost 35% influence sales or distribution and about 15% are buyers, product managers or designers.

A closer look at the country-specific origins of the trade visitors conclusively clarifies the position of area30 as the international marketplace of the kitchen industry, especially if the decade since its founding is taken as a starting point: While the proportion of foreign visitors to the trade fair in 2011 was still below 15%, by 2018 it had risen to just under a quarter and by the latest event in 2019 it had risen again by over 6 percentage points to its current status of over 30%. In other words: Most recently, every third visitor came from the Netherlands, from Belgium, Austria, France, Switzerland or from one of the other 60 countries visiting area30.

As part of the exhibitor community "Küchenmeile A30", area30 has sustainably expanded its central position in the annual "trade fair autumn" of the kitchen furniture industry step by step. In view of the solid economic situation of the German kitchen furniture industry and its growing involvement in exports, all players involved can expect that this appealing trade fair highlight will continue on the road to success for a long time to come.

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Image database of the 2019 area30 and cube30

The link above leads to the complete image database of area30/cube30. area30/cube30 images can be used as press images with the copyright notice area30/cube30 – the reprint is free of charge. Please send us a specimen copy.

Video of the 2019 area30 and cube30

Facts & figures about area30 and cube30 at a glance

Product groups

Accessories, countertops, fittings, services, exhaust hoods, electrical appliances, trade press, institutions/associations, kitchen furniture, lighting, furniture, niche back panels, software/IT, miscellaneous, sinks, chairs, tables and kitchen accessories.

Date

19 to 24 September 2020

Organiser

trendfairs GmbH is an independent trade fair organiser for sophisticated industry events. With excellent event know-how and a keen sense of the market, trendfairs GmbH creates highly attractive niche experiences. The premium trade fair “küchenwohntrends” in Munich, the trade fair “küchenwohntrends” in Salzburg, and “area30 and cube30”, the order trade fairs for the kitchen industry held in Löhne.

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