

Leading Düsseldorf trade fairs postponed to early summer

New dates for BEAUTY, TOP HAIR, ProWein, wire and Tube

Industry representatives advocate the re-scheduling

Lord Mayor Dr. Stephan Keller: “We expect a clearly improved situation overall for trade fairs in early summer.”

In consultation with the partners and associations involved Messe Düsseldorf postpones the next five international trade fairs at the Düsseldorf exhibition center. The events BEAUTY, TOP HAIR, ProWein, wire and Tube originally planned for the period March to May 2022, will now be held at later dates in early summer. The respective industries welcome the new dates and together with Messe Düsseldorf count on a clearly more positive situation overall.

Düsseldorf, 20 January 2022. The currently very dynamic infection patterns and the rapid spread of the Omicron variant also impact the dates of the forthcoming five leading trade fairs at the Düsseldorf exhibition center. Messe Düsseldorf has postponed the events BEAUTY, TOP HAIR, ProWein, wire and Tube to early summer 2022 in consultation with the partners and associations involved. The first Düsseldorf trade fairs to be held this year will be BEAUTY from May 6 to 8 and TOP HAIR from May 7 to 8 (original dates: March 4-6 and March 5-6), followed by ProWein from May 15 to 17 (original dates: March 27-29).

These adjustments in the Düsseldorf trade fair agenda also result in a re-scheduling of wire and Tube (original dates: May 9-13), which will now run from June 20 to 24. The mechanical engineering companies involved in the international No. 1 trade fairs for the wire, cable and tube industries require particularly long lead times. This postponement now gives them planning security. Additionally, they benefit from the synergy effects and complementary ranges of METAV, the leading trade fair for metal-working technologies, which was already postponed by VDW (German Machine Tool Builders Association) to June 21 to 24.

Dr. Stephan Keller, Lord Mayor of the North Rhine Westphalian capital Düsseldorf and Chairman of the Supervisory Board of Messe Düsseldorf, welcomes this decision: “All parties – participating companies and business at the location – are interested in successful and the safest leading Düsseldorf trade fairs possible. The currently tightened pandemic situation does not allow for sufficient planning security. Therefore, postponing the trade fairs to early summer makes most sense for all parties involved. Based on the experience of the past two pandemic years and the assessment of

virologists, we then assume that the situation will improve considerably and that the trade fairs will be able to develop their positive effect much more strongly".

Wolfram N. Diener, CEO of Messe Düsseldorf, emphasizes the backing for the new trade fair dates provided by the industries involved: "The tenor among our exhibitors is: We want and need the leading Düsseldorf trade fairs – but at a point in time that promises the biggest prospects of success. Together with the partners and associations involved we regard early summer as the ideal period for this. We not only expect infection patterns to calm down but also more people to be able to enter the country and take part. This means exhibiting companies as well as visitors can do their business in an environment that is clearly less affected by Covid-19."

Messe Düsseldorf has also postponed EuroCIS, The Leading Trade Fair for Retail Technology, planned for February, to May 31 to June 2 (original dates: February 15-17). The world's biggest water sports trade fair boot scheduled for January 22 to 30 had to be called off since the state of North Rhine-Westphalia had prohibited general-interest fairs in January.

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 m exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (including drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 75 events and participations. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

Media contacts

Corporate Communications Messe Düsseldorf

Dr. Andrea Gränzdörffer
Head of Corporate Communications / Press Spokeswoman
Tel.: +49 (0)211/4560-555
E-Mail: GraenzdoerfferA@messe-duesseldorf.de

Media contacts BEAUTY / TOP HAIR

Alexander Kempe
Tel.: +49 (0)211/45 60-997
E-Mail: KempeA@messe-duesseldorf.de

Marion Hillesheim
Tel.: +49 (0)211/45 60-994
E-Mail: HillesheimM@messe-duesseldorf.de

Media contacts ProWein

Christiane Schorn

Tel.: +49 (0)211 4560-991

E-Mail: schornc@messe-duesseldorf.de

Monika Kissing

Tel.: +49 (0)211 4560-543

E-Mail: kissingm@messe-duesseldorf.de

Brigitte Küppers

Tel.: +49 (0)211 4560-929

E-Mail: kueppersb@messe-duesseldorf.de

Media contacts wire / Tube

Petra Hartmann-Bresgen

Tel.: +49 (0)211 4560-541

E-Mail: HartmannP@messe-duesseldorf.de

Ulrike Osahon

Tel.: +49 (0)211 4560-992

E-Mail: OsahonU@messe-duesseldorf.de