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Press Release

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interlift 2021 – Highlight in next year's trade fair marathon

Augsburg – Probably the most positive news in recent days comes from the wise men in the economy: The economic situation in 2021 will be much less gloomy than initially feared.

The organisers of the lift trade fairs, which are planned for 2021, are also counting on this. Never before has there been such an abundance of options for lift companies as well as for potential visitors to these fairs. It is hard to imagine that all these offers can be taken advantage of. Especially trade fairs that are to be held for the first time will find it difficult to present a reasonably convincing offer.

interlift 2021: World's leading trade fair on a good course

The project management team currently has a good 250 holdings, including almost all leading suppliers of lift components. This number of registrations is at the same level as at the time of comparison with the previous event in 2018, which was the most successful edition of interlift so far. Organiser AFAG explains this with the nimbus of the world's leading trade fair: In times like these, decision-makers like to play it safe - and for the international lift industry interlift is its "Number 1" from this aspect as well. Once again the large joint participations of the most important sales markets will also be present.

Visitor quality should increase once again

The latest survey by Gelszus Messe Marktforschung also revealed an impressive picture in terms of the quality of the visitors: the majority of them are top international decision-makers: 87%* of visitors are involved in investment decisions, 37%* even decide on their own! And: Even though the pandemic may have subsided considerably in the autumn of next year - it is not realistic to assume that interlift 2021 will set a new visitor record. But it is very conceivable that the already excellent quality of the visitors will increase once again.

Planning of the exhibition halls underway

Planning of the exhibition halls has been underway since August. The same areas will be occupied as in 2019, including the two temporary exhibition halls 8 and 9, one of which will be used exclusively by Wittur, as in the past. However, the structure of the halls will be modified due to official requirements and the aisle areas will be more spacious.

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