

# Trendfairs press release

## The "swiss interior expo" will start in November 2024

An attractive market environment and high standards make Switzerland attractive for a trade fair for kitchens and living

**Organiser Trendfairs GmbH (Munich) has started implementing a new format: The "swiss interior expo", which will attract interested visitors from Switzerland and the areas close to the border for the first time. As is typical for trend fairs, the Swiss event will be tailored to this market down to the last detail. And the Alpine country has long been considered a growth market: the demands on design and function are high, kitchen and living are of first-class importance, and the purchasing power of the residents is above average.**

Trade fair organiser Trendfairs has acquired a first-class reputation in the modern kitchen and living segment. In the meantime, an attractive and sought-after event cluster has been established, which brings together exhibitors from the kitchen, furniture and furnishing sector with an interested specialist audience consisting of kitchen and furnishing specialist trade, object furnishing, architecture and crafts as well as investors.

Trendfairs meets the need to organise tailor-made events for Europe in the DACH region. The portfolio includes the established trade fairs area30 in Löhne and küchenwohntrends in Salzburg. Therefore, the logical consequence is to introduce a trade fair on the subject of kitchen and living on the Swiss market.

"Trendfairs sees itself as a player in the industry with the aim of identifying market needs and designing new formats. Comprehensive market research and many discussions have shown us that Switzerland offers great potential for an independent kitchen and living event. With the launch of the "swiss interior expo" in November 2024, we are offering the experts a network platform for the exchange of knowledge, the presentation of innovations and highlights as well as order business. An essential detail is to establish a platform in the country for the country. Therefore, based on our expertise in the kitchen and living worlds, we are now developing a new trade fair format that is tailored to the Swiss market," announces Michael Rambach, founder and shareholder of Trendfairs.

## **The market is calling - and the "siex" is coming!**

In Switzerland and neighboring regions, it is now important not only to meet the extraordinarily high standards of quality and design in the field of furnishings, but also to meet the strong demand from retailers, crafts, cooperation, architects and interior designers, general contractors and To meet the needs of planners and fitters of high-quality real estate.

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Trendfairs is therefore preparing the premiere of an event focused on this prosperous market, detailed discussions and various votes are well advanced. The new trade fair is called "swiss interior expo" ("siex") - detailed information on the exact date in November 2024 and the location will be communicated shortly.

With this step and the events at strategically chosen trade fair locations - which serve the three markets in Germany, Austria and Switzerland as well as in the neighboring countries in the north, west, south and east - the specialist for high-quality B2B events from Munich is positioning itself as more innovative Organiser of trade fairs with a focus on kitchen and living as well as a reliable value-added partner who tailors its formats precisely to the needs of the kitchen and furnishing industry.

[www.swissinteriorexpo.ch](http://www.swissinteriorexpo.ch)