trendfairs | Press release

swiss interior expo 2026:
trendfairs is continuing to develop the swiss interior expo in collaboration with the market

The specialist Swiss industry platform has been postponed

The next edition of the swiss interior expo (siex), which was originally scheduled for November 2026, is to be postponed. With this decision, trendfairs is deliberately creating the necessary space to further develop the event in a targeted manner, in collaboration with manufacturers, retailers, trade associations and other market partners.

The swiss interior expo took place for the first time in Bern at the end of 2024. It is designed as a specialised B2B trade fair for the kitchen and interior design sector in Switzerland. It brings together manufacturers, international brands and innovative newcomers with trade visitors from the kitchen and furniture retail sectors, joinery, architecture, interior design, design, planning, the contract sector and residential construction. As well as new products, the focus is on inspiration, networking and key future trends in the sector.

The 2024 launch has already demonstrated that Switzerland has the potential to host its own industry platform. At the same time, the in-depth discussions over the past few weeks have made it clear that a successful event in the long term requires even broader support and market backing.

“The discussions have clearly confirmed one thing for us: Switzerland is an important market and deserves a strong industry platform. At the same time, they have shown that an even broader common basis is needed to ensure the event’s success and long-term viability,” says Christopher Boss, Managing Director of trendfairs.

“Our aim is not to organise an event at any cost. Our aim is to create a trade fair format that enjoys broad support from the relevant market players and delivers genuine benefits for exhibitors, visitors and the industry as a whole.”

This move is also receiving support from the Swiss market.

“Switzerland needs a strong, specialised trade platform for the kitchen and interior design sectors. For such a trade fair to be successful in the long term, it must have broad support within the industry, from all relevant market partners. DER KREIS therefore expressly endorses the decision to postpone the trade fair. At the same time, we plan to continue actively supporting the process of further development so that siex 2027 or 2028 can launch with a clear profile, high relevance and sustainable market support,” says Peter Achermann, Managing Director of DER KREIS Switzerland.

Over the coming months, trendfairs will be working with manufacturers, trade associations, the retail sector, the skilled trades, architecture, interior design, planning and project development to drive

forward the conceptual development of the specialist trade fair. The focus will be on involving relevant market participants more closely, further developing the visitor target groups, refining the content profile, and exploring partnerships, formats, venue and date options.

Switzerland remains a strategically important market for trendfairs. The company is convinced that, in the long term, the Swiss kitchen and interior design sector deserves a strong, specialised platform for exchange, innovation and business development.

“We believe in the potential of swiss interior expo and in the Swiss market. We will use this extra time to work with our partners to put in place the structural foundations for a strong and sustainable industry platform,” says Christopher Boss.

Over the coming months, trendfairs will continue its dialogue with manufacturers, retailers, trade associations and other market partners. The aim is to work together to further develop swiss interior expo as the leading Swiss industry platform for kitchens and interiors.

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The swiss interior expo is organised by trendfairs GmbH, a trade fair organiser specialising in high-calibre industry events. With its excellent expertise and keen market insight, trendfairs GmbH creates highly appealing experiential environments. Its portfolio of trade fairs includes the ‘küchenwohntrends’ trade fair for interior design in Salzburg, ‘area30’, the trade fair for kitchen in Löhne, the ‘swiss interior expo’ trade fair for interior design and kitchen in Bern, and ‘World of Fireplaces’, the international trade fair for fireplaces in Leipzig.