



Press release

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TRENDS UP WEST 2024: Now with a newcomer area

The repositioning in the west is in full swing

It's going according to plan. TRENDS UP WEST, which will be launched with a year-round edition in Düsseldorf from 2024, is already taking shape. More than 200 brands and manufacturers have already registered for the trend show at the Areal Böhler from June 29 to July 1, 2024, which means that, as things stand at present, the offer of a seasonal TRENDS UP WEST has already been topped.

The early bookers include well-known names such as Bloomingville A/S, blomus, Delux Home, IHR Ideal Home Range, GIFTCOMPANY, höfats, Inpetto, Le Creuset, Mepal B.V., ppd, Räder, Sompex and Tree-Pini. Some brands are planning to present their 2024 innovations at Areal Böhler, such as Buddels. Others, such as ASA Selection, are returning to TRENDS UP WEST. "We need a strong platform in the West at the right time in the perfect format, which is why we are supporting the project and will be present once again," emphasizes Nuno Gameiro, Sales Director of ASA Selection.

Many other companies have already registered their interest, but would like to wait for the order events at the start of 2024 before planning their trade fair appearances for spring and summer. The TRENDS UP WEST organizers Willo Blome (blomus), Florian Burghard (Sompex) and Marco Hübecker (fleur ami) are therefore expecting the next wave of registrations in the days before the registration deadline on January 31, 2024.

For retailers, the new date in early summer allows them to start thinking about their product ranges for 2025 at an early stage. The brands from the areas of lifestyle, home and kitchen accessories, cookware, tableware, candles, lighting, home textiles, stationery, gifts, toys, small electrical appliances, fashion and food provide a versatile mix of product ranges for GPK specialist retailers, concept stores, furniture retailers, department stores, specialist kitchen stores, Internet pure players, as well as interior designers and contract designers.

Christian Kasch, who only joined the team as project manager a few weeks ago, is having fun and is committed to the project: "There are still 200 days to go until TRENDS UP WEST 2024 and we are working our way forward step by step to put on a successful event." Kasch focuses on service orientation and flexibility. This also gives rise to new formats. For example, the demand for a trade fair presence from small and innovative brands and start-

ups is extremely high for 2024. However, participation is not always possible within the minimum stand size of 20 square meters. For this reason, TRENDS UP WEST 2024 will premiere a newcomer area where companies with a smaller budget can present themselves on an area of 10 square meters each.

Willo Blome explains on behalf of the organizer trio: "What sets TRENDS UP WEST apart is that it is made by entrepreneurs for entrepreneurs. We know the motives that speak for or against participating in a trade fair and therefore always have an open ear for our exhibitors. Anyone can come to us with their ideas and wishes, which we are happy to implement. This increasingly sets us apart from the major trade fair organizers in Germany and throughout Europe."

As things stand at present, companies from Belgium, the Netherlands, Denmark, France, Austria, Sweden and Bulgaria will be taking part alongside the domestic exhibitors. Experience has shown that foreign participants also attract visitors from their home countries, so the organizers are expecting a higher degree of internationality for the sixth TRENDS UP WEST and also want to strengthen the visitor approach - especially towards the Benelux countries.

"We are well on schedule and I am receiving a lot of encouragement and positive comments regarding our activities and plans for June. We are doing everything we can to occupy a fixed date in the consumer goods industry's trade fair calendar. The industry - exhibitors and visitors - will have plenty of reasons to look forward to TRENDS UP WEST," says Christian Kasch, looking ahead.

Further information about TRENDS UP WEST 2024 can be found on the website:
www.trendsupwest.com

For more information on the event concept or how to take part in TRENDS UP WEST, please contact Project Manager Christian Kasch (phone: +49 (0) 211 52280920, mobile: +49 (0) 171 7301652, e-mail: Christian@TrendsUpWest.com).

Trends Up UG (haftungsbeschränkt)
Zur Hubertushalle 4
59846 Sundern
www.trendsupwest.com