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Duration of the fair: EISENWARENMESSE - International Hardware Fair 2018 to open for four days

In 2018, EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE will be held in Cologne from 4 to 7 March. The leading hardware platform in the world will close at 5:00 p.m. on the last day of the fair, 7 March 2018.

Around 44,000 trade visitors came to Cologne in 2016 for EISENWARENMESSE - International Hardware Fair. The reduced schedule of the trade fair down to three days led to a strong concentration of the business activities of the trade fair participants whilst the attendance level remained stable. For the coming event that is being staged in Cologne from 4 to 7 March 2018, the exhibition halls will thus be opening for four days again. The last day of the fair will be closing at 5:00 p.m. "The very good result of the 2016 event is the reason for us changing the duration of the trade fair again," explained Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. "The high level of the flow of visitors is a positive sign for us, because it proves that EISENWARENMESSE - International Hardware Fair is considered to be a must-attend event," stated Hamma. The fact that EISENWARENMESSE - International Hardware Fair 2018 will open for four days enables the organisers to offer the trade fair participants optimal framework conditions for intensive business: "As a result of the additional exhibition day, we the trade fair organisers can fulfil our promise to develop, promote and intensify business relations to a full extent while at the same time accommodating the industry's request to have more time to carry out its business," Hamma continued.

Application forms for EISENWARENMESSE 2018 will be available in January 2017 at www.eisenwarenmesse.com

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www.eisenwarenmesse.com

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Page
2/2

Note for editorial offices:

EISENWARENMESSE - International Hardware Fair 2016 photos are available in our image database on the Internet at www.eisenwarenmesse.com in the "Press" section.

Press information is available at: www.eisenwarenmesse.com/Pressinformation

If you reprint this document, please send us a sample copy.

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