



15 - 18 October 2019 | Augsburg Fair | Germany

Press release

13 June 2018

interlift 2019: Premiere for new exhibition hall 2

Augsburg – Augsburg fair is ideally equipped for interlift 2019: With 8,000 square metres, the new hall 2 is now the largest hall at the Augsburg fair. The old hall was significantly smaller and with a lower ceiling and also made it difficult to plan larger exhibition stands. The current hall is column-free, air-conditioned and conveys a completely different feeling of space. The two Italian associations ANICA and ANACAM are therefore looking forward to the new hall. There is also more space available now for joint presentations with their partners near the VFA INTERLIFT.

Optimised integration of the additional halls 8 and 9

The continuous development of interlift, the leading exhibition for the lift industry, also means finding new ways of improving visitor experience at the Augsburg exhibition center. A significantly improved integration of the two additional halls 8 and 9 into the exhibition tour has already proved its worth at another AFAG trade fair in March. GrindTec, the world's leading trade fair for grinding technology, uses the same full setup of exhibition halls as interlift and has a comparable number of visitors (19.100) and exhibitors (645).

Carlo Ferrari, marketing manager at Wittur, visited GrindTec and was very impressed by the new direct connection from hall 3 to hall 7 through the halls 9 and 8. After the inspection Wittur agreed to use the complete hall 8 that for interlift takes the name of Wittur-Cube – for the third time in succession. The official registration form was handed over to the interlift project manager, Joachim Kalsdorf, by Carlo Ferrari at the WEE exhibition in Shanghai.

There is also a great desire for additional space in China. The AFAG organizer will therefore present interlift and investment opportunities to interested Chinese lift companies in Huzhou on 12 November, 2018.

In addition, the AFAG organiser and the technical authority VFA-Interlift e.V. will present the industry's leading international platform at all relevant lift trade fairs. A good opportunity for companies that are interested in making initial contact - says Project Manager Kalsdorf: "We visit our exhibitors at lift fairs abroad and advise companies with regard to their participation in Augsburg."

Layout planning in August 2018

As expected, the response to the participation documents sent out at the beginning of February for interlift 2019 (as download at www.interlift.de) is very high, so the layout planning of the event will therefore already begin just as it did last time round, in August 2018. The project management should receive applications by this time at the latest, so that placement requests can still be considered, if possible.

Hotels in Augsburg: Significantly more bedrooms booked for interlift 2019

Seven further hotels with a total of around 1,500 beds are currently in the planning phase; completion is scheduled within the next two years. The first ones will already be available for interlift 2019. As soon as specific booking information is available, it will be published on www.interlift.de. Exhibiting companies receive this information by newsletter.

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