



**15 - 18 October 2019 | Exhibition Centre Augsburg | Germany**

## **Press information**

**6 March 2018**

### **interlift 2017: World's leading trade fair with new top scores**

**Augsburg** – The interlift 2017 was the most successful one since its premiere in 1991. Three new top scores were achieved to start with: 574 exhibitors, 21,260 visitors and an occupied area of 44,000 m<sup>2</sup>. Furthermore the internationality of the trade fair increased: the exhibitors came from 48 countries and the visitors from 107 countries – both were new records! The participating companies also achieved the best results so far. 71%\* assessed their participation as “very good” or “good”, and 21% as “satisfactory”. 91% of the exhibitors expected “very good” to “satisfactory” follow-up business. The representative survey carried out by the Gelszus trade fair market research in Dortmund also showed an equally excellent assessment by the visitors. 95% of the guests achieved very good to satisfactory business results. 96% respectively expressed the (very) high intention of visiting again and would recommend the interlift at all times. This assessment is particularly valuable, coming as it does from competent lift experts: 85% of the visitors are involved as decision makers in investment decisions.

#### **Organizer AFAG – Very close to the exhibitors**

First class service is not a question of the size of the company but of the attitude. And the organizers of the interlift, the private AFAG Messen und Ausstellungen GmbH, have the right attitude. Shuttle bus services are thus arranged for the interlift, bringing guests from airports and stations to the Augsburg exhibition centre. The continuity of the trade fair organizers is also greatly appreciated: competent support contact persons have been available for many years. Whether in the

interlift project management or the AFAG technology – committed AFAG staff look after the requirements of participating companies.

How much this AFAG commitment is appreciated is shown by the results of the last Gelszus market research survey: 83% thus assessed the support of the trade fair team with the grades of 1 (= very good), 2 or 3. For the overall organization by AFAG the grades of 1, 2 and 3 were given by 85%. The worldwide advertising for the interlift by AFAG also had a very positive resonance with the exhibitors – 88% of those questioned awarded the grades of 1, 2 or 3.

### **interlift 2019: Further growth planned**

In the 27 years since its premiere, the area occupied by the interlift has more than quadrupled. The hall capacity in the Augsburg exhibition centre has increased significantly in recent years – also in the qualitative respect. Today Bavaria's third largest trade fair location presents itself as an efficient and economic location ideally suited to the interlift. The new exhibition hall 2 will be brought into service for the interlift 2019. This hall with its area of approx. 8,500 m<sup>2</sup> is then the largest hall in the Augsburg exhibition centre.

### **Trade fair preparations already in progress: Space allocation in August 2018**

Participation documents for the interlift 2019 will be sent out at the beginning of February; they are then also available as a download at [www.interlift.de](http://www.interlift.de). What is important for all interested exhibitors is that the space allocation of the exhibition halls by the project management will take place in August 2018. Registration with the project management should therefore be done by this time at the latest, so that position wishes can be taken into account.

As early as the end of January, the Liftech Expo in Cairo began the worldwide promotion of the interlift 2019 and at the end of February it was continued from the IEE EXPO in Mumbai. Project manager Joachim Kalsdorf from the AFAG organizers, together with representatives of the specialist sponsor VFA-Interlift e.V., will present the world's leading trade fair interlift at all relevant lift trade fairs. A good opportunity is presented here for interested companies to make a first contact with regard to participation at the interlift. Joachim Kalsdorf says: "We visit our exhibitors at the lift trade fairs abroad and advise interested companies with regard to their participation in Augsburg."

### **VFA Forum interlift '19**

Continually increasing participant figures bear witness to the high significance of the VFA Forum. In 2017 already every tenth trade fair

visitor availed themselves of this top quality further training measure and transfer of information: more than 2,200 listeners were recorded. In 2019 also, the VFA-Interlift e.V. will be offering its internationally acclaimed information platform with contributions from all over the world on current branch themes. The invitation for lecture offers for the coming year will be sent out at the beginning of September 2018.

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