



**19 – 22 October 2021 | Messe Augsburg | Germany**

## **Press Release**

July 10, 2020

### **interlift 2021: Elevator industry relies on its leading international trade fair**

Augsburg – After much uncertainty, the outlook for next year is positive! The elevator world is looking forward to its leading international trade fair - finally a live meeting place again.

With about 160 participations, the current registration status is higher than at the previous event. It is quite possible that in these times the industry forum, which has been the world's leading industry forum for many years, is seen as a particularly safe option.

And for most lift companies in the world, interlift is a safe bet. This is where they reach top international decision-makers, establish new connections and also conclude direct contracts. For example at the last interlift 2019.

#### **interlift 2019: Top results for exhibitors**

interlift 2019 was the most successful one so far: With an occupied area of 46,500 m<sup>2</sup>, 577 exhibitors from 44 countries and 21,260 trade visitors from 109 countries it set several new records. The survey of the exhibitors also showed an extremely positive picture: 57% of the companies gave the marks 1 and 2 to the business results of their participation in the fair, 31% the mark 3, a "very good" to "satisfactory" post-fair business is even expected by 92%.

## **Planning of the exhibition halls in August**

The response to the participation documents sent out at the end of February (as a download at [www.interlift.de](http://www.interlift.de)) was more than gratifying: the project management has currently received around 160 registrations, including almost all leading suppliers of elevator components. The same areas will be occupied as in 2019, including the two temporary exhibition halls. As during the last time, one of them will be used exclusively by Wittur. The halls will be planned in August, by which time at the latest the project management should have received the application so that placement requests can be taken into account as far as possible.

## **Always there for you: interlift team and representatives**

Up to now the many elevator trade fairs all over the world have offered interested companies a good opportunity to make initial contact with the interlift project management regarding a trade fair participation. At present this option is no longer available, but the three interlift representatives Hanan Wang (China), Angela Vinci (Southern Europe) and Bülent Yilmaz (Turkey, Middle East) will be pleased to be available as contact persons. Of course, this also applies to the proven interlift team Joachim Kalsdorf, Sandra Geissler and Winfried Forster.

## **Press contact**

AFAG Messen und Ausstellungen GmbH  
Am Messezentrum 5  
86159 Augsburg  
Phone +49 (0)821 – 5 89 82 - 143  
Fax +49 (0)821 – 5 89 82 – 243  
E-Mail [presse@interlift.de](mailto:presse@interlift.de)  
Internet [www.interlift.de](http://www.interlift.de)

## **Technical sponsor**

VFA-Interlift e.V.  
Süderstr. 282  
20537 Hamburg  
E-Mail [info@vfa-interlift.de](mailto:info@vfa-interlift.de)  
Internet [www.vfa-interlift.de](http://www.vfa-interlift.de)

*Dear journalists and editorial staff representatives!*

*Thank you very much for your interest in our press releases! If you no longer wish to receive press information from AFAG Messen und Ausstellungen GmbH in the future, we regret this, but in this case we will immediately remove you from the distribution list. Please send us a short e-mail to [presse@afag.de](mailto:presse@afag.de) or reply to this letter. If you have any further questions, please do not hesitate to contact us by phone at +49 (0) 821 - 5 89 82 143. Your AFAG press team!*