



interlift

17. – 20. Oktober 2023 | Messe Augsburg | Germany

Press release

19 August 2022

AFAG, VFA-Interlift and EFESME to appear together for the first time at the NAEC Convention in September 2022 / interlift team launches worldwide promotional tour

Augsburg - For the first time, the team of interlift, AFAG and VFA-Interlift e.V. will appear together with the European manufacturers' association EFESME at the NAEC Convention in Louisville, USA. From September 19 - 23, 2022, EFESME President Massimo Bezzi, VFA Board Member Dr. Stephan Rohr and interlift Project Manager Joachim Kalsdorf will use this meeting to refresh relations. There was already a first meeting with NAEC Vice President John Tolar and his team at the interlift in April. In Louisville, both associations and the world's leading trade fair interlift will present themselves in a joint presentation. The interest of the parties involved in a more intensive exchange and sustainable cooperation is great, and the meeting in Louisville is seen as an important first step.

interlift 2023: Worldwide promotion tour started

After the visit to the NAEC Convention, the Eurolift in Kielce, Poland (October 5 - 6) and liftex in London (October 12 - 13) are on the agenda, before heading to Milan for Lift Expo Italia (October 19 - 21). There, as well as at the Indian ISEE in Mumbai (1 - 3 December), the interlift team will be represented with its own exhibition stand and, as always, will be happy to assist interested exhibitors and visitors. This naturally also applies to the events in the coming year.

Successful Re-Start Cause for Strong Interest

In 2020, 2021 and even this year, the Corona crisis had caused numerous trade shows to be canceled. All the more remarkable, therefore, the fact that the interlift was able to be held successfully. Certainly, the record figures of 2019 were not achieved, but despite the difficult general conditions, 11,800 trade visitors from 87 nations came to Augsburg and their verdict was clearly positive, as was that of the approximately 350 exhibitors. Currently, more than 250 exhibitors - including the majority of industry leaders - already occupy almost the entire space of the interlift 2022.

Changed hall structures due to new official requirements

The interlift 2023 will be presented in a different way in almost all halls. The reason for this is new requirements imposed by the local authorities with regard to escape routes and fire protection. For almost all exhibitors this means changes with regard to the position and size of the stand. Interested companies should therefore register their participation as early as possible or coordinate it together with the project management.

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