



interlift
2021

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Press Release

27 April 2020

interlift 2021: the lift industry relies on the sector's leading international trade fair in times of crisis as well

Augsburg – “Lockdown!” – Just a few short weeks ago, only a very few people would have understood this term. That’s all very different now. The Corona crisis has hit the world economy like a bolt from the blue and has paralysed not just the economy but everyday life to a considerable extent as well.

And it has robbed the economy of what is essential for entrepreneurial activity: the certainty of being able to plan. However: even if this may still be true for the next few weeks, companies are expecting the situation to improve significantly in 2021, not only in Germany.

This is borne out too by the 100 or so registrations for interlift 2021 that reached our project management team within just five weeks of attendance documentation being sent out to prospective exhibitors. The lift industry is counting on its leading international trade fair, which might become more important than ever in these times.

Extremely successful: interlift 2019

The interlift is a safe bet for the majority of lift companies from all over the world. In Augsburg, they’re able to make contact with the industry’s top international decision-makers, forge new connections, and even conclude concrete deals on the spot.

On 18 October 2019, the most successful interlift since its première in 1991 closed its doors. With an occupied area of 46,500 m², 577

exhibitors from 44 countries and 21,260 trade visitors from 109 countries, it set several new records.

As determined by the Gelszus trade fair market research firm, around 55% of our guests came from abroad. The proportion of decision-makers among them was again exceptionally high: 88% of visitors were involved in investment decisions, 38% even pivotally. Their assessment of the interlift was correspondingly high: 92% of trade visitors were pleased with a very good to satisfactory business result.

The survey of exhibitors also revealed an extremely positive picture: 57% of companies gave the business outcome of their participation in the fair the marks 1 and 2, 31% the mark 3, and “excellent” to “satisfactory” post-fair business was expected by 92% of companies.

Trade fair preparations underway: layout planning in August 2020

At the end of February, exhibitor attendance documentation for the interlift 2021 was sent out. It is also available for download at www.interlift.de/en. Important for all interested exhibitors: the layout planning of the exhibition halls by our project management team will be carried out as early as August 2020. This means that by this time at the latest, our project management should have received your registration form so that we can take into account your position requests as far as possible.

Always there for you: your interlift team and representatives

Over the last couple of years, project manager Joachim Kalsdorf from the organiser AFAG, together with representatives from our technical sponsor, VFA-Interlift e.V., were travelling around the world to present the interlift at all the relevant lift fairs. This was a good opportunity for interested companies to make initial contact with regard to attending an interlift. Currently, this isn't of course possible (yet).

But the three interlift representatives – Hanan Wang (China), Angela Vinci (Southern Europe) and Bülent Yilmaz (Turkey, Middle East) – are at your disposal as contacts. This also applies of course to the proven interlift team of Joachim Kalsdorf, Sandra Geissler and Winfried Forster. As your reliable partner, we'll be pleased to answer your queries at any time.

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