



**interlift**  
**2021**

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

## **Press Release**

March 23, 2021

### **New date for the world's leading trade fair for elevator technology: interlift now from April 26 till 29, 2022**

Augsburg – The impact of the ongoing Corona pandemic on the global economy is enormous. The trade fair industry is one of the sectors that has been severely affected. Trade shows thrive on contacts, encounters and personal exchange, which is why the implementation of trade shows in particular is very much restricted by pandemic control measures.

There are increasing signs and reports worldwide of successful containment of the pandemic, and growing experience in dealing with the virus is leading to further optimization of hygiene concepts for events. Nevertheless, it is becoming apparent that there will still be requirements for infection control at events in October 2021 and that travel restrictions will still apply at that time.

Henning and Thilo Könicke, the two managing directors of interlift organizer AFAG, also assume this: "Our top priority is the success of our customers. For a leading international trade fair like interlift, it is essential that decision-makers from all over the world can travel to Augsburg unhindered. To what extent this will already be possible in October, no one can say with certainty today."

In close coordination with the professional sponsor VFA-Interlift e.V. and the trade fair advisory board, AFAG has decided to comply with the wishes of many exhibitors and has therefore postponed the interlift to a later date. The interlift will now take place from Tuesday, April 26 to Friday, April 29, 2022. The general conditions should have improved considerably by then and allow the event to be held successfully and safely for exhibitors and visitors.

### **Uncomplicated procedure for registered exhibitors**

The almost 300 exhibitors of interlift who have registered so far will receive confirmation for the new date in April 2022 as soon as possible. Positioning will remain unchanged, as will other booked services.

### **Intensive communication work on the original interlift date in October 2021**

As early as October 2021, the original date of the next interlift, intensive communication work and an additional digital presence will begin in order to draw as much attention as possible to the interlift in April 2022.

### **interlift 2023 back to the usual October date**

In 2023, interlift will return to its usual date in October. This has already been fixed: interlift 2023 will take place from Tuesday, 17 to Friday, 20 October.

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### **Professional Sponsor**

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