



Press release

Warema withdraws from 2021 BAU trade fair

Coronavirus situation makes further planning difficult

Warema, the sun shading expert, has decided not to attend next year's BAU, the world's leading trade fair for architecture, materials and systems, which is set to be held in Munich. The uncertainty caused by the coronavirus pandemic means that it is currently impossible to make reliable plans; Warema is therefore exploring alternative ways to stay in touch with its partners in these challenging times.

"We took all factors into consideration before deciding to withdraw from the fair," says Christian Steinberg, Executive Vice President Global Market within the Warema Group. "At this point we have no way of knowing how the pandemic and associated safety measures will develop between now and January. We therefore feel that we have no option but to put our plans on hold for the BAU trade fair in January 2021."

BAU is a crucial event; it kicks off the industry's year and requires early, intensive preparation by exhibitors. Warema always strives to create high-quality trade fair exhibits that present its innovations and product highlights in the best possible light. The company is a staunch supporter of trade fairs, as personal contact is vital for close and trusting collaboration.

"It is currently unclear whether attending a trade fair in January would jeopardize the health of our employees, partners and customers and whether the many international visitors who usually attend will be able to travel," says Mr. Steinberg. "Physical distancing, face masks and hygiene measures would impede personal contact and inhibit the typical trade fair atmosphere. We experience this on our daily shopping trips, where friendly smiles are now hidden behind face masks. This puts trade fairs at a considerable disadvantage, as they thrive on open discussions and personal conversation. We very much hope that trade fairs and other events will be able to take place under normal circumstances in the future – once this is the case, we will be more than happy to participate. Until then, we will be promoting new market launches digitally."



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