



Nürnberg, Germany 18.–21.3.2020

HOLZ-HANDWERK 2020

ENTDECKEN. ERLEBEN. MACHEN.

Europäische Fachmesse für Maschinentechnologie und Fertigungsbedarf
European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts



PRESS RELEASE

January 2020

HOLZ-HANDWERK 2020 now with extended supporting programme

- **Workshops, presentations and special display areas complement the exhibition**
- **Key topics are digitalisation, entrepreneurship, skilled personnel shortages and design**
Features around 500 international exhibitors from the woodworking and wood processing segments

In just under two months **HOLZ-HANDWERK** will open its doors for a very special round of the event. The European trade fair for machinery, equipment and supplies for the secondary woodworking and wood processing segment is taking place for no less than the 20th time. In conjunction with the concurrent **FENSTERBAU FRONTALE** show, some 111,000 trade visitors from all around the world are expected to flock to Exhibition Nuremberg from 18 to 21 March 2020. In this anniversary year, the event organisers have extended the supporting programme: For the first time there will be half-day workshops and a special display area on the topic “Applied digitalisation for craftspeople”. For more information and to register please go to: www.holz-handwerk.de/programme

“The last 20 rounds of **HOLZ-HANDWERK** have been the must-do event for joiners, carpenters and cabinetmakers from all over Europe. Alongside input from the **VDMA** and the manufacturers on our Advisory Board, our regular exhibitor and visitor polls also give us insights into what the community wants from the leading trade fair for the sector in Europe. Recently there have been a lot of requests for an extension of the supporting programme, so we have decided to integrate two new formats to meet this need. In Nuremberg, the last preparations are being made for this anniversary round and we would like to cordially invite all exhibitors and visitors to join with us in celebrating this special **HOLZ-HANDWERK!**” says Stefan Dittrich, Director of **HOLZ-HANDWERK** at NürnbergMesse.

**Veranstalter
Organizers**

VDMA Holzbearbeitungsmaschinen
Lyoner Straße 18
60528 Frankfurt
Germany
T +49 69 66 03-13 40
F +49 69 66 03-16 21
infoholz@vdma.org
www.vdma.org/holz

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 8606-0
F +49 9 11 8606-82 28
holzhandwerk@nuernbergmesse.de
www.holz-handwerk.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**

Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

**Geschäftsführer
CEOs**

Dr. Roland Fleck, Peter Ottmann

**Registergericht
Registration Number**

HRB 761 Nürnberg



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Business tips for carpenters: half-day workshops for business owners

How and where do I effectively sell myself and my services, what investments are worthwhile, how do I plan my business succession in good time, what makes me a good boss or how do I recruit new staff in an era of skilled personnel shortages, possibly using social media as well? As part of the new workshop series “Business Tips for Carpenters at HOLZ-HANDWERK, the editorial team from the furniture-making journal “*möbelfertigung*” has developed four thematic blocks: *The carpenter as entrepreneur; Sell more and make the right investments; The woodworking trade in times of skilled personnel shortage, and Business Management*. You can register for free at www.holzmann-events.de/schreiner-impulse – entry to the trade fair is included!

Thursday 19 March 2020

11:00 – 18:00

NCC West, Exhibition Centre Nuremberg

“Applied digitalisation for craftspeople” – a guide

HOLZ-HANDWERK is on hand to support carpenters on their journey into the digital world!

The new forum “Applied digitalisation for craftspeople” offers the opportunity to meet experts, share information, make contacts and gain new inspiration, insights and ideas. It is taking place for the first time as part of HOLZ-HANDWERK and FENSTERBAU FRONTALE 2020 and will explore topics tailored to the requirements of the woodworking trade. In a combination of product presentations, TED-style talks and workshops, the forum will provide information on the structuring of digitalisation in business, the archiving of knowledge and expertise, the “digital building record” and the improvement of work flows using Cloud applications. Participation in the presentations is free and there is no need to register for them in advance.

Wednesday 18 March to Saturday 21 March 2020

10:00 – 18:00

Mitte entrance, Exhibition Centre Nuremberg



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HOLZ-HANDWERK CAMPUS and Bavarian Carpentry Association (FSH Bayern) special show

The shortage of skilled personnel is also an issue of concern to the wood processing sector. This is why the HOLZ-HANDWERK CAMPUS offers a key platform for the topic of training and professional development. A total of 17 universities, vocational colleges and master craftsman training establishments will provide information about their courses in Foyer West. In partnership with HOLZ-HANDWERK, the Bavarian Carpentry Association (FSH) hosts the special show “DesignObjekt – ObjektDesign” at Mitte entrance. Under this year’s theme “The Power of Ideas – Bringing Ideas to Life”, visitors can look forward to an interactive information platform offering practical tips.

HOLZ-HANDWERK app available in app stores from February

An app for Android and iOS makes it easy to plan your trade fair visit: Exhibitors and products can be bookmarked in a wish-list, while a dynamic floor plan helps you navigate your way round the venue. In addition, app users can opt to receive push notifications if there are any changes to items on their personal wish list. For information go to: www.holz-handwerk.de/en/app

Successful concept for more than 25 years

HOLZ-HANDWERK made its debut in 1992 in association with FENSTERBAU FRONTALE in Nuremberg. It attracted 60,000 visitors, a figure that has almost doubled since then. In 2018 the event featured 515 exhibitors from 19 countries who impressed 111,021 international trade visitors on a display area measuring around 33,000 m². The figures from the 2018 exhibitor and visitor poll also speak for themselves: 97% of visitors were satisfied with what was on offer at HOLZ-HANDWERK and 94% of exhibitors rated the overall success of their participation as positive, while 94% were able to forge new business contacts and 98% reached their most important target groups.

Contact for press and media

Stefanie Haug, Lena Vogl

T +49 911 86 06-83 23

F +49 911 86 06-12 83 23

lena.vogl@nuernbergmesse.de



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