

EXPOLIFE

INTERNATIONAL

Press release

November, 24th 2020

EXPOLIFE 2021: Cancelled due to worsening COVID-19 situation

Virtual product and seminar forum planned as an alternative

In view of the current extremely worrying development of the COVID-19 pandemic with exponentially increasing infection figures and travel restrictions, the organisers of EXPOLIFE 2021 are forced to cancel the trade fair. Exhibitors and visitors would have liked to have the platform they need and appreciate in March 2021, but of course the health of all trade fair participants has the highest priority.

The decision not to hold the trade fair was made on 12 November 2020 after an intensive exchange with exhibitors in the circle of the advisory board together with the organisers and initiators. Although a possible postponement of EXPOLIFE was discussed, it was rejected by the majority. One does not want to confuse the already narrow trade fair calendar with the regular cycles. Therefore, the next EXPOLIFE will take place again in 2023, from 16 to 18 March.

In order to offer visitors the opportunity to learn about product innovations and industry trends despite the cancellation of EXPOLIFE 2021, an alternative concept is currently being developed with great commitment. The focus is on product videos and virtual seminars – so it is worth keeping the period from 18 to 20 March 2021 open for participation. Visitors will be informed about current developments on expolife.de and in the EXPOLIFE newsletter.

PR contact

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Event Organizer:

The EXPOLIFE International is organized by AVR Agentur für Werbung und Produktion GmbH. More information about the trade fair at www.expolife.de or www.avr-messe.de.

Free of charge to print, please provide a file copy.