

## **Change of organisers at MUSTERMARKT and Bijoutex fairs**

- **After these two specialised trade fairs close their doors in January 2008, the “Messe München“ will take over the responsibility for their organisation, thus guaranteeing their continued appearance at the exhibition site in Munich**
- **With the departure of fair organisers Ekkehard and Christine Kohl, an era spanning 55 successful years at the Munich exhibition site draws to a close.**

From January 5 to 7, the MUSTERMARKT and Bijoutex fairs will take place for the last time under the direction of Ekkehard and Christine Kohl, the couple who have organised these events up to now. This marks the end of a period of almost 55 years of successful trade fair organisation. After the January fairs finish, the Kohl Fachausstellungen GmbH will hand over the organisation and staging of these two long-standing Munich fairs to the “Messe München“. As before, these events will take place twice a year at the same time as the Trendset fair.

Both exhibitors and visitors at the MUSTERMARKT and Bijoutex fairs regret the exit of Ekkehard and Christine Kohl from the trade fair business, as mutual trust and friendship have grown steadily over the years. The “Messe München“ has cooperated successfully with the Kohl family for a long time, so handing over the organisation of the two fairs to this Munich establishment will guarantee their continuity and success. The MUSTERMARKT International Fair is one of the few trade fairs to be held bi-annually for more than fifty years running at the fair site in Munich.

The success story of the MUSTERMARKT and Bijoutex fairs goes back to the year 1953, when Heinz Kohl organised the first exhibition for baby carriages, basketry and woodwork at the Rudolf-Steiner-School in Munich-Schwabing.

In 1962, the rapid growth of this exhibition made it necessary to move to the exhibition halls at the “Theresienhöhe“. These so-called showings of new textile samples then turned into the SÜDDEUTSCHE MUSTERMARKT (Southern German MUSTERMARKT) in the late 1970s and, in the early 1990s, finally became what they are today: the MUSTERMARKT International Trade Fair for interior design, home furnishings & decorations, garden accessories, glass & ceramics, floral lifestyle, gifts, games & toys, stationery and creative world. In 1978, what was initially quite a small group of costume jewellery and fashion accessory exhibitors received its own domain, which was christened “Bijoutex”.

Relocation in 1998 to the “Neue Messe München“ (New Munich Fair) allowed for further growth, paving the way for the expansion of the MUSTERMARKT and Bijoutex fairs. The successful development of the two trade fairs is reflected not only in the number but also in the loyalty of their exhibitors. Some of those present today have been involved from the very beginning and have grown, in the course of the years, into sizeable companies of international renown.