

# Trendfairs press release

**First, second, third: 3rd edition of kuechenherbst.online soon "on air"**

**Virtual online event for the kitchen autumn / kitchen mile with new features for even better networking**

**kuechenherbst.online is the overarching virtual trade fair platform for the kitchen industry, which went live for the first time in 2020. What began as a Corona-related alternative to the total event lockdown is now not only an accepted, but sought-after digital format for presentation, communication and networking among specialists and executives in the 'kitchen' industry segment. On 15 September 2022, two days before the official start of the leading B2B event area30 in the context of the kitchen mile A30, the portal will now go online for the third time for the duration of several weeks.**

The online format [www.kuechenherbst.online](http://www.kuechenherbst.online) will once again enjoy good demand from well-known exhibitors and brands in 2022. Thanks to worldwide access 24/7 and thus a wide range, thanks to the greater design possibilities in the virtual space and thanks to the longer presentation duration, kuechenherbst.online has already established itself well in the past two years.

Although the additional online presence will never replace the trade fairs held live from 17 to 22 September 2022, it will give increased attention to the exhibiting companies and their products and is therefore an important added value for exhibitors and visitors.

Since kuechenherbst.online is available before, during and after the face-to-face trade fair, visitors can get a first impression of the presentations and plan their visits before their trip to East Westphalia (Germany). And during the current order fair area30, for example, visit optimisations are made via smartphone or further contacts are scheduled.

Thanks to versatile functions, the online format is not simply a visualisation of lists, images, texts or videos. In addition, all visitors can discover theme worlds, products, brands and concepts in a completely new way. An important tool here are the intuitive search functions. They create extended possibilities and new experiences that are hardly feasible live or only with great additional effort.

Independent of device and operating system, streams of about 15 minutes duration are broadcasted live. Their content is colorful and diverse: the exhibitors present their achievements, products and concepts in videos, industry-famous personalities talk about "hot" topics, iconic trends and surprising highlights – perhaps even dare to take a look into the crystal ball – and organiser Trendfairs reports daily on new and upcoming news about the trade fair, the location and the industry environment.

kuechenherbst.online also helps to forget the "loneliness" in front of a laptop, pad or PC when visiting a trade fair in virtual space. Because every trade fair visitor can see with a quick glance, as at face-to-face events, who is presenting him at his (virtual) tour accompanied. Contacts with colleagues, other trade visitors or exhibitors can also be made with just a few clicks. Because every trade fair – whether virtual or live – is not only a "trade fair" for the best ideas and

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solutions for good business, but always a wonderful opportunity for a trusting exchange of opinions.

## **Downloads & Links**

The logo of kuechenherbst.online can be found [here](#).

Statements from exhibitors about kuechenherbst.online can be found [here](#).

## **For questions, please contact**

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trendfairs GmbH is an independent trade fair organiser of sophisticated industry events. With excellent event know-how and a fine sense of the market, trendfairs GmbH creates worlds of experience with high appeal. The premium trade fair "küchenwohntrends" in Munich, the trade fair "küchenwohntrends" in Salzburg as well as the "area30 and cube30", the order trade fairs for the kitchen industry in Löhne (Germany) as well as the online trade fair kuechenherbst.online.