

Munich, January 17, 2023

Press release

Results of the exhibitor and visitor survey

INTERFORST 2022 impresses with key topics

- **“Forest regeneration & forest management” and “forest protection” are strong fields**
- **DLG Forest demonstration arena with top ratings from visitors**
- **Trade visitors attribute a growing importance to INTERFORST**

INTERFORST, international key trade fair for forestry and forest technology, was held at the exhibition grounds in Munich from July 17 to 20, 2022. During the event, the exhibitors and visitors were asked about various aspects. The results clearly show that the participants at INTERFORST value not only the quality of the event but also the topic focus and what was offered in the supporting program.

Key topics on the advance

“Forest regeneration & forest management” and “forest protection” were already defined as pioneering fields for the industry in the run-up to INTERFORST 2022 and were accordingly the focus of attention.

The survey also shows that the trade fair chose the right topics in this regard, with a total of 27 percent of the exhibitors having “forest regeneration and forest management” in their portfolio this year. That’s an increase of seven percent over the previous event. Growth for “forest protection” is even higher: 19 percent of the exhibitors had the topic in their portfolio, which is an increase of nine percent.

Demonstrations with top marks

Other topics also impressed. The DLG Forest demonstration arena, for example, celebrated its premiere this year with its presentations. Although it was new, it

Sabine Wagner
PR Manager
Tel. +49 89 949-20802
sabine.wagner@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 Munich
Deutschland | Germany
messe-muenchen.de



Press release | January 17, 2023 | 2/2

received top marks from the trade visitors. 68 percent rated it as “excellent” or “very good”. A further 32 percent awarded an overall rating of “good”.

INTERFORST growing in importance

INTERFORST also did well in the question about its importance. Almost two thirds of the trade visitors, 63 percent in total, expect INTERFORST “to become significantly or slightly more important.” A further 34 percent think the importance of the trade fair will stay the same.

Petra Westphal, Exhibition Director of INTERFORST, is pleased “that these results clearly show that we identified and implemented the latest topics in the industry last year at INTERFORST. We impressively succeeded this time in combining all the key fields.” And Jasmin Regiert, Exhibition Manager of INTERFORST, adds: “The interplay of business, science and politics was stronger than ever before in 2022. That makes INTERFORST without a doubt the platform for people to meet and share.”

More information about INTERFORST is available at

<https://www.interforst.com/de/>

About INTERFORST

Every four years, INTERFORST, as one of the leading international trade fairs for forestry and forest technology, presents the entire logistics chain from afforestation and timber harvesting to the sawmill. Another focus is on the energetic use of wood. A comprehensive supporting program with a congress and various forums and special shows brings together science, politics and practice.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.