

Messe Düsseldorf cancels BEAUTY DÜSSELDORF and TOP HAIR for 2021

The next date to the trade fair duo is March 2022

The BEAUTY DÜSSELDORF and TOP HAIR – DIE MESSE Düsseldorf trade fairs will not take place as planned, due to the continuing pandemic and the associated lockdown measures. In close cooperation with co-organisers, associations and partners, Messe Düsseldorf decided to cancel the trade fair duo, which was planned for the end of May. “Unfortunately, due to the consistent level of infection rates and with no end date in sight for the restrictions, we were unable to guarantee our customers that the events would take place as usual. We wanted to ensure that everyone involved was able to plan and act with a level of certainty, as those in the cosmetics and beauty industry, along with the hairdressing trade, are particularly affected by the lockdown provisions. We regret that we have had to cancel the events, but are now focusing on preparing for the new trade fair event, held from 4 to 6 March 2022”, states Erhard Wienkamp, Managing Director at Messe Düsseldorf.

Partners and co-organisers support Messe Düsseldorf’s decision:

Dr. Helmut Drees, Chairman of the Cosmetic Professional Association (VCP), a registered association: “The VCP and its members are very disappointed that BEAUTY Düsseldorf will not be taking place. This trade fair is an incredibly important platform for the cosmetics industry in order to come into direct contact with B2B partner brands and to present innovations. An event such as this is brought to life when people share their thoughts with each other face to face. In any case, we are extremely limited at the moment, due to the corona pandemic. Furthermore, we fear that there would be little acceptance for a trade fair, even one held in May, and despite the fact that the hygiene concepts applied are exemplary. However, the exhibiting companies need to be able to reliably plan. Therefore, cancelling the event was a correct decision and the right path to take.”

Christian Schikora, CEO of TOP HAIR International GmbH: “The decision to cancel TOP HAIR – DIE MESSE Düsseldorf for 2021 too was really tough for everyone involved, for our partner Messe Düsseldorf and for us, the TOP HAIR team, too. We were working hard, with great enthusiasm, on preparing for it and were truly looking forward to it – this trade fair should still be one of the best, most communicative and most beautiful ever. The pandemic has,



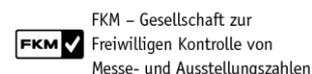
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unfortunately, made it impossible to hold this event this year.”

Current information and news is available online at www.beauty-duesseldorf.com and www.top-hair-international.com.

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