**“Häfele Discoveries” integral part of the industrial event**

**interzum 2021 – Experience innovations digitally and locally**

During the pandemic, Häfele is redefining the term “customer proximity” and is presenting a hybrid trade fair format called “Häfele Discoveries”, which will be an integral part of the interzum@home digital event which the organisers Koelnmesse are arranging between 4th and 7th May, 2021. For the first time since 1959, in 2021 Häfele will not be present with a trade fair booth in Cologne.

“Thanks to the constructive and continuous communication between the trade fair organiser and the exhibitors, it will be possible to clearly present the new products for 2021 to the industry, despite the pandemic. This is anything but self-evident in the current situation, and is evidence of the extraordinary cooperation which is taking place,” emphasises Sibylle Thierer, CEO, with praise.

The “Hafele Discoveries” Digital Platform for Interzum will showcase whats new and latest in product innovations from Hafele’s global assortment. In addition to this, for the very first time, Hafele will also display market-specific product innovations sold through their international subsidiaries and sales offices. This will be displayed through a “hot folder” section on the platform, giving customers an equal opportunity to see all innovations in Hafele’s global as well as market-specific local assortments.

You can also discover the Häfele innovations virtually on the Internet **after** the digital event from 4th - 7th May, 2021, and watch the live lectures recorded during the event or contact the specialist advisers via the video chat.

The company is already indicating that it will return as a physical exhibitor at the interzum in Cologne in 2023 on the occasion of Häfele’s 100th birthday. The furniture fitting and light specialist from Nagold is aware that the digital world, however professional and innovative it is cannot replace the added value of personal encounters between customers and exhibitors. “When else do we have such a wonderful opportunity to talk to so many customers from all over the world in just a few days,” says the Häfele boss.

**For Further information contact:**

**Häfele SE & Co KG**, Postfach 1237,

D-72192 Nagold, phone: +49 7452 950,

Fax: +49 7452 95200,

E-mail: info@haefele.de

**Hafele India Pvt Ltd**

Office No. 3, Building “A” BETA,

I - Think Techno Campus, Off J.V.L.R,

Opp Kanjurmarg Station, Kanjurmarg (E),

Mumbai - 400 042, India

<http://www.hafeleindia.com>

E-mail: Salome.Suthkatti@hafeleindia.com (PR & Events)

**Häfele** is an internationally organized corporate group with headquarters in Nagold, Germany. The family owned and operated business was founded in 1923 and today serves the furniture industry, architects, planners, joiners/cabinet makers as well as dealers in over 150 countries around the world with furniture fittings and architectural hardware, electronic access control systems and LED light. Häfele develops and produces in Germany and Hungary. In the 2019 financial year the Häfele Group achieved exports of 80% with 8,100 employees in 38 subsidiaries and numerous additional dealerships around the world and revenue of over 1.5 billion Euros.

**Häfele India** is a wholly-owned subsidiary of the Häfele Global network and has been operating in India since 2003 under the leadership of Mr. Jürgen Wolf (Managing Director). The ability of the company to understand the diverse Indian market has made it an authority in the field of architectural hardware, furniture and kitchen fittings and accessories. The company also has a strong presence in synergized product categories namely Home Appliances, Furniture Lighting, Sanitary and Surfaces catering to the focused demand from these industries.

The subsidiary has a strong nation-wide presence with offices in Mumbai, Pune, Ahmedabad, Bangalore, Chennai, Hyderabad, Delhi, Kolkata and Cochin. It has full-scale operations in Sri Lanka and Bangladesh with Regional offices and Design Showrooms in both the countries; and has also spread its operations to other regions of South Asia including Nepal, Bhutan and Maldives.