# HOMAG Treff 2020

# 60 years of HOMAG — 60 days of HOMAG Treff

**Many trade fairs and conferences have been canceled this year due to the COVID-19 pandemic. However, HOMAG will be holding HOMAG Treff – turning this traditional in-house trade fair into a global event lasting 60 days to coincide with the company's 60th anniversary.**

Despite the pandemic, HOMAG wants to stay in touch with its customers worldwide. With the new trade fair concept, interested parties can decide whether to visit one of the events or whether to attend online.

"With a combination of live events and online tools, we can demonstrate our digital expertise while maintaining our customer focus," said Dr. Markus Vöge, Executive Vice President Global Sales and Marketing. "With this new hybrid and remote approach, we are offering our customers 60 days of knowledge, innovation and news for our 60th anniversary."

The program includes over 500 events in 8 locations, all taking place between September 21 and November 18. Participants can use live.homag.com to book limited tickets for face-to-face events including tours, demonstrations and lectures. One example of such an event is weekly user meetings on a wide range of technical topics. For this purpose, the showrooms in the locations in Germany are equipped with the latest machine technologies, software and digital apps.

Alternatively, customers can also sign up for online events. A moderator will present the selected topic live in a specially equipped studio. The latest technical demonstrations and videos have also been recorded. Participants can submit questions to the speaker using the chat function.

HOMAG is also offering the opportunity to arrange individual appointments for an online dialog and online live technology demonstrations. For those unable to attend live, the recorded events will be available in a library for later viewing.

The HOMAG Group will be providing information on innovations and product developments in various formats at the following locations: Holzbronn, Schopfloch, Herzebrock, Herrenberg, Denkendorf and at WEINMANN in St. Johann, in Oberhofen am Irrsee (Austria), Castle Donington (Great Britain), Moscow, Shanghai and at Stiles in Grand Rapids (USA). Customers of HOMAG sales and service companies in Germany, South America, Singapore, Italy and France will be participating online. Sales colleagues will then be available for further discussions.

It was not just coordinating events all over the world that proved very complex — to protect employees and visitors, the HOMAG organization team has also developed a comprehensive hygiene concept.

**If you have any questions, please contact:**

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