

PRESS RELEASE



June 2020

Postponement of the HIGH END SWISS and WORLD OF HIFI Shows

Due to the ongoing corona crisis, HIGH END SOCIETY Service GmbH has decided to postpone the two trade shows due to take place this October, the HIGH END SWISS and WORLD OF HIFI, until early 2021. One of the main reasons behind this decision by the organiser is to provide its exhibitors with planning reliability at an early stage. Corresponding arrangements have already been made with the respective event venues.

The HIGH END SWISS will now take place at the Mövenpick Hotel Zürich Regensdorf on 9th and 10th January 2021.

The WORLD OF HIFI, a well-established regional event, will be held at the Dorint Kongresshotel Düsseldorf/Neuss on 6th and 7th March 2021.

Stefan Dreischärf, the Managing Director of HIGH END SOCIETY Service GmbH, already cancelled the world's largest hi-fi show, the HIGH END 2020, at the end of February following the outbreak of the corona pandemic in Europe. "The exponential growth of the pandemic over the last months clearly shows that we without a doubt made the right decision at an early stage," he states. "We believe that we have the same responsibility towards everyone involved in our Swiss trade show and our regional event in Neuss and would also like to counter the growing uncertainty with regard to the feasibility of hosting major events."

At present, all large-scale events in Germany have only been banned until 31st August 2020. Nevertheless, it is currently unclear as to when the hosting of both national and international shows and exhibitions will really be possible again. Even if such events could be held, Stefan Dreischärf believes that they would only be attended by a limited number of visitors. Nobody knows how the pandemic will develop over the next few months and whether the measures currently in place will help to contain the virus. Protecting people's health needs to remain the top priority, even though economic aspects do, of course, also need to be considered. "A trade show that industry experts and consumers choose to avoid out of fear of catching the virus is no help at all for us or our exhibitors," explains Dreischärf. "Both we and our customers invest a great deal of energy, time and money in these events. Without a wide audience, all of these efforts would be economically inefficient and ineffective."

The HIGH END SWISS has been the ultimate event for connoisseurs of sophisticated musical enjoyment in the Alpine nation for many years. At the Mövenpick Hotel Zürich Regensdorf, exhibitors come together to present their latest products in a lounge-like setting.

The WORLD OF HIFI has successfully established itself as a regional audio exhibition in recent years. It is organised by the HIGH END SOCIETY in cooperation with the specialist magazine "STEREO" and took place at the Dorint Kongresshotel Düsseldorf/Neuss for the first time in 2019.



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