



Basel, 20 October 2025

## **Holz 2025 inspires with packed halls and an excellent atmosphere**

**Five inspiring days marked by a significant increase in exhibitors, strong visitor turnout, and overwhelmingly positive feedback from the industry: MCH Group's own trade fair, Holz 2025, concluded successfully this past weekend, once again confirming its status as the leading platform for Switzerland's woodworking industry.**

With **375 exhibitors** and **32,094 visitors**, Switzerland's premier trade fair for the woodworking sector impressively demonstrated the industry's vitality, innovation, and forward-looking spirit. Over five days, Messe Basel became a hub for innovation, personal encounters, and hands-on insights. "We are very proud of the great success of Holz 2025," says Roman Imgrüth, CEO Exhibitions & Events at MCH Group. "The positive feedback from the industry, the bustling exhibition halls, and the palpable enthusiasm clearly show the strength of Switzerland's woodworking industry. Holz is not just a trade fair for us—it's a central meeting point where innovation, craftsmanship, and passion come together."

### **Strong growth and high relevance**

This year's edition recorded a clear increase in the number of exhibiting companies, which presented their products and solutions across a total of 45,000 m<sup>2</sup> of exhibition space. Visitor numbers also remained at the high level of the previous event—a strong signal of the growing importance of the woodworking sector and the fair's relevance as a leading industry event.

The focus topics included machinery and tools, digital solutions, sustainable materials, and innovative applications related to wood as a natural resource. Expert presentations, model exhibitions, live demonstrations, competitions, and award ceremonies provided a wide range of highlights, offering up-to-date knowledge and inspiring practical examples.

Holz continues its long success story: as Basel's oldest trade fair, it looks back on decades of tradition. Since its first edition in 1957, it has stood for quality, continuity, and innovation in Switzerland's woodworking industry. Today, it combines this tradition with a clear focus on future-oriented themes such as digitalization, sustainability, and new technologies.

### **MCH Group's commitment to the industry**

With Holz 2025, MCH Group once again underscores its commitment to promoting strong trade fairs in Switzerland. As a leading live marketing company, it creates platforms that foster innovation, exchange, and economic momentum—thus contributing to the continued development of entire industries.

**The next Holz will take place from October 10 to 14, 2028, in Basel.**

**About MCH Group**

MCH Group, headquartered in Basel (Switzerland), is a globally active experience marketing company with a comprehensive network of services for global clients. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, Miami Beach and Qatar, as well as major national exhibitions such as Swissbau and Giardina. The Live Marketing Solutions division, with the brands MCH Global, MC2, and Expomobilia, offers individual experience marketing solutions from strategy to creation and implementation. MCH Group also operates the Basel Exhibition and Congress Center and Messe Zürich. The company employs over 800 people, around half of them in Switzerland and the USA.

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