

The Wood 2021 fair in September is canceled – next held in Jyväskylä in 2023

The Wood fair will bring together companies and professionals from the industry to the fair and event center Paviljonki from 6 to 8 September 2023. The decision to cancel the 2021 event is based on the deteriorating corona situation in Finland and the new regulations of the Regional State Administrative Agency.

Based on the Communicable Diseases Act, the Regional State Administrative Agency of Western and Inland Finland imposed new restrictions in the Jyväskylä district for events and safety distances. The restrictions are valid from 13 August to 9 September 2021 when the Wood fair was to be held 8-10 September 2021.

According to the decision, event organizers must ensure that participants can effectively avoid close contacts, meaning physical contact or staying indoors for less than two meters for more than 15 minutes. Organizers should make a written plan for how they will enable this. Events may be organized if safety can be ensured by following the instructions issued by the Finnish Institute for Health and Welfare and the Ministry of Education and Culture on May 31st 2021.

- Although we have full ability to organize a trade fair event in a safe manner, in reality, the uncertainty caused by these restrictions to visitors poses a huge risk to the success of the event, says **Hannu Mennala**, Sales Manager at Jyväskylä Fair Ltd.

- The exhibitors' investments in trade fair participation are extremely high, including stand, staff and accommodation costs. Companies expect value for their money, that is, visitors. The planning and organization of the event has been at stake the whole time and the decision of the Regional State Administrative Agency was crucial. The risk of failure for the event is currently too great. Nor can the decision be postponed any further, as arrangements for a major event such as shipments of the equipment on display from Europe will take time, Mennala continues.

- The admission to a trade fair is by registration, that can happen at the latest on the day of the trade fair. Incitement of fear and playing with restriction decisions causes a loss of visitors that we cannot afford, Mennala sums up.

- We have been working hard for the event for a year and a half and we did everything we could to open the trade fair season at the beginning of September, says **Juha Rahko**, CEO of Jyväskylä Fair Ltd.

- The restriction decisions made greatly affect the general mood and the operations of event organizers. Although we understand the decisions, it must be said on behalf of the Finnish event organizers that the restrictions on events have been unclear and disproportionate, Rahko continues.

The transfer of the event to a later date was out of the question. Large trade fair events also have to take into account international event schedules and postponing to a different time would have been impossible. The Wood fair brings together companies and professionals of the industry to the fair and event center Paviljonki, Jyväskylä, from 6 to 8 September 2023. The leading event of wood industry in the Nordics focuses on the latest technology in the wood products, sawmill, joinery and woodworking industry.

More information:

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