

PRESS RELEASE



April 2021

The HIGH END is postponed from September 2021 to May 2022 The parallel event, the IPS – International Parts + Supply, is also postponed

The HIGH END 2021 trade show, planned to take place in Munich from September 9 to 12, 2021, has now been moved to May 2022 due to the ongoing impact of the Covid-19 pandemic. The HIGH END SOCIETY Service GmbH reached this decision after a reassessment of the current situation and in close cooperation with the Board of the HIGH END SOCIETY e.V.

The world's leading audio trade show will therefore return to its usual spring timeslot and be held at the MOC Event Center in Munich from May 19 to 22, 2022. The IPS – International Parts + Supply event, which was due to be held alongside the HIGH END, has also been postponed until the new year and will open its doors for the first time on May 19 and 20, 2022.

Although the halls and atriums of the MOC are fully booked and a detailed hygiene and infection protection concept has been carefully developed, the organiser believes that taking this action at an early stage is necessary given the current situation. "We have prepared for the event extremely well and were confident that the HIGH END and the new IPS would be able to take place this autumn despite the changing conditions," states Stefan Dreischärf, Managing Director of the event organiser, the company HIGH END SOCIETY Service GmbH. He regrets that all hi-fi fans will now have to wait even longer for the annual industry highlight due to the postponement. "That said, we have to adopt a far-sighted approach to maintain the trust of our exhibitors. Given the slow development on a global scale, we believe that the current situation is too uncertain. The risk of having to cancel the event at short notice is simply too high," explains the experienced trade show manager.

Given that the pandemic is not being curbed as rapidly as hoped, nobody can foresee whether an international trade show would actually be able to take place with satisfying results for everyone involved in September. When planning and hosting their trade shows, Stefan Dreischärf and his team put everything into providing their exhibitors with optimal conditions for successful business. What's more, the organiser is aware of its continued responsibility to protect the health of all parties involved and guarantee planning reliability. With the prospect that the current measures will have been significantly eased by next year, and global travel is therefore likely to be possible with no limitations, there is nothing to stop the HIGH END and IPS from providing a successful and enjoyable trade show experience in May 2022.

Information on the HIGH END

The HIGH END, the internationally renowned audio trade show, is the undisputed leader when it comes to impressively setting the tone for top-class music reproduction. It has been providing ideas and impetus for producers, sellers and consumers of high-quality consumer electronics for four decades. On the four days of the event in May, the entire world of audio experts and professionals will gather in Munich to visit hundreds of exhibitors from more than 40 different countries as they showcase their latest innovations in the halls and atriums of the MOC Event Center.

Information on the IPS

The IPS perfectly complements the HIGH END, which has developed into the largest international hi-fi show and enjoys tremendous significance and international popularity within the audio industry. Taking place in a separate area of the MOC Event Center in parallel with the HIGH END, the event offers manufacturers of supply parts for the audio industry the ideal platform for establishing direct contact with their customers and showcasing their products in a presentation tailored to their target groups.

FACTS

TRADE SHOW:

HIGH END®

THE LEADING INTERNATIONAL AUDIO SHOW

VENUE:

MOC München

Lilienthalallee 40

80939 Munich/Germany

DATES:

New Date: May 19 to 22, 2022

IPS International Parts + Supply The international OEM Show

New Date: May 19 and 20, 2022

ORGANIZER:

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