

**Alternate Dates established: TOP HAIR – DIE MESSE Düsseldorf will be held from 19 - 20 September 2020**

The trade fair duo BEAUTY and TOP HAIR Düsseldorf, which was postponed due to the effects of the Coronavirus Covid-19, will now be held in autumn 2020. **BEAUTY DÜSSELDORF**, the leading meeting point for cosmetics, nail, foot, wellness & spa, will take place in the halls 9 -13 from Friday, 18 September, to Sunday, 20 September 2020. Held concurrently on two days – Saturday and Sunday, 19 and 20 September 2020, **TOP HAIR – DIE MESSE Düsseldorf** will be held in halls 15-17 as Europe’s leading event for hairdressers.

“We are very happy to have found alternate dates for our trade fairs so quickly. The whole team of Messe Düsseldorf jointly with its co-organisers, partners and exhibitors has put its heart and soul into the preparation of the two trade fairs. Together we will make sure that our exhibition halls in September will turn into emotional experience worlds where people meet who are passionate about cosmetic services and hairstyling and barbering,” says Wolfram N. Diener, Managing Director at Messe Düsseldorf GmbH. All visitors tickets already purchased will, of course, remain valid for the alternate dates.

An important signal is given by Düsseldorf’s hospitality industry, by DEHOGA (German Hotel and Restaurant Association) to be more precise: “We appeal to our members and the industry as a whole to show flexibility when it comes to rebookings by exhibitors and visitors. The Düsseldorf trade fairs such as BEAUTY and TOP HAIR play an extremely important role for the city, the hospitality and food service sectors. It would be counterproductive not to show goodwill in this situation,” as both DEHOGA-Representatives Giuseppe Saitta (Chairman Düsseldorf/District Group Rhein-Kreis Neuss) and Rolf D. Steinert (Düsseldorf/Rhein-Kreis Neuss Hotels and Tourism Group) emphasize.

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