



12-15 JANVIER 2022
PALEXPO GENÈVE
swiss-expo.com



Subject: SwissExpo 2022 postponed

Swiss Expo will not stage its dairy cattle exhibition in 2022. Due to uncertainties associated with the coronavirus epidemic, the decision to postpone was made by the SwissExpo organizing committee in collaboration with its sponsors and partners. In the meantime, the organizers are already working on a new concept that should emphasize the international nature of the leading cattle breeding event and make it start over for the next edition.

The decision to cancel the 2022 edition of SwissExpo was made in the best interests of the event although many exhibitors and partners had already confirmed their participation. The restrictions in force and the requirement for a health passport could deter visitors from coming and discourage farmers from participating. Faced with this uncertainty, the organisers, who are considering a new way of underlining and boosting the international character of SwissExpo, the European undisputed leader in dairy cattle exhibitions, have therefore decided to postpone, as they do not wish to offer a discounted edition for its 25th anniversary.

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Contact :

Maud Couturier, Press and Public Relations Manager
Palexpo SA
maud.couturier@palexpo.ch
Phone : 022 761 10 92

Jacques Rey, President,
SwissExpo
j.rey@swiss-expo.com
Mobile : 079 757 85 45