

## Press Release

### Strategic realignment: ORNARIS to focus on Bern from 2027 onward

Bern, 1 February 2026

**ORNARIS, Switzerland's premier specialist trade fair for consumer goods, is repositioning itself from 2027 onward. The trade fair in Zurich in January will no longer take place. Instead, organiser BERNEXPO is consolidating its activities at a single location – Bern in August – and giving ORNARIS a clearer, more compact and future-oriented profile.**

ORNARIS has been the main hub for Swiss retail since 1973 – more than five decades of industry history. Market mechanisms, order processes and visitor behaviour have all changed fundamentally during this time. The decision not to stage ORNARIS Zurich from 2027 onward is the result of an extensive analysis. Recent years have shown that a strong, central trade fair in Bern in the summer offers greater potential in terms of relevance, quality and development.

“It's a conscious focus rather than a withdrawal,” says Juliette Keller, Key Account Manager for ORNARIS. “By focusing our energy in this way, we create scope for more depth, quality and further development – while simultaneously opening up new opportunities for formats and ideas that strengthen ORNARIS as the leading industry platform in Switzerland.”

ORNARIS Bern is the clear focus for the future. It will continue to take place annually in August – next time from 16 to 18 August 2026. The timing in the lead-up to the Christmas season, the high-calibre visitors and the role of Bern as a hub for decision-makers make the location particularly attractive for inspiring product presentations and successful order talks. For 2026, everything remains as planned: ORNARIS Zurich took place in January and ORNARIS Bern will take place as usual. The repositioning takes effect from 2027 onward. Exhibitors, visitors and partners have been given transparent information and support during this transition period. At the same time, BERNEXPO is examining complementary formats and collaborations to open up additional prospects and platforms for the ORNARIS brand in the future.

#### For further information please contact:

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## About BERNEXPO GROUPE

BERNEXPO stages more than 30 proprietary and guest exhibitions, over 300 congresses and trade shows, and other events of all sizes every year. For more than 70 years, the Bernese company has been creating moments and emotions for eternity. As a host, BERNEXPO brings together people from a wide variety of backgrounds and provides intense live communication experiences. The BERNEXPO site is one of the largest event premises in Switzerland. Six generous halls in two building complexes have a total of around 40,000 m<sup>2</sup> of event space and 100,000 m<sup>2</sup> of outdoor areas. The Festhalle, the new multifunctional congress and event building spanning more than 21,300 m<sup>2</sup> in total, will complement and expand the range of events offered by BERNEXPO in the Swiss capital. The Bernese company employs a team of around 150 people and is an important economic driver for the city and region of Bern, with appeal throughout Switzerland.

## About the next ORNARIS

- Duration 16th to 18th august 2026
- Opening hours SO/MO 09.00 am – 06.00 pm  
TU 09.00 am - 04.00 pm
- Place BERNEXPO AREAL
- Organiser BERNEXPO AG  
Mingerstrasse 6  
3014 Bern
- Website [www.ornaris.ch](http://www.ornaris.ch)
- Facebook [www.facebook.com/ornaris](http://www.facebook.com/ornaris)
- Instagram [www.instagram.com/ornaris\\_show](http://www.instagram.com/ornaris_show)