



[swiss-expo.com](http://swiss-expo.com)

**13-16.01.2021**  
**GENÈVE**



### **Swiss Expo will not take place in 2021**

**The 2021 edition of SwissExpo is cancelled. The dairy cattle show will not take place despite of its digital new format and its postponement to February. The Organization Committee, in collaboration with its sponsors and partners, tried everything possible to maintain this event. It will not finally take place due to the health situation and the extension of the anti covid federal measures till the end of February.**

As early as October 2020, the organisers have devised a dairy cattle show in a digital format that would enable SwissExpo to take place at the end of February 2021. In view of the current health situation, SwissExpo cannot be held in 2021, all measures taken this year though have strengthened the ties with sponsors and long-standing partners and the experience gained from the development of the digital platform will add to the offer of future editions of SwissExpo.

*"The very large number of animals registered in the SwissExpo competition despite the pandemic confirms the enthusiasm of breeders for this event, which is now being held at Palexpo in Geneva. The Organising Committee would like to thank the breeders, exhibitors, partners and sponsors warmly for their solidarity and the trust they have shown."* Jacques Rey, President of SwissExpo.

### **See you in 2022 for the 25th anniversary of SwissExpo**

The next edition of SwissExpo coincides with its 25th anniversary and will take place from Wednesday 12 to Saturday 15 January 2022 at Palexpo. The organisers are looking forward to celebrating this event with the public in complete safety.

Geneva, 14 January 2021

#### **Contact:**

Maud Couturier, Press and public relations manager  
[maud.couturier@palexpo.ch](mailto:maud.couturier@palexpo.ch)  
Phone number : +41 22 761 10 92

Jacques Rey, President of SwissExpo  
[j.rey@swiss-expo.com](mailto:j.rey@swiss-expo.com)  
Phone number : +41 79 757 85 45