

Essen, May 27, 2019

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## SHK ESSEN Becomes the Sector's Hotspot from March 10 to 13, 2020

### New Exhibition Possibilities in the Fields of Education and Ventilation

From March 10 to 13, 2020, SHK ESSEN will go to the starting line at Messe Essen for the 28th time. As the first sectoral highlight of the year, the trade fair will once more become the point of attraction for sanitation, heating and air conditioning (SHK) professionals from the skilled trades, installation, planning and advice. With SHK ESSEN, exhibitors will receive an attractive platform in order to present innovations and trends from the fields of sanitary objects and sanitary installations, heating technology, ventilation and air conditioning technology as well as digital building management to a top-class trade public. In comparison with the preceding event, the booking level is higher at the current point in time. The theme islands called "Ventilation and Air Conditioning Technology Forum" and "SHK Education Campus" which will offer further attractive exhibition options to any interested companies will give their premieres.

Essen will make the difference: In the middle of a vibrant economic region, SHK ESSEN will attract not only SHK professionals from Western Germany. To an increasing extent, the trade visitors will come into the Ruhr metropolis from France and the Benelux countries in order to obtain information about the latest technological innovations and new design trends. Thus, the fair will open the door into new, interesting markets for its exhibitors. Moreover, SHK ESSEN will be characterised by a strong-buying trade public: Two thirds of all the visitors will have purchasing and procurement powers. In order to reach these interesting target groups, there will be a wide variety of possibilities for exhibitors to take part in the fair. The options will extend from individual booth designing to compact presentation on joint booths.

### New Messe Essen Creates Optimum Conditions for Successful Transactions

The modernisation of the fair site in Essen will have been concluded by the time that SHK ESSEN 2020 is staged. Then, exhibitors will come upon optimum conditions for successful participation in the fair. The new hall structure will give the trade fair a sharper profile and the visitors optimum orientation. In the left part of



MESSE ESSEN GmbH

Messeplatz 1  
45131 Essen | Germany

Presse-Kontakt | Press Contact  
Luise Halfmann  
Fon + 49.(0)201.72 44-898  
luise.halfmann@messe-essen.de

Presse-Assistenz | Press Assistance  
Claudia Brügger  
Fon + 49.(0)201.72 44-244  
Fax + 49.(0)201.72 44-249  
presse@messe-essen.de

Presse-Fotoservice |  
Press Photo Service  
Rainer Schimm  
Fon + 49.(0)201.72 44-247  
rainer.schimm@messe-essen.de

www.messe-essen.de  
www.shkessen.de

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Hall 1 and in the entire Halls 2 and 3, it will be possible to find companies from the fields of heating technology, ventilation and air conditioning technology, regenerative energy systems as well as building control technology and building measuring technology. All the market leaders such as Viessmann, Vaillant, Wolf, Weishaupt, Stiebel Eltron, Bosch and Danfoss have promised to take part in the fair. The upper part of Hall 5 as well as Halls 6, 7 and 8 will be dedicated to sanitary objects, sanitary installation and water technology. Here, Kaldewei, Villeroy & Boch, Bette, Duravit, Hansa, Hansgrohe, Schell, Viega, Geberit, BWT and Grünbeck have already confirmed their participation. EDP companies will introduce their solutions in the right part of Hall 1, e.g. Hottgenroth Software and Trimble. Tools and additional company equipment will be presented in the lower part of Hall 5, amongst others by Rothenberger.

## **Together, We Are Strong: SHK ESSEN Presents New Joint Booths**

One third of the SHK visitors will be interested in the Ventilation and Air Conditioning Technology area. SHK ESSEN will take account of this by offering the "Ventilation and Air Conditioning Technology Forum" in Hall 2 for the first time in 2020. Here, companies will have the possibility of presenting products from the fields of ventilation and air conditioning in a targeted and attention-grabbing way. An accompanying lecture programme will guarantee a high visitor frequency. Furthermore, it will be possible to participate in the fair individually too. For example, Remko and Trox will be represented with their own booths.

In 2020, the education joint booth called "SHK Education Campus" will, for the first time and in a unique way in North Rhine-Westphalia, offer the optimum setting in order to bring specialists and junior staff together with educational institutions and companies. Ranges of available education and career possibilities in the sector will be highlighted, from the course of study to the foreman's training. All education providers close to SHK will be addressed as exhibitors. The subject will be rounded off by a two-day Education Congress which is being organised by the North Rhine-Westphalia Trade Association for Sanitation, Heating and Air Conditioning, the ideal sponsor of the fair and the association's federal state branch with the highest number of members in Germany.

Further information and booth registration at: [www.shkessen.de](http://www.shkessen.de)