

Essen, March 16th, 2021

Official contract signing

ALTENPFLEGE trade fair to be held at Messe Essen for the first time in 2022

In September last year, the change of location of the leading European trade fair ALTENPFLEGE from Hanover to Essen was already announced. Now it is official: the contracts between Messe Essen and the guest organiser Vincentz-Network as well as the implementation company Deutsche Messe have now been signed at Messe Essen. This means that the trade fair for the inpatient and outpatient care industry will be held in the Ruhr metropolis on a long-term basis in the even years. In the odd years, the fair will take place as usual in Nuremberg.

The city of Essen is regarded as a leading health location in the Ruhr region and beyond. Lord Mayor Thomas Kufen and City Director and Head of Health Peter Renzel therefore did not miss the opportunity to welcome the organisers to Messe Essen for the signing of the contract. "We are delighted that ALTENPFLEGE has found a new home in Essen every two years. This strengthens the importance of our city both as a medical and as a trade fair location," says Kufen, looking positively at the expansion of the event calendar.

Geriatric care has a high demand for professional exchange

Dr Dominik Wagemann, Publishing Director of the organiser Vincentz-Network, is sure that Essen was the right choice: "Messe Essen is located in the middle of one of the most densely populated regions in Europe. In North Rhine-Westphalia alone there are around 6,000 care services and homes. The need for networking among those working in geriatric care and for impulses for their daily tasks is noticeably great." Peter Renzel adds: "The coronavirus pandemic in particular has shown that care workers are constantly faced with new challenges. More than ever, the sector needs a platform for innovative products and professional exchange. The fair is therefore an optimal opportunity for further education."

Trade fairs have a future

Due to the pandemic, the next ALTENPFLEGE will be held purely digitally from 6th to 8th July 2021. This means that the ALTENPFLEGE from 26th to 28th April 2022

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Veröffentlichung kostenfrei –
Beleg erbeten

Publication free of charge –
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in Essen will be the first presence trade fair after the last presence event in Nuremberg in 2019.

"The conclusion of the contract clearly shows that the trade fair format is in demand and has a future despite the Corona crisis. The decision to move ALTENPFLEGE to Essen every two years speaks for our modern exhibition centre and the good infrastructure. We are thus offering the trade fair the optimum conditions to establish itself in the long term at the new location," says Oliver P. Kuhrt, Managing Director of Messe Essen.

ALTENPFLEGE presents the latest developments, trends, services and products for both the inpatient and outpatient geriatric care industry. The range includes the areas of care & therapy, occupation & education, IT & management, nutrition & home economics, textile & hygiene as well as room & technology.