

Essen, February 27, 2026

Trade fair for sanitation, heating, air conditioning, and electrics

SHK+E ESSEN: Industry platform in times of regulatory readjustment

German Federal government publishes new guidelines for the heating market

From March 17 to 20, 2026, Messe Essen will become the central meeting place for the sanitary, heating, air conditioning, and electrics industries—and thus the first major industry platform following the German coalition government's political agreement on the basic principles of the new Building Modernization Act (GMG). In a phase of regulatory readjustment and high media attention, SHK+E ESSEN offers guidance, classification, and concrete solutions from first-hand sources.

Virtually the entire heating industry will be represented at the event, presenting a comprehensive portfolio of heating technology solutions and future-proof concepts for tradespeople, planners, and retailers. This will make SHK+E ESSEN 2026 a key source of inspiration and information hub.

SHK+E ESSEN as a platform for dialogue and solutions

"The planned Building Modernization Act is shaking up the market and setting new guidelines for investment decisions," explains Torben Brinkmann, project manager at SHK+E ESSEN. "Personal exchange is crucial, especially in this phase. SHK+E ESSEN is the platform where industry, specialist trades, planning, and wholesale discuss and present concrete solutions, product strategies, and viable business models for tomorrow's heating market." "It's good that the key points are now on the table," says Ulrich Grommes, State Guild Master of the SHK NRW trade association. "The SHK trade has the economic efficiency of all heating systems for its customers in mind – and one thing is also clear: heat pumps remain the way forward. More technological leeway helps us



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where it really makes sense in existing buildings or for transitional solutions. This is exactly what we will be discussing with our specialist companies and the industry at SHK+E ESSEN 2026."

With over 335 exhibitors from 15 countries, the trade fair confirms its role as one of the central industry meeting places for sanitation, heating, air conditioning, and electrics in Germany. The heating sector is particularly well represented: the specific impact of regulatory changes on products, system solutions, and business models will be a topic of discussion in Essen. Manufacturers will showcase their entire heating technology portfolio, from heat pumps, biomass heating systems, and hybrid systems to condensing boilers, residential ventilation with heat recovery, and system components for efficient heating systems.

Key points send important signal for market and planning security

The German Heating Industry Association (BDH) considers the current political cornerstones to be an important signal for the industry. Chief Executive Markus Staudt explains: "The German Heating Industry Association (BDH) welcomes the fact that the coalition has reached an agreement, thus ending months of uncertainty. In view of the declining sales market over the past two years, this step was long overdue. The BDH particularly highlights the removal of bureaucratic hurdles, greater flexibility for end consumers, the planned decoupling of individual measures from municipal heat planning, and the strong signal for long-term financing of subsidies as positive developments. The decisive factor now is the specific form this will take in the further legislative process. For the BDH, SHK+E offers an ideal platform at the right time for dialogue between industry and trade on the new framework conditions."

Orientation in the "Forum Future Building Technology"

One of the main attractions is the "Forum Zukunft Gebäudetechnik" (Forum Future Building Technology) in Hall 2. Here, the German Heating Industry Association and the SHK NRW trade association provide daily updates on technological developments, the current energy policy framework for the heating market, funding opportunities, and strategic prospects for the trade.

Further information and tickets: www.shke-essen.de