

Essen, March 8, 2022

Trade Fair for Sanitary, Heating, Air Conditioning and Digital Building Management

Startups get their own stage at SHK ESSEN

Young founders present their innovations at the Essen trade fair

Whether digitalization, smart home or energy management systems - the constantly changing HVAC industry offers a wealth of opportunities for inventive entrepreneurs to get off to a successful start with a new idea. Therefore, SHK ESSEN from September 6 to 9 will also be characterized by young startup companies. Under the motto "Startups@SHK ESSEN", innovative founders will present their developments and products for the HVAC sector for the first time in Hall 2. They will be supported by Messe Essen and the VdZ - Wirtschaftsvereinigung Gebäude und Energie. An additional speed dating event and a startup pitch will network the young companies with exhibitors, visitors and investors. Interested exhibitors can find the registration documents at www.shkessen.de.

"A high degree of innovation is the hallmark of our industry and essential to its success. Startups have become an ever greater driver of innovation in recent years, enriching the HVAC industry with fresh ideas. As VdZ, we have made it our mission to harness this potential and connect startups with the industry in the best possible way. That is why I am very pleased that we can present our Startup concept at SHK ESSEN and take the Startups@ program to the individual regions of the country and present it to a broad professional public there," says Dr. Michael Pietsch, President of the Wirtschaftsvereinigung Gebäude und Energie e. V., VdZ.

Startups@SHK ESSEN

Exhibitors include providers of digital solutions for technical building equipment such as Cendas, metr Building Management Systems and othermo. In addition, the company Pionierkraft will be presenting its offering on the future of energy sharing. The openHandwerk platform, which helps craft businesses, as well as construction companies and service companies, to improve their processes - from project planning and documentation to accounting - is aimed specifically at the skilled trades. Also present will be the Swiss company Joulia with its innovative shower channels, which recover energy from the shower water and thus ensure sustainable showering



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pleasure. The exhibitor Heizungskauf-Online shows will be showing an European Union-promoted heating configurator, which functions as a platform for future heating projects.

Startups are playing an increasingly important role in the building technology sector. The interplay between young founders and experienced professionals is the only way to fully exploit previously untapped innovation potential. The VdZ has set itself the goal of bringing together young founders and established companies in the HVAC sector, promoting the exchange of ideas in the areas of heating and building renovation, and acting as a knowledge broker and expert in startups in the HVAC sector. In this way, HVAC startups are to conquer a place in the existing value chain and successfully carry their innovations into the industry.

Further information: www.shkessen.de