

Essen, 7. September 2020

Messe Essen with strong growth in event portfolio

Leading trade fair ALTENPFLEGE takes place in Essen from 2022

Around 650 exhibitors present trends in the care industry to 28,000 visitors

One of the most important trade fairs in Germany is changing its location: The leading fair of the nursing industry ALTENPFLEGE will take place for the first time at Messe Essen from April 26 to 28, 2022. Until now, it has been held in Hanover in the even years and in Nuremberg in the odd years. With immediate effect Essen is the new location in the even years, with which the organizer Vincentz Network wants to make a visit to the fair even more attractive. ALTENPFLEGE is the most important meeting place for the care sector in Germany and the neighbouring countries with around 28,000 visitors over three days.

"Essen is one of the top medical locations in Germany and is the leading health location in the Ruhr area. The health industry is one of our leading sectors. ALTENPFLEGE fits our city perfectly in terms of its theme and will develop excellently here," says Thomas Kufen, Lord Mayor of the City of Essen and Chairman of the Supervisory Board of Messe Essen, assessing the success. "The fact that we have asserted ourselves against the competition shows the strength of our location even in challenging times. With ALTENPFLEGE, we are expanding our portfolio to include an absolute future-oriented topic," says Oliver P. Kuhrt, Managing Director of Messe Essen.

Exhibitors present latest developments for the care industry

The organizer also expects positive impulses from the move to Essen: "With the changing locations in the densely populated south of Germany and now in the Ruhr conurbation, we are making a visit to the fair even more attractive for the target groups from the care industry," says Dr. Dominik Wagemann, publishing manager for elderly care at the organizer Vincentz Network. "This will have a positive effect on the importance of ALTENPFLEGE as a central industry platform for all those involved.

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An average of 650 exhibitors at ALTENPFLEGE present the latest developments, trends, services and products for both the inpatient and outpatient care industry. The range of products on offer covers the areas of care & therapy, profession & education, IT & management, nutrition & home economics, textiles & hygiene and space & technology. ALTENPFLEGE is organized by the specialist media company Vincentz Network, while the trade fair company responsible for the event is Heckmann GmbH, a subsidiary of Deutsche Messe, which has been responsible for ALTENPFLEGE since its premiere in 1990.

Further information: www.altenpflege-messe.de