

PRESS RELEASE

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ALTENPFLEGE 2025: Wide-ranging supporting program from digitalization to sustainability

- **Interactive formats and lively discussions at the heart of the ALTENPFLEGE ARENA**
- **Special show AVENEO and Start-up Challenge present pioneering products and services**
- **ALTENPFLEGE forums offer a wide range of insights into sustainable concepts, career prospects and innovative digitalization solutions**

ALTENPFLEGE 2025, the leading trade fair for the care sector, will open its doors in Nuremberg from April 8 to 10, 2025. As the central meeting place for the industry, it offers a top-class supporting program that focuses on current challenges, innovations and practical solutions. Visitors can expect a varied program with exciting discussions, live demonstrations and inspiring presentations.

ALTENPFLEGE ARENA: Interactive discussions and new impulses

The ALTENPFLEGE ARENA in Hall 9 will focus on interactive formats and lively discussions. Prof. Dr. Alena Buyx, Professor of Ethics in Medicine and Health Technologies and Director of the Institute for the History and Ethics of Medicine at the Technical University of Munich, will speak at the opening. In her keynote speech, she will address the topic of “Ethical aspects of new technologies in long-term care”. The premiere of CareGuardians will present an initiative that strengthens nursing staff and provides new impetus for the sector. In her keynote speech, Annemarie Fajardo, Vice President of the German Nursing Council, will address the question “What does nursing care really need?” and provide food for thought for a future-oriented approach. Another highlight is care rapper Dustin Struwe, who creatively transforms everyday care into music. The live podcast “Mittendrin statt abgestellt - Pflege im Rampenlicht” focuses on authentic voices from the sector. Artist

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Nadine Eiringhaus highlights the uniqueness of every life path in her contribution “Life lived as art - genuine, deep, unadulterated”. Leah Weigand, known as a poetry slamer, author and influencer, will read from her bestselling book “A little more us” and then provide insights into her work. Roger Wasilewski, initiator of CareGuardians, will show how modern teaching methods can play a central role in nursing training with his presentation “When didactics kisses care”. The live demo RELEFANT & ROBOTICS with Ulrich Kreimeyer and Rainer Becker illustrates innovative technologies that support nursing staff. In addition, well-known nursing influencers will be on the ARENA stage to share their experiences and visions.

AVENEO Special Show & Start-up Challenge: Platform for innovations

The AVENEO special show in Hall 7A offers a unique platform for innovations in the care sector. Around 50 start-ups and innovators will be presenting their pioneering products and services that are revolutionizing everyday care and improving the quality of care. The spectrum ranges from state-of-the-art medical technology and digital solutions to new concepts for care and staff recruitment. Visitors have the opportunity to experience exciting live demonstrations and attend practical presentations. The trade fair tours “On the road to sustainability” and “Robotics, VR and AI” offer exclusive insights into the developments of start-ups and new technologies. A special highlight is the Start-Up Challenge 2025, where innovative projects in the categories Smart Objects & Smart Solutions, Concept & Strategy, Communication & Documentation and Living & Care will be presented and visitors will choose the first place winner of the audience award on April 10 at 1 p.m. in the ALTENPFLEGE Arena.

Forum Catering, Housekeeping & Living: Focus on sustainable concepts

The Catering, Housekeeping & Living Forum in Hall 7 focuses on sustainable nutrition and housekeeping concepts. Live cooking shows will present healthy and sustainable catering solutions that are not only explained in theory, but can also be tasted directly. The trade fair tours on the topics of

“Laundry” and “Cleaning” will show efficient and resource-saving solutions in the areas of cleaning and the laundry cycle.

Forum Job & Career: Future prospects for skilled workers

The Job & Career Forum in Hall 9 will focus on prospects for skilled workers. Best-practice examples show how professional opportunities can be expanded and sustainable working conditions created.

Forum Digital & Innovation: Digitalization in the care sector

The Digital & Innovation Forum in Hall 7A is the meeting place for digitalization in the care sector. Digital assistance systems and practical solutions that make everyday working life easier will be presented here - including from the fields of robotics, artificial intelligence and innovative software solutions.

ALTENPFLEGE 2025: Three days full of knowledge and inspiration

ALTENPFLEGE 2025 promises three days full of knowledge, exchange and inspiration. Trade visitors will gain practical insights, discover innovative solutions and actively help shape the future of care. [Click here for the complete supporting program of ALTENPFLEGE.](#)

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All press releases, more detailed information, photos and other services:
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