

**PRESS RELEASE**

April 2025

**ALTENPFLEGE 2025: Industry get-together with responsibility - leading trade fair focuses on social issues of the future**

- From 8 to 10 April 2025, ALTENPFLEGE will bring together decision-makers, professionals and experts from the care industry in Nuremberg
- Over 560 exhibitors will present their innovations on 36,000 square meters of exhibition space
- The special show AVENEO will showcase pioneering technologies, start-ups and best practices
- The accompanying ALTENPFLEGE trade fair congress will offer up-to-date specialist presentations, discussions and practical solutions for care professionals and decision-makers
- Three days full of exchange, new ideas and inspiration for the further development of the care industry

Caring for older people is one of the most pressing social challenges of our time. Demographic change, the growing need for care and the acute shortage of skilled workers pose fundamental tasks for politics, business and society. At the same time, technological progress is opening up new opportunities to make care more efficient, more humane and more sustainable. This is precisely where ALTENPFLEGE 2025 comes in: As the leading trade fair for the care industry, it will bring together the key players from care practice, politics, science and industry at the Exhibition Center Nuremberg from 8 to 10 April 2025.

**ALTENPFLEGE ARENA: Interactive discussions and new impulses**

Over 560 exhibitors will present their solutions, concepts and innovations for the care of tomorrow on around 36,000 square meters. The trade fair sees itself not only as a platform for products and services, but also as a central location for social discourse on the future of care for the elderly - with a clear

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goal: to provide concrete perspectives and practical answers to the central questions of an ageing society.

All information on exhibitors and products can be found at:

<https://www.altenpflege-messe.de/en/exhibitors-products>

### **Technology meets care: special show AVENEO and Start-Up Challenge 2025**

A particular highlight of the trade fair is the special show AVENEO in Hall 7A, which provides a glimpse into the future of care. Ground-breaking technological developments will be presented here, including assistance robots, digital documentation solutions and new living and care concepts that give those in need of care more self-determination. This offering will be complemented by the Start-Up Challenge supported by Home Instead, HEWI and CURA, in which innovative projects in the categories Smart Objects & Smart Solutions, Concept & Strategy, Communication & Documentation and Living & Care will be presented and visitors will select the first place winner of the audience award on April 10 at 1 p.m. in the ALTENPFLEGE Arena.

The winners in the respective categories have already been determined: be2-morrow GmbH won the Concept & Strategy category, Parto GmbH came out on top in Communication & Documentation, Smart Objects & Smart Solutions was won by vrblick UG and INCLUSYS won the Living & Care category.

All information on the AVENEO special show and the Start-Up Challenge 2025 can be found at:

<https://www.altenpflege-messe.de/en/congress-programme/special-show-aveneo>

### **ALTENPFLEGE Arena: A meeting place full of inspiration and ideas**

Knowledge transfer and expert debates are the focus of the ALTENPFLEGE Arena in Hall 9, the trade fair's central forum. In keynote speeches, panel discussions and live demonstrations, high-caliber experts will discuss current topics such as the shortage of skilled workers, sustainable care concepts and

the use of digital technologies. Innovative approaches to staff recruitment and retention will be highlighted, as well as new financing models for care facilities and practical solutions for reducing bureaucracy in day-to-day care. A special highlight is the official opening, where Prof. Dr. Alena Buyx will address the “Ethical aspects of new technologies in long-term care” in her lecture. The book presentation by Leah Weigand, influencer, author and poetry slamer, will also provide special inspiration.

Further information on the ALTE NPFLEGE Arena program:

<https://www.altenpflege-messe.de/en/congress-programme/altenpflege-arena>

### **ALTE NPFLEGE forums: insights into sustainability, careers and digital innovation**

The trade fair's specialist forums offer specific insights into various key topics in the care sector. The Digital & Innovative Forum in Hall 7A is all about digital transformation, the use of artificial intelligence, robotics and intelligent care solutions. The Catering, Housekeeping & Living Forum in Hall 7 focuses on sustainable nutrition concepts, resource-saving housekeeping and modern forms of living for those in need of care. The Profession & Career Forum in Hall 9 will focus on strategies for staff recruitment, training and professional development - with best-practice examples from the field. In addition to specialist presentations, all forums offer interactive discussion rounds and practical live demonstrations that provide participants with valuable inspiration for their daily work.

Further information on the specialist forums:

<https://www.altenpflege-messe.de/en/congress-programme/foren>

### **ALTE NPFLEGE trade fair congress: platform for exchange between politics, science and practice**

The renowned ALTE NPFLEGE trade fair congress by Vincentz Network will take place alongside the trade fair, providing valuable impetus for professionals with practical presentations and workshops. Among other things, the focus will be on relieving the burden on nursing staff through

digitalization, new care and support models and the future of inpatient and outpatient care in Germany.

Click here for the full program of the ALTENPFLEGE trade fair congress:

<https://www.altenpflege-messe.de/en/congress-programme/messekongress>

ALTENPFLEGE 2025 not only brings together innovations and specialist knowledge, but also offers ideal networking opportunities. Professionals, decision-makers and experts from the care sector can network in an inspiring environment, make new business contacts and benefit from the experience of others.

Another innovation this year is the first-time independent organization of ALTENPFLEGE by NürnbergMesse, which is using its experience to provide new impetus and further strengthen Nuremberg as a central platform for the care industry. Among other things, NürnbergMesse hosts ConSozial, Germany's largest congress trade fair for the social economy, and KOMMUNALE, the nationwide trade fair and congress for municipal needs.

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