

PRESS RELEASE

April 2025

Innovation, exchange, perspectives: Convincing success of ALTENPFLEGE 2025 in Nuremberg

- **Around 22,000 visitors at ALTENPFLEGE**
- **560 exhibitors on 36,000 square meters of exhibition space**
- **The next ALTENPFLEGE will take place in Essen from 21 to 23 April 2026**

For three days, ALTENPFLEGE 2025 was the central meeting place for the care sector in Germany. Under the motto “who CAREs? me!”, the leading trade fair for inpatient and outpatient care presented itself as an important platform for innovation, knowledge transfer and exchange. Around 22,000 visitors came to Nuremberg to find out about new products, solutions and inspiration for the care of tomorrow.

With a total of 560 exhibitors on an area of 36,000 square metres, the trade fair showcased a broad spectrum - from care aids, digitalization and artificial intelligence to service offerings and training. ALTENPFLEGE 2025 impressively confirmed its role as a driving force for an industry in transition. For many exhibitors, the trade fair is a must-attend event.

The exhibitors were very satisfied. For Florian Owen from digatus.care, the trade fair offers a platform where managers can discover the latest trends and gather valuable ideas to learn from each other and find solutions to common challenges. Tobias Jecht from senexis GmbH emphasizes the unique opportunity to meet decision-makers, small care facilities and the entire industry in one place at ALTENPFLEGE. For his company, the trade fair is a must every year and a place where successes become visible and new contacts are made.

Focus on future topics

Eigentümer ALTENPFLEGE
Owner ALTENPFLEGE
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
altenpflege@nuernbergmesse.de
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

Geschäftsführer
CEO
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

NÜRNBERG MESSE

Veranstalter Kongress
Organizer Congress
Vincentz Network GmbH & Co. KG
Plathnerstr. 4c
30175 Hannover
Germany
T +49 5 11 99 10-0 00
F +49 5 11 99 10-1 99
veranstaltungen@vincentz.net
www.vincentz.de

The ALTENPFLEGE Arena, the central forum of the trade fair, was a particular focal point and featured top-class speakers, panels and live demonstrations. Topics discussed included the shortage of skilled workers, innovative HR strategies, sustainable care concepts and the opportunities presented by digital technologies. The opening with Prof. Dr. Alena Buyx with a keynote speech on ethical issues of new technologies in long-term care and the reading by influencer, poetry slammer and author Leah Weigand aroused great interest. Other highlights included the presentation “Care 2030 - A look into the future”, in which the results of the project were combined with real experiences from practice and suggestions were made for the sustainable further development of care, as well as a live demonstration of AI-supported care documentation.

Innovations at a glance

The AVENEO special show in Hall 7A was once again a particular crowd-puller. Pioneering products and concepts were presented here - from assistance robotics and smart documentation solutions to new forms of living. As part of the Start-Up Challenge 2025, supported by Home Instead, HEWI and CURA Unternehmensgruppe, four particularly innovative projects were recognized by a jury of experts: 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. Visitors also chose the winner of the Startup Challenge 2025 audience award in the ALTENPFLEGE ARENA - a strong sign of the innovative spirit in the industry. majimo UG (Living & Care category) won over the audience with an innovative push-button pillow.

Trade fair congress as further training forum

Another key component was Vincentz Network's ALTENPFLEGE trade fair congress, which focused on current challenges and future issues in the care sector with top-class presentations, workshops and discussion panels. In interdisciplinary formats, the congress offered in-depth specialist knowledge on topics such as personnel development, digitalization, care ethics and sustainable structures in long-term care. Practical sessions on new forms of

care, the integration of AI into everyday care and best practice examples were particularly popular.

Sharing knowledge - shaping care

The various specialist forums (Profession & Career, Digital & Innovative and Catering, Housekeeping & Living) in the exhibition halls were also very popular. The topics ranged from digitalization in care, nutrition, hygiene and management to legal and political framework conditions. Care professionals, managers and institutions discussed current challenges here - in a practical and solution-oriented manner. Numerous visitors also took the opportunity to take part in the guided tours to gather specific information and inspiration.

ALTENPFLEGE 2026 in Essen

After the successful ALTENPFLEGE 2025, the industry is now looking to Essen: The next ALTENPFLEGE will take place at Messe Essen from April 21 to 23, 2026. The entire care sector will once again come together in the conurbation of North Rhine-Westphalia to discuss innovations, trends and political developments - with the aim of actively shaping the future of care.

Contact for press and media

Christian Wild

T +49 9 11 86 06-8778

press-altenpflege-messe@nuernbergmesse.de

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

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