

**PRESS RELEASE**

February 2025

**ALTENPFLEGE 2025: trailblazer for the care sector**

- Meeting place for innovation and networking
- Target group-specific supporting program for the care world
- Focus on AI, shortage of skilled workers & sustainability

From 8 to 10 April 2025, the Exhibition Center Nuremberg will once again become the center of the care industry: **ALTENPFLEGE**, the leading care fair in the German-speaking world, will bring together managers, experts and care professionals. Over 550 exhibitors are expected to present the latest trends, products and services on an area of around 35,000 square meters. A diverse supporting program and the accompanying trade fair congress by Vincentz Network will provide impetus for the care of tomorrow.

“ALTENPFLEGE is not only the meeting place for the care industry, but also the place where the course is set for the future of care. This is where innovations are made visible, networks are created and sustainable solutions are discussed,” says Beate Fischer, Event Director ALTENPFLEGE. “For the first edition of the trade fair under the auspices of NürnbergMesse, we have some new features in store. Visitors can look forward to a curated live program full of inspiration in the ALTENPFLEGE ARENA. In addition, together with strong partners - such as Attraktiver Arbeitgeber Pflege, Care for Innovation, Deutsche Gesellschaft für Hauswirtschaft (German Society for Home Economics), IUD and Vincentz Network – we have further expanded the target group-specific offerings of the supporting program and provide impulses for the entire care universe.”

**Experience the multifaceted world of care**

ALTENPFLEGE 2025 impresses with a clear view of the challenges of the future and focuses on five central topics: care & therapy, job, education & career, IT & management, catering & housekeeping and space & technology. In addition to the numerous new products and innovations from exhibitors in

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the three halls 7, 7A and 9, visitors can look forward to a varied supporting program that includes panel discussions, live demonstrations and examples of best practice. A special highlight is the [ALTENPFLEGE ARENA](#) in Hall 9, which will captivate, excite and inspire with a curated live program: from the top-class opening event to discussions on current issues such as “Home of the future?”, a moving poetry slam performance, exciting insights into the world of care influencers and supposedly taboo topics such as sexuality in old age.

### **Shaping the future: Trends and innovations**

It's not just the exhibitors in the halls who will be showcasing the trends of tomorrow; the special show [AVENEO - Space for innovation](#) in Hall 7A is also all about the future of care. Around 50 start-ups and young companies will be showcasing their pioneering ideas and technologies, including assistance robots, health apps and new concepts for staff recruitment and organization. Another indispensable part of the special show is the Start-up Challenge, which puts the spotlight on and awards outstanding ideas for the care of tomorrow. The winners will be presented at the [Forum Digital & Innovation](#) Forum, where the motto on all three days is: full innovation power ahead! This is where digital transformation projects are presented that can change the care sector in the long term, relieve the burden on care staff and make everyday care more efficient - including in the fields of robotics, artificial intelligence and innovative software solutions.

### **Focus on sustainability and promoting skilled workers**

The [Forum Catering, Housekeeping and Living](#) in Hall 7 focuses on sustainable concepts - from resource-conserving housekeeping to healthy eating. Live cooking shows with experienced chefs and guided tours of the trade fair on the topics of “Laundry” and “Cleaning” offer practical insights.

Another topic that ALTENPFLEGE will be focusing on and which poses major challenges for the care sector: the ongoing shortage of skilled workers. The [Forum Job & Career](#) in Hall 9 is specifically dedicated to the topics of personnel recruitment, training and professional development and showcases examples of best practice. Attractive employers from the care sector present themselves in the table-top area, while an online job exchange brings companies and job seekers together digitally. Young talents and

experienced professionals will find inspiration and concrete prospects for their professional future in the care sector.

**First point of contact for exchange and dialog**

Accompanying the trade fair, Vincentz Network's three-day exhibition congress will address key topics for future-proofing the care sector, including digitalization, care policy and sustainability: [click here for the full conference programme.](#)

With its diverse offering, ALTENPFLEGE remains the most important meeting place for the entire care sector and specifically promotes dialog in order to develop solutions for the care of tomorrow.

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