

PRESS RELEASE

November 2023

**Three questions for Elke Harreiß about FENSTERBAU
FRONTALE 2024**

From 19–22 March 2024, cutting-edge technologies for the core segments of windows, doors and facades will once again take centre stage at FENSTERBAU FRONTALE. Around four months ahead of the world-leading fair, Elke Harreiß, Executive Director of the event at NürnbergMesse, talks about the status of preparations and the show highlights and provides some tips for visitors. Traditionally, FENSTERBAU FRONTALE and HOLZ-HANDWERK are held in tandem. Exhibitors and visitors alike benefit from common themes and target groups that complement one another.

**Ms Harreiß, how are the preparations going for FENSTERBAU
FRONTALE 2024?**

Elke Harreiß: Four months to go, everything is starting to become so tangible and real that there is a noticeable build-up of anticipation here in the team and in the industry in general. The preparations are going great. We have put together an exciting supporting programme in cooperation with our institutional sponsors and event partners.

We are also extremely pleased about the commitment shown by exhibitors from all around the world, as 92 percent of the display area has already been booked. Despite the slowdown in the German construction industry, all relevant key players are back on board and as usual, there is a very large international contingent. As a result, the event will comprehensively cover the entire supply chain for windows, doors and facades. We assume that FENSTERBAU FRONTALE 2024 will once again be the most important international industry gathering that enables companies to position themselves effectively for the future. Anyone who would still like to book one of the few remaining spots should therefore contact us quickly. This also

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applies to the “Young Innovators” pavilion subsidised by the German Federal Ministry for Economic Affairs and Climate Action (BMWK), which has a registration deadline of mid-January.

What highlights can visitors to FENSTERBAU FRONTALE 2024 look forward to?

Elke Harreiß: The list of highlights is very long again this year. Trends, innovations and inspiration for the future from the fields of refurbishment, serial construction, digitalization, climate-safe construction, sustainability and energy efficiency are addressed not just by the exhibitors but also covered by the comprehensive supporting programme. From the special show “Climate-safe Construction” to the 11th Architecture Window Facade Forum on the theme “Rebuild-able – Design – Durability – Resilience”, the supporting programme covers all the latest trends and issues affecting the industry, so there’s something for everyone. Let me give you a few examples: In the **FENSTERBAU FRONTALE FORUM**, whose content we designed in collaboration with our supporting associations and event partners, there will be TED-style talks on all four days of the event about topical industry issues like window assembly, ventilation, refurbishment and recycling. The “Expert Talks”, which made their debut in 2022, will also be back in 2024.

A new addition is the **JobMatch** stand in cooperation with the skilled trade recruitment platform mehrmacher. This makes a decisive and innovative contribution to the recruitment of skilled personnel using the reverse recruiting approach, where companies actively seek out skilled workers to fill their job vacancies. Companies can present themselves on-site as attractive employers and skilled workers can register and receive individual job offers. It’s a fantastic concept. For the second time, we will be running the very successful forum from 2022 **“A PRACTICAL GUIDE TO DIGITISATION FOR CRAFTSPEOPLE”** (in German). Practical pitches, interviews and discussions show skilled trade businesses their individual path to digitisation.

As you see, it's well worth dropping by. Incidentally, the **ticket shop** for FENSTERBAU FRONTALE 2024 is open already. Prospective visitors can get their tickets in advance online now from: **www.frontale.de/tickets**. And here's a little tip: You can use your ticket to visit HOLZ-HANDWERK, as well.

How can visitors keep up to date over the coming months leading up to the fair?

Elke Harreiß: Until the event, the best way for exhibitors and visitors to keep current is to visit our website regularly and follow us on our social media channels Facebook, LinkedIn, Instagram and YouTube. Please remember to use the hashtag #fensterbaufrontale. In December, the community can once again enjoy a special event on Instagram: The “**AdFENSTcalendar**” will make the 24 days until Christmas feel a little bit shorter. Let's surprise you with what's hidden behind the doors!

If you'd like to have even deeper insights, then look no further than our online format “A coffee with...”. Once a month, our event team provides information on various topics related to the trade fair. The short and sweet 15-minute sessions are completely free of charge, participants will have their cameras and microphones turned off. Simply grab a coffee, sit back and listen! The next two sessions (in German) will be:

- **Special edition Lock and Hardware Industry Association (FSVB)**
Thursday 14.12.2023 | 11:00 – 11:15
[Register via Zoom](#)
- **Special edition ift Rosenheim Institute for Window Technology**
Thursday 11.01.2024 | 11:00 – 11:15
[Register via Zoom](#)

I'm looking forward to seeing you in Nuremberg at the combined FENSTERBAU FRONTALE and HOLZ-HANDWERK trade show. Until then, Merry Christmas and a happy and healthy New Year in 2024.

More information

Complete supporting programme: www.frontale.de/programme

All exhibitors and products: www.frontale.de/exhibitors-products

Floor plans: www.frontale.de/floor-plan

Travel information: www.frontale.de/travel

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