

CLOSING REPORT

23 June 2023

FeuerTrutz 2023: Major success from beginning to end

FeuerTrutz 2023 has closed with very good numbers: The event attracted more than 5,500 trade visitors and congress delegates to Nuremberg, an increase of more than 30 percent compared to 2022. They came from 38 countries to learn about innovative products and solutions for passive, active and organizational fire protection from 247 exhibitors (17 percent international) during the two days of the trade fair. The atmosphere in the exhibition halls was excellent, reflecting the outstanding success of the event. The two new highlights, the forum “A practical guide to digitization” and “Forum by asecos academy”, proved highly popular. That also applied to the top-quality supporting programme. The Fire Protection EXPERIENCE was a real magnet for visitors once again. The Fire Protection Congress, held in parallel and organized by RM Rudolf Müller Medien, impressed the more than 1,300 participants, both on-site and digital, with high-calibre knowledge, the latest topics of interest and top-quality speakers.

FeuerTrutz 2023 once again emphasised its importance as one of the key industry meeting places for the European fire protection community. “Perfect mood, happy participants, trade visitors and congress delegates all round, combined with excellent trade fair numbers and a ‘summer feeling’ – that is our summary of FeuerTrutz 2023,” says Stefan Dittrich, Director FeuerTrutz, NürnbergMesse. “We are very happy with the 20 percent growth in exhibitor numbers, and more than 30 percent in the case of trade visitors. A successful event in every regard. We are already looking forward to FeuerTrutz 2024.”

“The 2023 Fire Protection Congress was also a total success, and fully lived up to its reputation as the largest and most richly varied professional development event for preventive fire protection in the German-speaking countries,” adds André Gesellchen, Head of the Fire Protection Programme at RM Rudolf Müller Medien. “The Congress enjoyed equally significant growth this year, at 27 percent. The animated professional interaction between the 1,300 participants (including 275 online) is testimony to how totally relevant the chosen themes were.”

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Eine Marke von
RM Rudolf Müller Medien

FeuerTrutz 2023 Nürnberg, Germany 21.–22.6.2023

Internationale Fachmesse mit Kongress für vorbeugenden Brandschutz
International Trade Fair with Congress for Preventive Fire Protection

Satisfied visitors and strong international presence

Before the trade fair drew to a close, nine out of ten trade visitors said they wanted to come again to FeuerTrutz 2024. Initial evaluations of the visitor survey indicate similar numbers were either very satisfied or satisfied with the event. A good 86 percent were in a position to influence the procurement process in their companies. The top countries for visitor numbers were, after Germany, Austria, Switzerland, the Czech Republic, Slovenia, the Netherlands and Italy.

Thematic highlights of FeuerTrutz 2023

FeuerTrutz 2023 once again devoted special attention to the two top themes, Handling hazardous materials and Digitalization, with a dedicated forum for each. The live explosions, flash fires and other chemical reactions in the forum by asecos academy provided a special highlight for visitors. The “Red Sofa” talk round on the subject of “Failure of critical infrastructure” was also followed with great interest.

The forum “A practical guide to digitization” provided interested visitors with an opportunity to watch 20 interviews live during both days of the event, and thus gain fascinating insights into the practical implementation of digitalization for trade businesses in particular. The highlights included digital fire protection strategies and documentation, BIM in fire protection planning, digital applications for building permits, and AI and robotics in fire protection.

Plenty of variety was also on offer from the other entries on the supporting programme, including the Exhibitor Forum, the Training & Career Meeting Point, the FeuerTrutz Job Board, the Innovation made in Germany pavilion, and the Fire Protection EXPERIENCE. The spectacular indoor and outdoor live presentations, including heat-insulating textiles, the latest fire-protection glass, fire smoke simulators and smoke curtains, were a source of amazement and enthusiasm for the visitors.

FeuerTrutz 2023 Nürnberg, Germany 21.–22.6.2023

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Three major key themes at the Fire Protection Congress

The three key themes at the 2023 Fire Protection Congress were fire protection in existing buildings, batteries and other energy storage devices, and modern timber structures. What is involved in implementing the new Timber Construction Directive? Or conversions to existing buildings? How do you deal with the risks posed by electricity storage systems? These were among the questions of current interest that generated lively discussion among the more than 1,300 participants, both in-person and digital, in three parallel congress streams comprising a total of 42 lectures.

Relaxing after-work session

The first day of the trade fair was rounded out by the FeuerTrutz After Work in the adjacent Max Morlock Stadium. An easy-going atmosphere and culinary treats from the Franconian region, all in a “beer garden” setting, offered the ideal opportunity to wind down after the first day of this successful event with some relaxed networking.

Save the Date: FeuerTrutz 2024

The next FeuerTrutz and the accompanying Fire Protection Congress will be held on 26 and 27 June 2024, once again in Exhibition Halls 4 and 4A and the adjacent Congress Centre NCC Ost.

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