

Internationale
Fachmesse
»Ideen-Erfindungen-
Neuheiten«
1. - 4. November
Messe
Nürnberg
Deutschland



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Press Release

Inventor's trade fair IENA Nürnberg invites visitors to the "Germany – Land of Ideas" initiative on 4. November/ Spectacular experimental shows with "Magic Andy" Dr. Korn-Müller/ Prize presentation of the IN-STI inventor's club "i hoch 3" contest which honours the best inventions from children, young people and independent inventors from the nationwide inventor's club network

Nürnberg – Germany was, and is, a land of ideas. Inventors, artists, philosophers, scientists and entrepreneurs have all contributed to this over the centuries. Today, also, many innovative ideas come from Germany which will be brought to the public's attention thanks to the initiative "Germany – Land of Ideas" in co-operation with the exclusive partner Deutsche Bank.

Nürnberg has long been known as a city of inventions – famous inventors from here include Martin Behaim who invented the globe and Peter Henlein who invented, with his "Nürnberger egg", the first pocket watch. The world's most important trade fair for inventions and innovations, the IENA, has also been held in Nürnberg for almost 60 years.

At the end of last year, an application was submitted for the IENA Nürnberg “Ideas – Inventions – Innovations” international trade fair for the initiative “Germany – Land of Ideas” (Deutschland – Land der Ideen). This application was successful and, after the jury viewed the more than 1,000 applications, the IENA Nürnberg was accepted into the circle of 365 select locations for 2007. AFAG Trade Fairs and Exhibitions, which organises the fair, received the “Selected Location 2007” (Ausgewählter Ort 2007) award from initiative patron Federal President Horst Köhler for the IENA because the fair represents innovative ideas, visionary thinking and passionate creativity.

This year, the 59th IENA will be held from 1. - 4. November in Messe Nürnberg (hall 12). Inventors from Germany and abroad will present around 700 inventions – ranging from low tech to high tech – to a wide audience. The trade fair has become an important springboard for inventors launching their innovations on the market as many inventions and products which were first shown here have gone on to become top selling items!

IENA special promotional day on 4. November: INSTI inventor’s club contest prize presentation “i hoch 3” and Science Comedy with spectacular experimental show

Each of the total of 365 select locations in Germany invites visitors to its own promotional day during the year which will, for the IENA Nürnberg, be on Sunday 4. November 2007. The IENA will open for the general public on Saturday and Sunday 3. - 4. November; 1. - 2. November is for professional visitors only.

On the special promotional day on 4. November 2007, from 10.30am to around 1.30pm, there will also be a side programme on the trade fair stage on everything to do with inventions. After a welcome by AFAG managing director Heiko Könicke, a laudation will follow from Peter Althammer and Dr. Jürgen Pfeiffer from Deutsche Bank, the official partner of the initiative “Germany – Land of Ideas.”

Before the “i hoch 3” prize presentation begins, Dr. Andreas Korn-Müller will present the first part of his Science Comedy. The native Rhinelander and talented entertainer will captivate the audience with a spectacular experimental show which is a unique combination of chemistry experiments, comedy, music, light and stage effects.

After this entertaining introduction, a festive mood will prevail from 11.00am onwards with the “i hoch 3” prize presentation. In his welcome speech, Dr. Hans-Peter Klös from the Institute of German Business, Cologne will highlight the special importance of promoting new inventors.

The festive speech will be given by parliamentary state secretary Dagmar Wöhrl from the Federal Ministry of Economics and Technology who will then also present the winners with their prizes. Nine teams of inventors, from young to old, will be awarded for putting their exemplary ideas or astonishingly simple solutions of economic or social importance into practice with their dedication, creativity and strategic skills. On stage, the prize winners will then tell the story behind their inventions and show that the idea which sparks the invention can also sometimes come overnight.

Science Comedy: Dr. Andreas Korn-Müller reveals the secrets of chemistry in his interesting and entertaining best of programme

From 1.00pm onwards, after the prize presentation, Dr. Andreas Korn-Müller, also known as “Magic Andy”, will present many highlights from his programme in the second part of his science comedy. In the chemist’s 30 minute experimental show, the audience will experience a rapid and extremely entertaining show which goes more in the direction of science theatre and comedy than classic experimental lecture. Great smoke formations and explosions are part of this – chemistry is not presented to the audience in a dull manner and the presentations are spiced with plenty of humour, pantomime, music and comedy. Dr. Korn-Müller has won several awards for his science comedy and his appearances are particularly popular amongst young people as well as experts and the lay public.

His best of programme at the promotional day of the inventor’s trade fair IENA includes a look at the following inventions and experiments: incandescent mantles / illuminated gas, dry hands under water, dust explosions / clouds of flames, magic / hydrophobic sand, nitinol shape memory alloy, ink erasers, magic bars, nappy super absorber, thermite welding procedure, big bang (burn up mixture as with space shuttles) and much more.

Further information on Dr. Andreas Korn-Müller, his Science Comedy experimental shows and his awards on www.sciencecomedy.de.

Information on the IENA: www.iena.de

Opening times / admission

The IENA is open daily from 9.00am - 6.00pm (admission until 5.00pm). 1. - 2. November: professional visitors only; weekend of the 3. - 4. November: open to the public.

Admission professional visitors:

25 euros including catalogue with addresses of all exhibitors.

Admission public viewing on 3. - 4. November:
10 euros excl. catalogue

(Admission is free for visitors also visiting the consumer trade fair
Consumenta which takes place at the same time).

Publisher

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