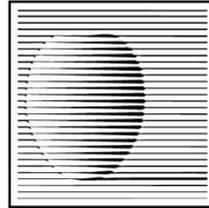


International  
Trade Fair  
»Ideas-Inventions-  
New Products«  
**2. - 5. Nov. 2017**  
Nuremberg  
Exhibition Center



**iENA**

November 2017

Final press release

## **From idea to success**

**This year the International Trade Fair iENA in Nuremberg was forum for 850 inventions, an intensive exchange of knowledge, licencing negotiations and starting point for success stories. The iENA 2017 was visited by approximately 11.100 people.**

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**Nuremberg** – After four trade fair days, iENA 2017 closes its doors on a positive note. Numerous entrepreneurs and investors visited Nuremberg in search of new ideas and developments. Inventors from 31 countries, from very different fields presented their developments there. Some inventors were even able to initiate first contract and licencing negotiations and in doing so, already registered their first success for their ideas.

### **International meeting point for inventors**

iENA maintains strong national as well as international partnerships that help promote offers and potentials for inventors. The new partnership with the Association of German Engineers (VDI) already had a positive effect in the first year: Thanks to the new cooperation, a new group of visitors came to the iENA. Among the rising number of trade visitors, about a third of them were first-time visitors. The iENA trade visitors of 2017 were largely from industry, the automotive sector and the electrical engineering sector accounted for a particularly large share. Fritz Neußer from VDI also sees the iENA participation in a positive light: “We really enjoy the iENA. We didn’t know what to expect but we were pleasantly surprised. We were astonished at how many people are interested in the VDI and its range of services and we will definitely participate again next year.”

Malaysia, as partner of the iENA 2017, brought an additional strong potential for innovations to the fair. To support this

partnership, the Malaysian ambassador visited the iENA fair on the last day and was impressed by the innovative power of the iENA. The ambassador was also pleased about the outstanding awards for the Malaysian innovations.

### **Forum and support for innovators**

Innovators, developers and creative people use the iENA to get inspired by the inventiveness at the fair. The specialist presentations and forum programs provided information for inventors and start-ups. Organisations and associations, such as DPMA, OPEV (Austrian Association of Innovators, Patent holders and Inventors) and VDI were ready to assist by offering consulting services and individual tips. The German Patent and Trade Mark Office (DPMA) again provided inventors with “first aid” measures at the iENA. The DPMA has been awarded the IFIA Memorial Medal for the great long-term support it has provided within the framework of the Nuremberg Inventors’ Fair for independent inventors and the iENA.

For the first time in years, representatives of the Federal Ministry for Economic Affairs and Energy were present at the iENA and provided information on the WIPANO subsidiary program, which is pointing out what financing options and support there are.

### **From idea to innovation**

The iENA innovation seminar was carried out with the support of the “Product and Innovation Management“ IHK-AnwenderClub (Nuremberg Chamber of Commerce and Industry user club) and went under the name of “From idea to innovation – generating and implementing new products and processes” as well as “Strategies of Innovation Management”. This year, more than 70 participants visited the iENA innovation seminar. Based on this success, the expert advanced training of the iENA will also be expanded next year.

The associated START Fair Nuremberg provides information connected to the topics of business formation, succession and franchising. The inventors at the iENA used the information pool of the START Fair in order to get information on the essential aspects for the further development of their ideas and products or on how to start up in self-employment.

### **Inventiveness from Franconia**

The inventors of the iENA 2017 came to Nuremberg from 31 countries. To show the innovative power of the hosts, the most

creative Franconian brain was sought and found in the run-up to the iENA 2017. The expert panel selected the “Scannel – Content App” as winner and awarded the inventors Monika and Kay Bernhard-Brendel with a stall at the iENA. After four days the inventors of the Scannel App could report a positive result. There was great interest in the app and the inventors were able to hold very productive conversations and got into direct contact to license holders. Simply the presence at the fair already achieved 500 downloads of the beta version of the Scannel App. There will again be a search for Franconia’s most creative brain for the iENA 2018.

For 2018, iENA has made it its task to continue to promote the potential for ideas and inventiveness in different areas. This is how the “maker scene” at the fair creates the appropriate framework and provides tips for DIY and tinkering for all technophiles as well as ideas and suggestions.

The next iENA will take place from 1st to 4th November 2018. More information can be found at [www.iena.de](http://www.iena.de).

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