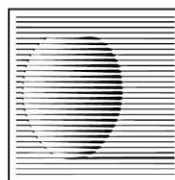


Internationale  
Fachmesse  
»Ideen-Erfindungen-Neuheiten«  
**1. - 4. November 2018**  
Messe  
Nürnberg

International  
Trade Fair  
»Ideas-Inventions-New Products«  
**1-4 November 2018**  
Nuremberg  
Exhibition Center



**iENA**

12 November 2018

*Press release*

## **From idea to success A positive outcome for the iENA international inventors' fair**

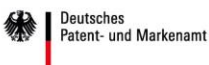
**Over four days of exhibition, the 2018 international trade fair “Ideas – Inventions – New Products” iENA Nuremberg once again demonstrated its standing as an international platform for inventors and inventing. The iENA took place for the first time in the new exhibition hall 3C. The 12,900 trade visitors were delighted by the new ambience and the approximately 800 inventions.**

**Nuremberg** – Inventors from over 30 countries travelled to Nuremberg to present around 800 inventions. Not only were major partners highly satisfied with this year's inventors' fair – private inventors and small associations too have already announced that they'll attend the 2019 iENA with new ideas, inventions and products.

Ludger Hermanns is the inventor of the AIRwall and was very satisfied with the response that his innovation received at the iENA: “This was the first time we'd come to the iENA and we had a fantastic result. We were particularly pleased that people from all over the world, such as from Asia and Iran, took an interest in our innovation. Poor air quality in cities is an international problem and so for our invention which counteracts this we got lots of interesting and inspiring ideas for new applications.”

On the first two days of the fair, the iENA was open to trade visitors only. Entrepreneurs, investors, developers and supporters from the most diverse industries came to discover ideas, inventions and new products. On the weekend, the iENA was also open to visitors to the Consumenta running in parallel and on these days the iENA exhibitors also experienced a great deal of

In Kooperation mit:



Veranstalter/Organiser:

AFAG Messen und Ausstellungen GmbH  
Messezentrum 1 · 90471 Nürnberg  
☎ +49 (0) 911-9 88 33-0  
☎ +49 (0) 911-9 88 33- 500  
Register-Gericht Nürnberg HRB 651  
Geschäftsführer:  
Henning und Thilo Könicke

AFAG-Projektleitung

iENA 2018 Nürnberg  
Messezentrum 1  
90471 Nürnberg  
☎ +49 (0) 911-9 88 33- 570  
☎ +49 (0) 911-9 88 33- 579  
www.iena.de  
info@iena.de



interest. New synergies and partnerships were formed between individual exhibitors as well. Networking is highly important at the international inventors' fair. The large media coverage of this year's iENA brought exhibitors a great deal of additional attention on national and international TV channels and in newspapers and specialist publications.

"We especially value the high intrinsic value and quality of the fair. The two trade visitor days were very important for us. Our expectations were exceeded and we've already scheduled the date for next year so as to present more new products at the iENA," says André Waldburger, inventor and managing director of Fugential.

New and greater international involvement, such as from Thailand, Singapore and Lebanon, struck a positive balance and they've already announced their iENA participation for next year.

For the first time, the iENA 2018 took place in combination with the technology & creativity festival Hack & Make. Michael Mosburger, the organiser of "Hack & Make", is already planning next year's collaboration: "The combination of Hack & Make with iENA and Consumenta worked really well. The feedback from our exhibitors was consistently positive, both with the individual makers as well as with the large companies such as Siemens. We could generate a lot of interest here: quite a number of visitors came through the iENA who already had specialist knowledge and took an in-depth interest. The Consumenta attracted visitors who just wanted to see what we do and wanted to learn basics, such as soldering. These synergies were precisely our goal for the Hack & Make."

The iENA will also be the platform in 2019 for all creatives and inventors and provides support from initial idea and creation of a prototype through to market launch, marketing and company formation. Partners are available in all areas who can provide support and give tips. The German Patent and Trademark Office has for many years been a solid partner of the Nuremberg iENA. The VDI (Association of German Engineers) promotes the technical foundations and presents budding engineers and their innovations in Nuremberg. In addition, numerous national and international inventor associations which assist inventors with their projects are represented at the iENA. The International Federation of Inventors' Association IFIA celebrated its 50th anniversary at the iENA as well.

Exhibitors and visitors came from Asia, Europe, Africa and America to Nuremberg and felt very comfortable in the city, which once again demonstrated its position as a meeting place for guests from all over the world. Next year as well, for iENA 2019, Nuremberg will again be a home for creatives, innovations and inventions from all over the world. Next year the international trade fair “Ideas – Inventions – New Products” iENA Nuremberg will take place from 31 October to 3 November 2019.

For further information, go to [www.iena.de](http://www.iena.de).