

Internationale
Fachmesse
»Ideen-Erfindungen-Neuheiten«
31. Okt. - 3. Nov. 2019
Messe
Nürnberg

International
Trade Fair
»Ideas-Inventions-New Products«
31 Oct - 3 Nov 2019
Exhibition Center
Nuremberg, Germany



5 November 2019

Final press release

Our family of inventors got together in Nuremberg! The iENA 2019 international trade fair was a positive one

At the iENA international trade fair for “Ideas — Inventions — New Products” in Nuremberg, around 800 inventions from 30 countries were presented to the public and the first steps taken towards the market launch of these innovations. Hence the trade fair once again became a hub for international business. The next iENA will take place from the 29th of October to the 1st of November 2020 in the Nuremberg Exhibition Centre.

Nuremberg — Around 12,300 visitors came to the iENA 2019 international trade fair for “Ideas — Inventions — New Products” at the Nuremberg Exhibition Centre. On the two trade-visitor days, international business people, scouts and investors were in attendance, meaning many exhibitors were able to make useful contacts and can expect good follow-up business. In some cases, concrete deals were already concluded at the fair. Trade visitors praised the quality of the exhibits presented. Many innovations focused on sustainability and environmental protection and thus captured today’s zeitgeist. The media interest in the iENA and its inventors was again huge: both national radio stations and daily newspapers reported on it from Nuremberg, as well as international media, for instance from Angola, Croatia, Luxembourg and Sweden.

Its significance as an innovation platform is becoming increasingly important for inventors, because in addition to its function as a trade fair, the iENA is also an important networking platform for innovators from all over the world. On the two public days, visitors from the Consumenta, a consumer fair running in parallel, also come to the iENA and view the innovations from a consumer’s point of view. The

inventor Andrea Kolf presented her “cheesettes” at the iENA and met many visitors who showed interested in her design with a professional eye: “On the trade visitor days, I was able to make some great, really interesting contacts. On the consumer days, I had many stimulating and inspiring conversations at my stand and as a result got a lot of useful customer feedback about my product. Overall, I’m very satisfied”.

The international exhibitors travelled to the iENA in Nuremberg from 30 different countries. Both long-standing exhibitors from Angola, Austria, China, Taiwan and Thailand, as well as new attendees from Hong Kong and Vietnam, drew a positive balance after four days of the fair. Croatia was the partner of the 2019 iENA and Igor Dujmovic, from the Union of Croatian Innovators (UCI), saw the partnership as a great opportunity for Croatian inventors: “For us it was a successful trade fair appearance. Our centrally located exhibition stand brought us many visitors and we made some excellent contacts. Overall, we’re very satisfied with our participation as a partner”.

In the iENA’s daily stage programme, topical issues for inventors, start-ups, entrepreneurs and drivers of innovation were discussed. Particularly well attended were the lively panel discussion on China’s innovation policies in comparison to Europe and the iENA symposium entitled “Good ideas, and then what?”, as well as the presentation of the state and national “Jugend forscht” winners in the field of technology. The range of information that iENA offers was expanded by the participation of national and international inventor associations and organisations, which support development from initial idea to market readiness.

The Innovation Congress on a growth course

Around 120 participants — that is significantly more than in the previous year — attended the 2019 Innovation Congress, which was held under the motto “Successfully managing innovations”. Speakers from science and industry attended from various sectors and provided an absorbing congress that was rich in variety. Participants showed great interest and useful discussion groups formed after the presentations. A tour of the iENA inventors’ fair rounded off the congress for the attendees. Next year, the Innovation Congress will take place on Thursday, the 29th of October 2020.

The next iENA will take place from the 29th of October to the 1st of November 2020 in Hall 3C of the Nuremberg Exhibition Centre. At the weekend (31st of October and 1st of November), the Inventors' Fair will once again be open to visitors attending the Consumenta consumer fair, which runs in parallel. Further information is available at: www.iena.de

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