

# **High Grades for the iENA Inventors' Trade Show: Not a Trace of the Global Economic Crisis**

## **Nuremberg's specialized trade show**

**"Ideas-Inventions-Innovations" underlined its leading position around the world with highly satisfied exhibitors and new record-breaking numbers. Specialized visitors came from 44 countries. Good contacts and concrete orders. Exhibitors were very satisfied with how the trade show went**

November 10, 2009, FINAL REPORT

Nuremberg – The 61st iENA Nürnberg - "Ideas-Inventions-Innovations" international specialized trade show drew to a close with excellent marks after four days. With more than 800 presented inventions from 33 countries and specialized visitors from 44 countries, the trade fair set a new record and impressively underlined its worldwide leading position as a forum for the marketing of inventions and product innovations. From November 5th to 8th, the iENA presented the work of free inventors to the public and gave visitors from all over the world interesting insights into the work of inventors throughout the world. The trade fair presented high-standard inventions covering everything from a wide variety of areas related to every day living problem solutions up to high-tech inventions.

Completely unimpressed by the global economic crisis, the iENA showed clearly that, particularly in difficult economic times, the interest in inventions, problem solutions and new product ideas is on the rise and the search for innovations that have a potential for successful marketing becomes more intensive. This was also reflected in the results of the exhibition survey taken towards the end of the trade show by the organizers "AFAG Messen und Ausstellungen." 75% of those asked found the opportunities for contact at the iENA very good to good. 17% were satisfied and only 4% found trade fair contacts not so good. During the fair, 94 exhibitors were able to take concrete orders. Another 4 inventors had good talks with interested parties which will probably result in additional orders. This year representatives (consulting agencies and international exploitation companies) were the most prevalent of the interest groups, followed by representatives from commerce and industry.

A high percentage of foreign specialized visitors further strengthened iENA's international reputation. This year visitors came from 27 European countries as well as from the USA, Canada, Australia, South Africa, Japan, China, India, Korea, Malaysia, Taiwan, Lebanon, Saudi-Arabia, Dubai, Kuwait, Syria, Israel and Azerbaijan.

## **Positive balance drawn by event organizer and participating associations and organizations**

Event organizer "AFAG Messen und Ausstellungen" is very satisfied with the way the trade fair went. "The 'iENA Nürnberg' was able to strength its internationally leading position with new record-breaking figures and the enthusiasm of the exhibitors. According to expert opinion, many of the presented inventions and innovations have a good chance of finding real markets. The amazing ideas of young inventors, among others, received a great deal of attention and the trade show visitors were impressed by the creative technical potential of young people. The approximate 190 inventions which were presented at the fair's largest mutual stand by German inventors from 38 German SIGNO Inventor Clubs attracted particular interest. There was a strong response to the new special presentation of "bayern design" which gave the public interesting insights into creative design processes and vividly documented the development of a

product from the idea to the finished product," explained iENA project manager Lydia Zetl.

Beate Treu, project manager of the SIGNO Inventor Clubs considered the repeated participation a complete success: "The trade show was an extraordinary success for our inventors and many conversations with interested parties took place which may lead to a concrete marketing plan. The trade fair was also an important information platform for inventors. The popular iENA SIGNO Symposium on the subject of patent funds and other ways of financing inventors and the other lectures at the Forum gave inventors valuable knowledge regarding actual practice and the successful marketing of their inventions."

The foreign country collectives, most of which announced their intent to attend again in 2010, were extremely satisfied with the trade show. This time Russia and Taiwan were represented with large foreign country collectives.

### **International expert jury honored the best inventions with medals and honorary prizes**

The same as every year, this year an international expert jury honored the best national and international inventions at the iENA 2009 with special prizes and medals. All in all, the expert jury awarded the following medals in various categories.

**Free inventors:** 119 bronze, 123 silver, 67 gold

**Students/young people:** 14 bronze, 20 silver, 12 gold

**Colleges/universities:** 24 bronze, 38 silver, 53 gold

### **The "Big Prize of the iENA 2009" went to Germany**

In addition to the medals, additional honorary and special prizes were awarded for outstanding inventions. This time the "Big Prize of the iENA 2009" went to the German inventor Herbert Wagner of the SIGNO Inventor Club "Deutsches Eck," in Koblenz. In Nuremberg, he presented a window covering for protection against breakins and environmental conditions.

The next "iENA Nürnberg" will be held from the 28th to the 31st of October, 2010.

[<- Back to: Pressenews](#)

## **High Grades for the iENA Inventors' Trade Show: Not a Trace of the Global Economic Crisis**

### **Nuremberg's specialized trade show**

**"Ideas-Inventions-Innovations" underlined its leading position around the world with highly satisfied exhibitors and new record-breaking numbers. Specialized visitors came from 44 countries. Good contacts and concrete orders. Exhibitors were very satisfied with how the trade show went**

November 10, 2009, FINAL REPORT

Nuremberg – The 61st iENA Nürnberg - "Ideas-Inventions-Innovations" international specialized trade show drew to a close with excellent marks after four days. With more than 800 presented inventions from 33 countries and specialized visitors from 44 countries, the trade fair set a new record and impressively underlined its worldwide leading position as a forum for the marketing of inventions and product innovations. From November 5th to 8th, the iENA presented the work of free inventors to the public and

gave visitors from all over the world interesting insights into the work of inventors throughout the world. The trade fair presented high-standard inventions covering everything from a wide variety of areas related to every day living problem solutions up to high-tech inventions.

Completely unimpressed by the global economic crisis, the iENA showed clearly that, particularly in difficult economic times, the interest in inventions, problem solutions and new product ideas is on the rise and the search for innovations that have a potential for successful marketing becomes more intensive. This was also reflected in the results of the exhibition survey taken towards the end of the trade show by the organizers "AFAG Messen und Ausstellungen." 75% of those asked found the opportunities for contact at the iENA very good to good. 17% were satisfied and only 4% found trade fair contacts not so good. During the fair, 94 exhibitors were able to take concrete orders. Another 4 inventors had good talks with interested parties which will probably result in additional orders. This year representatives (consulting agencies and international exploitation companies) were the most prevalent of the interest groups, followed by representatives from commerce and industry.

A high percentage of foreign specialized visitors further strengthened iENA's international reputation. This year visitors came from 27 European countries as well as from the USA, Canada, Australia, South Africa, Japan, China, India, Korea, Malaysia, Taiwan, Lebanon, Saudi-Arabia, Dubai, Kuwait, Syria, Israel and Azerbaijan.

### **Positive balance drawn by event organizer and participating associations and organizations**

Event organizer "AFAG Messen und Ausstellungen" is very satisfied with the way the trade fair went. "The 'iENA Nürnberg' was able to strengthen its internationally leading position with new record-breaking figures and the enthusiasm of the exhibitors. According to expert opinion, many of the presented inventions and innovations have a good chance of finding real markets. The amazing ideas of young inventors, among others, received a great deal of attention and the trade show visitors were impressed by the creative technical potential of young people. The approximate 190 inventions which were presented at the fair's largest mutual stand by German inventors from 38 German SIGNO Inventor Clubs attracted particular interest. There was a strong response to the new special presentation of "bayern design" which gave the public interesting insights into creative design processes and vividly documented the development of a product from the idea to the finished product," explained iENA project manager Lydia Zetl.

Beate Treu, project manager of the SIGNO Inventor Clubs considered the repeated participation a complete success: "The trade show was an extraordinary success for our inventors and many conversations with interested parties took place which may lead to a concrete marketing plan. The trade fair was also an important information platform for inventors. The popular iENA SIGNO Symposium on the subject of patent funds and other ways of financing inventors and the other lectures at the Forum gave inventors valuable knowledge regarding actual practice and the successful marketing of their inventions."

The foreign country collectives, most of which announced their intent to attend again in 2010, were extremely satisfied with the trade show. This time Russia and Taiwan were represented with large foreign country collectives.

### **International expert jury honored the best inventions with medals and honorary prizes**

The same as every year, this year an international expert jury honored the best national and international inventions at the iENA 2009 with special prizes and medals. All in all, the expert jury awarded the following medals in various categories.

**Free inventors:** 119 bronze, 123 silver, 67 gold

**Students/young people:** 14 bronze, 20 silver, 12 gold

**Colleges/universities:** 24 bronze, 38 silver, 53 gold

### **The "Big Prize of the iENA 2009" went to Germany**

In addition to the medals, additional honorary and special prizes were awarded for outstanding inventions. This time the "Big Prize of the iENA 2009" went to the German inventor Herbert Wagner of the SIGNO

Inventor Club "Deutsches Eck," in Koblenz. In Nuremberg, he presented a window covering for protection against breakins and environmental conditions.

The next "iENA Nürnberg" will be held from the 28th to the 31st of October, 2010.

[<- Back to: Pressenews](#)