

Internationale  
Fachmesse  
»Ideen-Erfindungen-Neuheiten«  
**29. Okt. – 1. Nov. 2020**  
Messe  
Nürnberg

International  
Trade Fair  
»Ideas-Inventions-New Products«  
**29 Oct – 1 Nov 2020**  
Exhibition Center  
Nuremberg, Germany



24 June 2020

Press Release

## **Preparations for the Autumn Trade Fair Season: What exhibitors and visitors can expect at iENA and Innovation Congress 2020**

**On Tuesday, 23 June, the Bavarian State Government released its guidelines for the restarting of trade fairs. The most important point is the registration of visitors. Thanks to the concept, exhibitors and visitors of iENA and Innovation Congress can expect a relaxed trade fair visit.**

**Nürnberg** – On Tuesday, June 23, the Bavarian State Government released its advice regarding the holding of trade fairs, thus ensuring clarity for organisers, exhibitors and visitors of Bavarian trade fairs.

The managing directors of the trade fair organiser AFAG Messen und Ausstellungen, Henning and Thilo Könicke, provided technical input into developing the concept for the restarting of trade fairs. “The measures formulated by the Bavarian State Government are easy for us to implement and, for exhibitors and visitors, no particularly severe restrictions are foreseen. Instead, the guidelines are based on concepts that are already known, tested and lived. Most of the advice applies to us as the organiser. We will plan the fair in such a way that all participants can feel comfortable. In addition, we will be relying on online ticketing to make registration as easy as possible for visitors”, say Henning and Thilo Könicke. “The state government’s implementation advice is based on the current infection situation. If the infection situation allows it in autumn, a loosening of restrictions is also conceivable and thus our concepts could be adjusted.”

On Tuesday, June 23rd, the Bavarian State Government adopted a hygiene concept for trade fair and congress operations. The resolution states:

*“Trade fairs and congresses are an important component of Bavaria as a business location. A successful restart to trade fair and congress operations in autumn will be able to make a valuable contribution to economic stabilisation as a market platform and give the Bavarian economy an extra boost. Basically, Bavarian trade fairs are characterised by a good infrastructure which guarantees the highest standards of hygiene and enables contact tracing and the monitoring of hygiene rules. Subject to ongoing favourable trends in the incidence of infection, the state government therefore intends to make it possible to open up trade fair and congress operations in Bavaria by 1 September at the latest. When trade fair and congress operations resume, human health and the containment of the pandemic will continue to be prioritised. To this end, the Council of Ministers has drawn up a framework for protective and hygiene measures as a guideline for the individual protective and hygiene concepts of the organisers. This is intended to limit the risk of infection and ensure the traceability of potential infections”.*

<https://www.bayern.de/bericht-aus-der-kabinettsitzung-vom-23-juni-2020>

The iENA team has been using the past few months intensively for their preparations. Exhibitors and visitors will find up-to-the-minute information on our website [www.iena.de/en/](http://www.iena.de/en/)

### **iENA Nuremberg and Innovation Congress**

The international inventors' trade fair iENA is the most important networking platform for innovators from all over the world and at the same time marketplace for ideas, inventions and new products. National and international entrepreneurs, scouts and investors visit the iENA Nuremberg every year to be inspired. The innovations presented include both high-tech developments and practical inventions for everyday life. Youth inventors also make an important contribution to the iENA as committed young professionals and present their innovations there. The iENA will take place from the 29th of October to the 1st of November, 2020 in Hall 3C of the Nuremberg Exhibition Centre. For more information, go to: [www.iena.de/en](http://www.iena.de/en)

The Innovation Congress accompanies the iENA on Thursday, 29 October 2020 and is entitled "Successfully managing innovations".

Among other things, it will focus on how promising ideas can be created through networks and strategic partnerships. Speakers from science and industry will show how innovations can be successfully implemented and give visitors practical tips. With the support of the IHK "Product and Innovation Management", user club is the Innovation Congress a part of iENA 2020.

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