

Internationale Fachmesse
»Ideen-Erfindungen-Neuheiten«
Sa 1. – Mo 3. November 2025
Messe Nürnberg

International Trade Fair
»Ideas-Inventions-New Products«
Sa 1 – Mo 3 November 2025
Messe Nürnberg, Germany



October 30, 2025

Press kit for the iENA 2025 inventors' fair

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In Kooperation mit/in cooperation with:



Veranstalter/Organiser:

AFAG Messen und Ausstellungen GmbH
Projektleitung iENA
Messezentrum 1
90471 Nürnberg, Germany
www.iena.de • info@iena.de

T +49 911-9 88 33 - 570
F +49 911-9 88 33 - 579
Register-Gericht Nürnberg HRB 651
Geschäftsführer:
Henning und Thilo Könicke

Facts and figures

Title:

iENA Nuremberg 2025

International Trade Fair “Ideas – Inventions – New Products”

Date:

Saturday, November 1 to Monday, November 3

Venue:

Hall 3C, Messe Nürnberg

Opening hours:

10:00 a.m. to 6:00 p.m., admission until 5:00 p.m.

Accompanying events:

Hack & Make – Creative and Technology Fair November 1–3

Innovation Congress Nuremberg Monday, November 3 only

The Consumenta consumer fair will be held at the same time. The iENA inventors' fair and Hack & Make are also open to Consumenta visitors. Tickets are available at www.iena.de and www.consumenta.de

Number of inventions/exhibitors:

- Over 540 inventions
- Over 274 exhibitors from around 21 countries and regions.

Participating countries and regions:

Angola, Germany, China, Greece, Hong Kong, Indonesia, Iraq, Iran, Korea, Kingdom of Saudi Arabia, Croatia, Lebanon, Macao, Malaysia, Austria, Poland, Switzerland, Chinese Taipei/Taiwan, Thailand, Ukraine, United States of America.

Nuremberg Innovation Congress

Monday, November 3, 2025, 10:15 a.m. to 5 p.m.

NCC Mitte, Level 1, Room Mailand

Admission prices: 1-day congress ticket: €79.00

Separate tickets are required for the Innovation Congress. Participants in the Innovation Congress can also visit iENA with their ticket. Tickets are available at www.iena.de

Organizer of the iENA Inventors' Fair:

AFAG Messen und Ausstellungen GmbH

Messezentrum 1, 90471 Nuremberg, Germany

Tel. +49 911 98833-7000 – info@afag.de – www.afag.de

Member of FAMA, the German Trade Fair and Exhibition Association

Organization:

Overall management:

Henning and Thilo Konicke

Responsible according to BayVStättV:

Thilo Konicke



Press release iENA

Ideas, innovations, inspiration: The iENA inventors' fair kicks off on Saturday in Nuremberg

Nuremberg will host the international inventors' fair iENA "Ideas – Inventions – New Products" from November 1 to 3. Inventors from all over the world will present around 540 innovative developments and showcase an impressive range of innovations from a wide variety of areas of life – from medical innovations to practical solutions for everyday life. This year, Thuringia is a partner of iENA.

Nuremberg – iENA Nuremberg is considered one of the leading international trade fairs for inventive talent and innovative developments. This year, the trade fair will once again be a meeting place for creative minds from all over the world who will present their latest ideas and technical solutions. Investors, product developers, and marketers use the event to discover promising projects and establish contacts.

More than 270 exhibitors from 21 countries and regions will be showcasing their innovations at iENA. The spectrum ranges from international joint stands to individual inventors presenting their concepts to the public for the first time. Year after year, iENA becomes a stage for groundbreaking inventions from a wide variety of areas of life. Many of these ideas later develop into technological or social impulses that have a lasting impact on progress.

Henning and Thilo Könicke, managing directors of trade fair organizer AFAG, are looking forward to this year's iENA with eager anticipation and visible enthusiasm. They expect inspiring encounters and fresh ideas from all over the world: "iENA is much more than a trade fair – it is a showcase for inventive talent, passion, and drive. Behind every invention there is a story, often the desire to make the world a better place. This enthusiasm drives us to create a platform that makes innovation visible and successful."

There is much for visitors to discover at iENA: more than 540 innovations demonstrate how inventive people around the world are. From topics such as physics and electrical engineering to everyday necessities, there is a lot on offer – the range of projects presented is impressive. This year, the focus is on topics such as medicine, construction, and chemistry. Particularly appealing for

visitors: many inventors present their developments in person and provide direct insights into their ideas—from the initial concept to the market-ready solution.

Thuringia – Partner of iENA 2025

Jens Dahlems is head of the Research Institute and Network for Inventor Support, Innovation, and Network Management (ERiNET) and the contact person for inventors from Thuringia at iENA: "We are delighted that Thuringia is a partner of iENA this year. Thuringia impresses with its high level of innovation as a stronghold for inventors. Inventions and genuine innovations, as well as the ongoing development of brands and product portfolios, are decisive success factors in a globalized and complexly networked environment and an investment in the future. The iENA in Nuremberg in particular offers a remarkable international platform for the systematic acquisition and commercial exploitation of patents or utility models, as well as the possibility of granting licenses and other exclusive rights. The iENA has thus developed into a remarkable international marketplace and quality benchmark for inventions and genuine innovations."

Herbert Boos, Chairman of the German Inventors' Association, sees iENA as an important platform: "For the German Inventors' Association, iENA is the leading trade fair par excellence and therefore virtually a must for us. It has always been and continues to be a relevant springboard to success for inventors in our association, as was recently the case for Christian Flasch, whose product Capsello attracted a great deal of attention at iENA 2024 and went on to achieve a spectacular breakthrough on the TV show "Höhle der Löwen" (The Lion's Den). Of course, it is also a meeting place for amateur and expert inventors to exchange ideas, make contacts, gain experience, and experience trends."

Alireza Rastegar is President of the IFIA International Federation of Inventors' Associations and is already looking forward to iENA: "This year's iENA in Nuremberg has a special significance. As a nation known for its outstanding engineering achievements, pioneering spirit, and commitment to technological progress, Germany remains one of the most fertile grounds for innovation. Hosting iENA in such an environment not only honors this tradition, but also strengthens the connection between innovative ideas and their practical implementation. As always, the International Federation of Inventors' Associations proudly reaffirms its

unwavering commitment to supporting iENA and the global innovation ecosystem in general."

The supporting program: Innovation Congress and Hack & Make Creative and Technology Festival

Changes in the economy and society call for new ideas and people who can put them into action. Now more than ever, innovation is the key to remaining future-proof and recognizing new opportunities. The Nuremberg Innovation Congress on Monday, November 3, 2025, at the Nuremberg Exhibition Center will show how companies can harness creative potential and develop successful innovation strategies. Experts from business, research, and practice will provide inspiration on how ideas can be structured, promoted, managed, and brought to market maturity.

At the same time, the Hack & Make creative and technology festival continues to grow, transforming the exhibition halls into a meeting place for inventive spirit, technology, and collaborative experimentation from November 1 to 3. The event is aimed at anyone who wants to create something new – from hobbyists and makers to technology enthusiasts of all ages.

The international trade fair 'Ideas – Inventions – New Products' iENA Nuremberg will take place from Saturday, 1st to Monday, 3rd November at the Nuremberg Exhibition Centre. The large consumer fair Consumenta will run parallel to this. Both fairs can be visited with one ticket. A separate ticket is required for the Innovation Congress.

www.iena.de

Press release Hack & Make

Technological, sustainable, ingenious – Hack & Make is the creative and technology festival of the future. From November 1 to 3, visitors can experience funny, educational, and surprising things from the digital and real worlds. Experienced and inexperienced visitors alike can refresh and expand their knowledge at lectures and discover a new world of DIY. The ingenuity of creative hackers and makers can be admired here. Hack & Make accompanies iENA on all days and is growing. In addition to FabLab Region Nürnberg, FabLab from Ansbach will also be there.

Innovation management and standardization at the Nuremberg Innovation Congress



The Nuremberg Innovation Congress will showcase the right approaches to successful innovation management on Monday, November 3, at the Nuremberg Exhibition Centre. Innovations are the key to long-term success and can help companies adapt to changing market conditions and remain competitive. Often, the ideas already exist within the company; they just need to be discovered, promoted, managed, and translated into market success.

Nuremberg – The Nuremberg Innovation Congress will take place on Monday, November 3, at the Nuremberg Exhibition Centre and will focus on the topics of innovation promotion and innovation management. The congress is aimed at entrepreneurs, developers, creative minds, and curious individuals who want to break away from conventional thinking patterns. The technical partner is the Product and Innovation Management User Club of the Nuremberg Chamber of Commerce and Industry for Middle Franconia. The iENA inventors' fair, which takes place at the same time, is also open to congress participants. At the same time, inventors can use the technical impulses of the congress to further develop themselves and their innovations.

In the morning, Dr. Michael Fraas, Chancellor of the new Technical University of Nuremberg (UTN), will present how the UTN wants to shape the future as a strong innovation partner for the region. The rest of the day will focus on the question of how an idea becomes an innovation and the use of AI in innovation management.

In the afternoon, the program will be organized by the IHK User Club "Product and Innovation Management" of the IHK Nuremberg for Middle Franconia. The focus here will be on how innovation management and standardization fit together and what opportunities they can offer small and medium-sized enterprises. The technical input will come from both academia and industry. In her presentation, Dr. Brigitte Pihulak from VAYU Personnel Consulting will report on the balancing act between standardization and innovation and how it can be achieved. The Innovation Congress offers opportunities for professional exchange and networking.

Tickets for the Nuremberg Innovation Congress and the iENA Inventors' Fair, as well as current information and the program, are available

Press accreditation

Please register online in advance of the trade fair.

To register online: <https://www.iena.de/presse/akkreditierung/>

During Consumenta, you will find the press office in NCC Mitte (rooms Business 1 and 2). Press parking spaces are signposted. We look forward to seeing you there!

You can find the latest press information, images, and programs at <https://www.iena.de/presse/>

Press contact

Juliane Heier und Kathrin Redel

Tel. +49 911 98833-575

presse@iena.de