

Internationale
Fachmesse
»Ideen-Erfindungen-Neuheiten«
Sa 26. - Mo 28. Oktober 2024
Messe
Nürnberg

International
Trade Fair
»Ideas-Inventions-New Products«
Sa 26 - Mo 28 October 2024
Exhibition Center
Nuremberg, Germany



July 2024

Press release

Preparations are underway: Great interest in the iENA 2024 inventors' fair

The international Trade Fair „Ideas – Inventions – New Products“ iENA Nürnberg is showcasing inventions from over 30 countries this year. International participants from Europe, Asia and Africa have already registered for the iENA. The iENA will take place from 26 to 28 October at Messe Nürnberg.

Nuremberg – The Inventors' Fair iENA is an important meeting place for the inventor scene, for creative minds and visionary ideas. Year after year, inventors, entrepreneurs and technology enthusiasts from all over the world meet here to experience promising innovations at first hand. From ground-breaking technologies to novel product ideas, the trade fair offers a platform for the exchange of knowledge and the initiation of new partnerships. The iENA is an important opportunity to discover innovations before they are on the market. At the iENA inventors' fair, ideas, inventions and new products meet an interested audience as well as investors, industry, dealers and consultants.

The iENA offers inventors and developers information and the opportunity to network and exchange ideas. The iENA has a tradition of over 75 years and is firmly anchored in the international inventor scene. For inventors, the iENA is a unique opportunity to further develop their inventions and draw attention to their innovations. Together with its partners, the German Patent and Trade Mark Office DPMA ensures a high quality of information on all aspects of patent and trade mark rights. The German Inventors' Association is the point of contact for inventors.

International innovation and young talent

The children and young people who present their inventions at the iENA are particularly innovative. Coupled with the courage to think

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in new ways and the striving for a better future, there is enormous innovative potential in the student inventors. The inventions presented, for example, by the pupils of the Schülerforschungszentrums Südwürttemberg or the Jugend forscht winners inspire national and international experts.

Inventor collectives from Germany present the innovative strength of their home country at the iENA. In addition, inventors from Angola, China, Iran, Korea, Croatia, Malaysia, Austria and Taiwan as well as from numerous other countries and regions come to the iENA in Nuremberg to benefit from the intensive network and contacts at the trade fair. The highlight for all exhibiting inventors is the evaluation of the innovations by an international jury of experts. The most promising ideas, inventions and innovations will be honoured with medals at the end of the trade fair.

The iENA supporting programme: innovative strength and creativity

On Monday, 28 October, the iENA will be accompanied by the Innovation Congress, which will provide exciting impulses and be supported by stimulating discussion rounds (only in German language). The Innovation Congress focuses on strategies that can be used to develop an idea into a business success through innovation. The basics of innovation management are taught. The Innovation Congress is therefore aimed at inventors, company founders and the self-employed as well as innovation managers. One of the partners of the Innovation Congress is the Nuremberg Chamber of Industry and Commerce for Middle Franconia with its Product and Innovation Management User Club.

Hack & Make is getting bigger this year. The **creative and technology festival** runs parallel to the iENA and takes place from 26 to 28 October. It is aimed at creative minds, tinkerers and the curious. Hack & Make offers a platform where educational, surprising and funny things from the digital and real world of today and tomorrow can be experienced. Both experienced and inexperienced participants have the opportunity to refresh and expand their knowledge in workshops and discover a new world of DIY.

The **international Trade Fair "Ideas – Inventions – New Products"** iENA Nuremberg takes place from Saturday, 26 to Monday, 28 October at the Nuremberg Exhibition Centre. The large consumer fair Consumenta runs in parallel. Both trade fairs can be

visited with one ticket. A separate ticket is required for the Innovation Congress.

<https://www.iena.de/en/>

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