

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



Press Release iENA

Pioneering innovations at the iENA: the inventors' fair starts on Saturday

The international inventors' trade fair iENA “Ideas - Inventions - New Products” showcases over 500 inventions from all over the world. The iENA takes place from 26 to 28 October at Messe Nürnberg. The partner of iENA 2024 is Indonesia: The Indonesian Invention and Innovation Promotion Association INNOPA will be presenting inventions for everyday life and sustainability.

Nuremberg – The iENA Nürnberg, one of the world's most important trade fairs for Ideas, Inventions and New Products, is characterised by exciting new developments from all over the world. Investors and product developers come to the iENA as visitors to discover the New Products of tomorrow. Demand for exhibition space was particularly high this year, with over 260 exhibitors from around 30 countries taking part in the iENA in Nuremberg, including joint presentations and international collective stands as well as individual inventors. Every year, hundreds of inventions from a wide range of fields are presented to the public here, often laying the foundations for technological and social developments.

The managing directors of trade fair organisers AFAG, Henning and Thilo Könicke, are delighted about the growing demand: ‘The iENA has a tradition of over 75 years and always remains young, because as an inventors’ trade fair it is the event with the highest innovation density. The commitment and creativity of the inventors of all ages who present their inventions here is particularly admirable. We are delighted that with the iENA we can offer a platform to make innovations a success.’ In the history of the iENA, numerous inventions have been presented to the world for the first time in Nuremberg that have become an integral part of everyday life. For example, the insulating rescue blanket, the safety belt, the wheeled suitcase, water wings and the skateboard.

Visitors to the iENA can discover over 500 inventions from all areas of life at the trade fair. These include practical everyday helpers as well as high-tech solutions. There are a particularly large number of



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inventions in the fields of environmental protection and energy technology. But there are also numerous New Products to discover in Nuremberg in the field of mobility. The inventors are there in person to present their innovations to an interested audience. In many cases, feedback from visitors is a helpful step on the way to further development and market readiness.

Indonesia – Partner of iENA 2024

Erricha Insan Pratisi is President of the Indonesian Invention and Innovation Promotion Association INNOPA and is coordinating this year's iENA participation. “It is really an honour for Indonesia, represented by INNOPA, to be the partner of iENA this year. The iENA is a legendary and prestigious inventors' fair that has provided many valuable experiences for inventors since its first event in 1948, and this year INNOPA is bringing dozens of talented inventors from Indonesia, including one from Indonesia's largest state-owned oil and gas company, PT Kilang Pertamina International. By participating in iENA, we look forward to start a fruitful partnership and great collaborations between Indonesian inventors and international inventors from other countries.”

The international diversity of exhibitors at this year's iENA is particularly high. Inventors from numerous countries will be presenting their innovative ideas and prototypes – including participants from countries that have not been represented at the trade fair in the past. For the first time, inventors from Cameroon will be taking part in the iENA, thus contributing to the growing internationality. Participation from Poland, China and Croatia is growing, so more inventors from these countries are presenting themselves in Nuremberg. In addition to other country participations and individual inventors, inventors from Korea, Austria and Saudi Arabia will also be back at iENA 2024. Numerous universities and educational institutions will also be taking part. Students and pupils use the trade fair to present their creative developments and projects to a broad specialist audience.

The organisers of the iENA are aiming for growth of around ten percent this year compared to last year. This emphasises the increasing importance of the trade fair for inventors, companies and investors worldwide. The iENA is regarded as an important platform for the exchange of ideas, the promotion of inventions and networking with potential partners from industry and research.

The supporting programme: Innovation congress and creative and technology festival Hack & Make

Innovations are the key to long-term success and can help companies to adapt to changing market conditions and remain competitive. The ideas are often already present in the company; the task is to discover them, promote them, manage them and turn them into market successes. The Nuremberg Innovation Congress will show the right approaches for this on Monday, 28 October 2024 at Messe Nürnberg. It will teach the basics of innovation management.

Hack & Make will be 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, inventors and the curious.

The international trade fair 'Ideas – Inventions – New Products' iENA Nuremberg takes place from Saturday 26 to Monday 28 October at Messe Nürnberg. The large public exhibition Consumenta runs in parallel. Both trade 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 26 to 28 October, there will be fun, educational and surprising things to experience from the digital and real worlds. Experienced and inexperienced 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 marvelled at here. Hack & Make accompanies the iENA on all days and is growing in comparison to the previous event. In addition to the FabLab Region Nuremberg and the BayernLab, the FabLabs from Ansbach and Altmühlfranken are also taking part for the first time.

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