

ALTENPFLEGE 2025: Leading Exhibition for the Care Sector to be held in Nuremberg

- **NürnbergMesse is the organizing exhibition company for the event on 8-10 April 2025**
- **ALTENPFLEGE will continue to be held in Nuremberg and Essen in the usual sequence**
- **Demographic change makes the care sector a growth market with high relevance for society as a whole**

Nuremberg, 15 April 2024 – ALTENPFLEGE, the Leading Exhibition for the Care Sector, will continue its success story in 2025. What’s new is that owner Vincentz Network GmbH & Co. KG will organize the exhibition together with NürnbergMesse as the new event partner, replacing Deutsche Messe AG. Vincentz Network and NürnbergMesse are thus taking their long-standing successful collaboration to a new level. The established rotation at the two locations of Nuremberg and Essen will be maintained in order to serve target visitor groups in the densely populated south of Germany and the Ruhr conurbation in equal measure.

The accompanying exhibition congress, bringing together leading figures from politics, associations, professional organizations and practice, will remain a central component of the most important industry platform under the leadership of Vincentz Network. This is where the course is set for the future professional care for the elderly, and where solutions for major issues such as demographic change, the resulting staff shortage and digitalization are discussed.

For companies and service providers with solutions and innovations in this industry environment, this results in further growth opportunities in a future-oriented market with high relevance for society as a whole. As the Leading Exhibition for the Care Sector, ALTENPFLEGE covers all segments of state-of-the-art care. Every year, a broad audience of care professionals, policymakers and scientists meets here to shape the future of care together.

The NürnbergMesse event team will introduce itself to the community at ALTENPFLEGE in Essen from 23 to 25 April 2024 under the slogan “Who CAREs? Me!” and is looking forward to interacting with exhibitors and visitors in the halls and at its own stand in Hall 7.

About Vincentz Network

Vincentz Network (Hanover, Germany) is the leading German specialist media company for all occupational groups involved in professional care for the elderly. In addition to specialist journals, specialist books and online portals, its portfolio also includes numerous specialist congresses, professional development programmes, work aids, knowledge databases and innovative digital tools and services. (Vincentz.net)

About the NürnbergMesse Group

The NürnbergMesse Group was entered in the commercial register on 5 April 1974 as Nürnberger Messe- und Ausstellungsgesellschaft mbH (NMA), and is now one of the 15 largest exhibition companies worldwide. The Group employs more than 1000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

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