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## **ALTENPFLEGE: NürnbergMesse Acquires Leading Exhibition for the Care Sector**

- **NürnbergMesse to be both owner and organiser; seller is Vincentz Network, one of Germany’s leading trade publishing houses**
- **Unique platform for innovation and networking set to keep growing and lending new impetus to the care sector**
- **ALTENPFLEGE, held in Nuremberg since 1990, will still alternate in future between Nuremberg and Essen**

**Nuremberg, 22 January 2025 – NürnbergMesse is expanding its portfolio of owned events. With ALTENPFLEGE (“Elder Care”), to be held in Nuremberg from 8–10 April 2025, the company has acquired the leading exhibition in the care sector. Alternating annually with a site in Essen, the event will continue to focus on in-depth dialogue between representatives of the care professions and decision-makers in government, business, and science. ALTENPFLEGE counts as Europe’s largest, most significant meeting place for this target audience. Nuremberg’s Exhibition Centre is expecting to welcome more than 20,000 attending professionals to the event in 2025, along with 560 exhibitors on 35,000 square metres of exhibition space.**

“We care very deeply about our cluster of events oriented to social services”, says NürnbergMesse Group CEO Peter Ottmann. “ALTENPFLEGE is a unique platform for innovation and networking in the care sector. Acquiring it not only reinforces our own events portfolio, but will also further heighten Nuremberg’s profile as an event location.” And Petra Wolf, the NürnbergMesse Executive Board member whose business unit is responsible for the events portfolio in Nuremberg, adds: “We’re very grateful to Vincentz Network for the many years of smooth cooperation we’ve enjoyed with them, and we’re very pleased that the publishing house will still be at our side as a partner in holding the event.” The acquisition – NürnbergMesse will be both the owner and organiser of ALTENPFLEGE – was also saluted by Jonas Vincentz, the Managing Director of former owner Vincentz Network: “We’re passing along to our partner NürnbergMesse an extremely successful event that will still keep growing and lending new impetus to the care sector. As a media firm, we want to focus more sharply on our core business in the elder care sector, so we’ll continue to play an active role in organising the ALTENPFLEGE conference associated with

NürnbergMesse GmbH  
Unternehmenskommunikation  
Corporate Communications  
Messezentrum  
90471 Nürnberg  
Germany

T +49 9 11 86 06-80 28  
F +49 9 11 86 06-12 80 28

presse@nuernbergmesse.de  
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board  
Albert Füracker, MdL  
Bayerischer Staatsminister der  
Finanzen und für Heimat  
Bavarian State Minister of Finance  
and Regional Identity

Geschäftsführer  
CEO  
Peter Ottmann

Registergericht  
Registration Number  
HRB 761 Nürnberg

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the exhibition.” Dr Dominik Wagemann, publications manager for the elder care segment, adds: “We’ll still be on hand with the AVENEO special show and the Start-up Challenge, so we’ll still serve as a supporter and trendsetter for ALTENPFLEGE, the sector’s most significant platform. We’re looking forward to continuing our close, reliable cooperation with NürnbergMesse.”

Unlike other “care exhibitions”, ALTENPFLEGE showcases innovation, with a special emphasis on digitisation and sustainability. The event draws attendees from every relevant segment of the care sector – inpatient facilities, facilities for the disabled, outpatient care services, rehabilitation firms, hospices, and more. Specialised medical supply sellers and vendors of orthopaedic and sanitary products are also on board. And one group is growing in importance: initiators of alternative living and care arrangements. Exhibitors cover virtually every facet of care delivery and therapy, including nursing equipment and consumables, wound care products, rehabilitation equipment, and logotherapy support. Both the exhibitors and the accompanying programme of events have been putting an ever greater emphasis on digitising care, for example using digital technologies like care apps, electronic patient files, and nursing robots to ease caregivers’ workloads and improve care recipients’ quality of life.

Nuremberg is well known as a site for major exhibitions in the social services segment and the public sector. Events hosted by NürnbergMesse include ConSozial, Germany’s largest conference and exhibition for the social support sector, and KOMMUNALE, the nationwide trade fair and conference for municipal procurement needs.

### **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 1200 people at 15 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.

**Contacts for press and media**

Dr Ulf Santjer  
T +49 9 11 86 06-80 28  
M +49 170 56 58 228  
[ulf.santjer@nuernbergmesse.de](mailto:ulf.santjer@nuernbergmesse.de)

Maximilian Hensel  
T +49 9 11 86 06-85 15  
M +49 170 70 57 646  
[maximilian.hensel@nuernbergmesse.de](mailto:maximilian.hensel@nuernbergmesse.de)

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