

Internationale
Fachmesse
»Ideen-Erfindungen-Neuheiten«
29. Okt. – 1. Nov. 2020
Messe
Nürnberg

International
Trade Fair
»Ideas-Inventions-New Products«
29 Oct – 1 Nov 2020
Exhibition Center
Nuremberg, Germany



April 30th 2020

Press Release

Turn things around with innovations!

Especially in times of crisis, innovations are indispensable – and important drivers for the economy and society. The event industry is experiencing uncertain times owing to the Corona crisis. There is justifiable confidence however in the staging of trade fairs and AFAG Messen und Ausstellungen GmbH is planning for the autumn fair season: The iENA International Inventors' Fair will take place from the 29th of October to the 1st of November, 2020 in the Nuremberg Exhibition Centre.

Nuremberg – The entire industry, the economy as well as every individual is currently experiencing challenging times. This is why the iENA 2020 has a special role to play. There is a great demand for innovations that will improve global health and stimulate the economy and international trade. Now more than ever, it's important to look positively towards the future and to keep the spirit of invention high. Innovations, research and development as well as new ideas are crucial and make a significant contribution, particularly in difficult times. At the same time, environmental and climate protection as a global task is a priority.

The Trade Fair Organiser “AFAG Messen und Ausstellungen” plans for the trade fair autumn

All major events and trade fairs in Germany are cancelled until the end of August. The trade fairs planned for this autumn and thus the intensive trade fair season, which is important for the international economy, are not affected by the current event bans. The private Nuremberg-based trade fair organiser “AFAG Messen und Ausstellungen” also has four events in its program for this autumn, for which intensive preparations are in progress. This includes the international trade fair “Ideas – Inventions – New Products” iENA Nuremberg. AFAG managing directors Henning and Thilo Könicke are already looking intensively at the second half of the year: “We

monitor the latest developments hourly, and the health of our exhibitors and visitors is paramount for a successful trade fair. The current developments speak strongly in favour of starting the trade fair season in autumn. We don't want to be surprised when autumn takes place, we want to surprise in autumn. That's why we are working intensively on preparations for the upcoming trade fairs, which naturally includes a constant exchange with exhibitors, partners and associations. In addition, stand, hygiene and safety concepts are being revised in order to further develop trade fairs in this respect as well and adapt them to the new conditions. Trade fairs present trends and innovations and are an important means of revive the economy in difficult economic times. We are also striving to be a pioneer in terms of new event management and to continue to focus on health protection.”

“Ideas – Inventions – New Products” at iENA trade fair

The international inventors' trade fair iENA is the most important networking platform for innovators from all over the world and at the same time marketplace for ideas, inventions and new products. National and international entrepreneurs, scouts and investors visit the iENA Nuremberg every year to be inspired. The innovations presented include both high-tech developments and practical inventions for everyday life. Youth inventors also make an important contribution to the iENA as committed young professionals and present their innovations there.

Partner of iENA 2020: Republic of Korea

The Republic of Korea is the official partner of the iENA 2020. Through the "Korea Invention Promotion Association KIPA", inventors from South Korea have been regularly coming to Nuremberg since 1986 to present their ideas, inventions and new products to an international audience at the iENA. Through this partnership, the economic power and high technological capabilities of South Korea will be brought further into the focus of the iENA 2020. Joon-Ho Koh, President of the Korean Invention Promotion Association KIPA: „I am honored that Korea has been designated as the official partner of 2020 iENA. Korea has consistently participated in iENA and exhibited numerous excellent inventions. Korean inventors who participated in the fair have not only won awards but also benefited from product promotion that allowed them to enter new markets.” KIPA is the biggest and oldest public IP institution in Korea and hosts the Seoul International Invention Fair, one of the largest invention fairs in the world. Since its foundation in 1973, KIPA has been offering IP management services to SMEs and promoting awareness on the importance of invention.

Stage programme with information for developers, entrepreneurs and creative types

At the iENA Symposium, inventors, founders and doers will explain that “success stories are more than just great ideas”. There will be open discussions and honest accounts of the hurdles and opportunities that may lie along the way. The practical examples are intended to motivate and help inventors who want to make their innovation a success. Furthermore, associations will provide information on funding opportunities for inventors and the self-employed, as well as on legal and business issues and everything to do with marketing strategies for a successful product launch. In addition, the inventors themselves will also have the chance to present their innovations in the iENA’s stage programme and introduce them personally.

Innovation Congress on October 29, 2020

The Innovation Congress is on course for growth and will be held with the support of the “Product and Innovation Management” IHK User Club under the motto “Managing innovations successfully” on Thursday, 29 October 2020 at the Nuremberg Exhibition Centre. Speakers from different sectors – from science and business – will ensure an interesting and varied congress, offering exclusive insights into various innovation cultures.

Crises make people creative

Company founders, start-ups and inventors are being particularly hard hit by the Corona crisis, yet at the same time new opportunities are able to emerge. Many creative people are using this current period to implement long-cherished ideas, further develop prototypes, break new digital ground or establish new partnerships online. Thus exciting ideas, inventions and new products are expected again at this year’s iENA. The iENA will take place from the 29th of October to the 1st of November, 2020 in Hall 3C of the Nuremberg Exhibition Centre. For more information, go to: www.iena.de/en

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