

## PRESS RELEASE

15 July 2020

### FeuerTrutz trade fair and congress go digital in 2020

NürnbergMesse and FeuerTrutz Network have jointly decided not to hold FeuerTrutz 2020 as a physical event at the usual venue in Nuremberg. Instead, parts of the trade fair and parallel Fire Protection Congress will take place in virtual form. This decision was ultimately based on the results of an exhibitor survey, which revealed considerable reservations about an on-site event due to the unpredictable developments of the coronavirus pandemic. “We very much regret not being able to welcome the fire protection sector in person this year,” says Petra Wolf, member of the Management Board of NürnbergMesse, in a joint statement with Günter Ruhe and Stephan Schalm, managing directors of FeuerTrutz Network. “We would like to specifically thank all participating industry representatives for the numerous candid and constructive discussions we have had with them in recent weeks that helped us make this difficult decision. The interest in an alternative digital format underscores the importance of FeuerTrutz as an important industry platform for establishing and expanding business relationships. Our focus now is on finalising and implementing an interactive digital trade fair and congress concept.” The next regular edition of FeuerTrutz will take place at the Exhibition Centre Nuremberg on 23 and 24 June 2021.

“Even though the government is officially allowing us to host trade fairs and congresses again, the opinion of our customers takes priority. It is important that we only hold the event at the specific request of the sector,” says Stefan Dittrich, Director FeuerTrutz at NürnbergMesse. For trade fairs hosted from 1 September 2020 the Bavarian regional government has adopted a hygiene and safety concept that will be implemented at the Exhibition Centre Nuremberg. However, in an extensive survey of registered exhibitors the majority stated their opposition to holding FeuerTrutz 2020 with the restrictions that are currently in place. The many in-depth personal discussions, numerous forums for knowledge transfer and professional development and live demonstrations of fire protection solutions are what make this trade fair so distinctive and the special character of the event would be lost under the current restrictions. In addition, declining investment confidence due to the current economic situation and international travel restrictions are making it difficult for people to plan and prepare their participation in such events.

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# FeuerTrutz 2020

Das digitale Messe- und Kongressevent für vorbeugenden Brandschutz  
The Digital Trade Fair with Congress for Preventive Fire Protection



## FeuerTrutz 2020: virtual trade fair and congress format

The survey revealed that most exhibitors were in favour of a digital alternative to allow them to still use FeuerTrutz as an industry platform in 2020. "In recent weeks, what we have taken from of our many conversations is that there is still a substantial need for personal discussions and information," explains André Gesellchen, Programme and Congress Director at FeuerTrutz Network. "This is why we are already working intensively with NürnbergMesse to develop a platform for a virtual trade fair and congress format. FeuerTrutz 2020 will take place under a common virtual roof that enables congress delegates, trade fair visitors and exhibitors to participate fully and successfully at the event and provides an interactive online experience for all target groups. So please make a firm note of the dates in your calendar, because the fire protection community will be meeting for the first time online on **30 September and 1 October 2020!**"

## Save the Date: next FeuerTrutz in June 2021

The next FeuerTrutz will take place at the Exhibition Centre Nuremberg as scheduled on **23 and 24 June 2021**. "We are looking optimistically to the future and at the same time paving the way for a successful FeuerTrutz in 2021. Because we are convinced that a gathering that is a byword for personal discussions and live experiences will be more in demand than ever in the wake of this crisis. We are looking forward to being able to offer the international fire protection community the customary trade fair and congress experience again in 2021," say Stefan Dittrich and André Gesellchen. Exhibitors can now register for 2021.

For all information for exhibitors and visitors, see:

**[www.feuertrutz-messe.de](http://www.feuertrutz-messe.de)**

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