

CLOSING REPORT

2 October 2020

FeuerTrutz 2020: Complete success even in digital form

Trade fairs work even online. FeuerTrutz Digital, held on 30 September and 1 October, was ample proof of that. In recent weeks, NürnbergMesse and FeuerTrutz Network pulled out all the stops to replicate all aspects of the Trade Fair for Preventive Fire Protection and the accompanying Fire Protection Congress in digital form – with complete success. A good 38.800 chat messages and hundreds of video calls showed just how intensively the sector used the event to interact and network. In total, about 1,500 participants learned about the latest product developments from 73 exhibitors, made new business contacts and engaged with each other, supported by a smart “matchmaking” system. In addition, 30 expert lectures by exhibitors enabled visitors to expand their knowledge of passive, active and organizational fire protection. The Fire Protection Congress, held on the platform simultaneously, provided inspiration for over 700 participants in three parallel congress sections – with 40 lectures and round tables for discussions, from a live studio as well as through a stream.

“We’ve just come to the end of two fascinating days,” comments Stefan Dittrich, Director FeuerTrutz at NürnbergMesse, summing up the digital event. “We started getting positive feedback from both exhibitors and visitors while the event was still running, which made us very happy. That showed us that a trade fair in the form of a digital platform can be a success. There was a lot of praise for the company profiles, and especially for the opportunities for contact, as well as the quality of the various expert lectures by the exhibitors. We are impressed by how intensively the sector made use of contact opportunities like chats and video calls. We were able to provide the fire protection community with a valuable platform for their dialogue and information needs. But at the same time we are very much looking forward to the next in-person gathering here in Nuremberg.”

André Gesellchen, Head of the Fire Protection Programme at FeuerTrutz Network, adds: “The digital Fire Protection Congress attracted more than 700 participants – that’s an amazing result. We have also received positive feedback from the participants about the successful digital realization of the

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FeuerTrutz 2020

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

Digital
30.9. – 1.10.2020

congress. There was major interest in the 40 independent lectures on all aspects of preventive fire protection and lively participation to all lectures in the chat from the participants. All a wealth of highlights, new solutions and trends awaited discovery among the broad thematic blocks of fire protection in hospitals, fire protection in timber construction, organizational fire protection, fire protection concepts, new guidelines and legal aspects, engineering methods and plant technology.”

Save the Date:

FeuerTrutz 2021 – 10 years as the No. 1 platform for fire protection solutions

On 23-24 June 2021, FeuerTrutz and the accompanying Fire Protection Congress will celebrate their tenth anniversary at the Exhibition Centre Nuremberg. The venue for FeuerTrutz will be Halls 4 and 4A as planned, and the Fire Protection Congress will take place right next door in Nuremberg Convention Center Ost.

“Many of the exhibitors already registered for FeuerTrutz 2021 in Nuremberg during the digital event,” reports Dittrich. “That once again shows us clearly how much the sector appreciates this event.”

Security trade fairs at NürnbergMesse

NürnbergMesse has established and proven expertise in the security field. With events such as Enforce Tac / U.T.SEC – Trade Fair for Law Enforcement, it-sa and it-sa India – Trade Fairs for IT Security, FeuerTrutz – Trade Fair for Preventive Fire Protection as well as Perimeter Protection – Trade Fair for perimeter protection and also FIRE & SECURITY INDIA EXPO, it brings together a total of about 1,650 exhibitors and over 42,000 visitors from all over the world.

For more information please visit: www.nuernbergmesse.de/security

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