

24 - 27 OCTOBER 2023
DÜSSELDORF, GERMANY



Internationale Fachmesse und Kongress
für sicheres und gesundes Arbeiten.

International trade fair with congress for
safety and health at work.

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Invitation: Press Summit "Expert Talk Live" at A+A 2023

Dear Ladies and Gentlemen

We cordially invite you to the Press Summit "Expert Talk Live" at A+A 2023, which will take place on the spectacular live stage of the Fashion Show in Hall 15. Stern TV presenter Dieter Könnens will discuss the topic of "Impulses for the new working worlds" with leading experts from Fraunhofer IAO and Fraunhofer IPA as well as prominent sustainability visionaries and New Work enthusiasts.

Our high-profile guests will present their perspectives and ideas on the challenges and opportunities in the new working worlds in a lively discussion. From ergonomic innovations to digital disruption and AI to sustainability approaches, this event promises a rich and diverse discussion.

When: Tue, 24 Oct 2023

**Location: Hall 15, Fashion Show live stage (German and English)
and in live stream on the international A+A LinkedIn channel:**

<https://www.linkedin.com/showcase/72756287/admin/feed/posts/>

Start: 10:45 Meet & Greet (Finger Food & Drinks)

11:15-12:15 Press Summit "Live Expert Talk"

TitleTitle: "Impulses for the new working worlds"

12:30 Start Innovation Tour



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Düsseldorf

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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Guests in the talk are:

Dr. Urs Schneider (Division Manager and Head of Department at Fraunhofer IPA) - Topic "Ergonomics Tools of the Future".

Dr. Joerg Castor (Project Manager Workspace Innovation) - Topic "Future of Work, New Work".

Thomas Kuhn (Technology Reporter in the Innovation & Digital Department, WirtschaftsWoche) - "Digital Disruption and AI and how is technology changing our working world?"

Henk Vanhoutte (PPE expert, lobbyist, standardization expert, project manager HVC / Secretary General European Safety Federation) - "Sustainability in the field of occupational health and safety and personal protective clothing".



as well as **actor and bodybuilding champion (including Mr. Universe) Ralf Moeller**, who will be kicking off his "Motivation Handwerk" initiative with Hans Schäfer Workwear at A+A 2023, which aims to counteract the shortage of skilled workers and inspire young people to take up the skilled trades.

Afterwards, we will go on a curated innovation tour with Stern TV presenter Dieter Könnens featuring selected products and solutions from the exhibiting companies.

Please secure your place by confirming your attendance by Friday, 13.10.2023 at the latest by emailing RosingM@messe-duesseldorf.de

With anticipation and best regards,

Yours,

Lars Wismer

(Director A+A)

Yours,

Monika Kühnhenrich-Jacoby

(Press/PR Manager A+A)

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