



INTERNATIONALE FACHMESSE
MIT KONGRESS
INTERNATIONAL TRADE FAIR
WITH CONGRESS

- PERSÖNLICHER SCHUTZ
SAFETY
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SECURITY
- GESUNDHEIT BEI DER ARBEIT
HEALTH AT WORK

www.AplusA.de

Press

New START-UP ZONE for the Leading International A+A 2019 Trade Fair: Staging Ideas for Safe and Healthy Working

From 5 to 8 November 2019 everything in Düsseldorf will revolve around Safety, Security and Health at Work. The world's leading trade fair will offer a complete overview of the latest trends and products and provide important impulses for employees and employers allowing people to work more safely, healthily and efficiently in the future. Serving as the key thread for all presentations at A+A 2019 is the Highlight Route with concepts and solutions for the future of work. Here practical products such as digital assistant technologies or innovative workplace models will be showcased. More than 1,900 exhibitors from some 60 countries and over 67,000 trade visitors from all continents are again expected to attend in 2019.

Celebrating a premiere at A+A 2019 will be the international **START-UP ZONE** in Hall 10 promoting young, creative, future-oriented companies. Be it health Apps, VR goggles or high-tech textiles – there are no limits to the potential themes here. Explaining the concept Birgit Horn, Director of A+A, said: “As trade fair organisers it is important to us to enrich the A+A ranges with new ideas; this is why we promote the exchange between international newcomers to this industry and business, research and political experts.” This offer is open to international companies that have been on the market for less than five years, generate less than EUR 5 million annual turnover or balance sheet total and employ under 20 staff. It includes a whole series of services such as marketing activities for the START-UP ZONE, the flat-rate media contribution, exhibitor passes and ticket vouchers, to name but a few. For more information on inclusion in the international START-UP ZONE go to www.aplusa.de/start-up or contact Ms Anja Theiss-Wirth direct by telephone on +49 211 4560-592, or by e-mail at TheissA@messe-duesseldorf.de



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 The global
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Additional Support for German Start-ups provided by German Ministry for Economy and Energy (BMWi)

2019 will see the German Ministry for Economy and Energy (BMWi) again getting involved in the trade fair. The listing allows young German companies to have up to 60% of their exhibition expenses reimbursed as part of an aid scheme. The prerequisite for this government aid is that the start ups present new ideas in the core segments of the trade fair or improvements to existing solutions, that they have not been on the market for more than ten years, that they employ below 50 members of staff and maintain company headquarters and business operations in Germany. Their annual turnover must not exceed EUR 10 million. Within the BMWi Pavilion start-ups will have the opportunity to introduce their ideas to a high-calibre expert audience, make contacts and find relevant investors. Messe Düsseldorf organises the BMWi Pavilion and acts as a contact for interested companies. For more information go to: [BMWi](#)

A+A 2019 will be held in Halls 1, 3–5 and 9–11 of Düsseldorf Exhibition Centre and is open to trade visitors from 5 to 8 November, from 10.00 am to 6.00 daily.



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Upon publication we would appreciate a reference copy!