



Internationale Fachmesse und Kongress
für sicheres und gesundes Arbeiten.

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

www.AplusA.de

PRESS RELEASE

Smart, safe, sustainable: content creator show what tomorrow's OSH will look like at A+A 2025

Düsseldorf, 4 November 2025 – When the doors of Messe Düsseldorf open from 4 to 7 November 2025, A+A 2025 will again turn into the global stage for safe, healthy and sustainable work. For the first time, however, the world-leading trade fair for safety, security and health at work will also invite a group of leading social-media creators to participate in an exclusive tour of the trade fair on the first day of the fair. They all share one mission: to show that safety, innovation and sustainability are not contradictions in terms but form the basis for a modern work culture.

The group includes:

@Niklasonfire, @sina_setale, @stefanbergermann,

@zimmermann.annalena, @Jule.Rombey and @AllySafety.

Together, they reach out to millions of followers – addressing the topics of safety, responsibility and future where they make the biggest difference: at the heart of the community.

Content creators with an attitude: they give occupational safety a face

- **Niklas Röder, @Niklasonfire** – paramedic, firefighter and emergency management expert. On TikTok and Instagram he captivates audiences by demonstrating how modern equipment, prevention and training save lives – with passion, team spirit and technology.



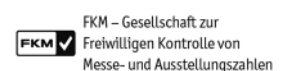
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Messe Düsseldorf:



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



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- **Sina Setale @sina_setale**– Safety & Sustainability Consultant. Student and firewoman. Boasting some 120,000 followers on Instagram and TikTok, she uses her platform to give visibility to firefighting as a voluntary service – providing insights into operational procedures, equipment and team spirit.
- **Stefan Bergermann @stefanbergermann**– Operational safety specialist and popular LinkedIn and Instagram content creator. He mixes humor with expertise to convey how companies can really embrace a safety culture.
- **Annalena May @zimmerin.Annalena**– Journeywoman carpenter, to-be master carpenter and a role model for women in skilled crafts. On Instagram she shares real construction site experiences, workwear expertise and shows that PPE can even look hip.
- **Jule Rombey, @Jule.Rombey**– Master joiner and trainer. In 2020 she was named the winner of the “Miss Handwerk” (Germany’s Power People) in Munich.
- **Maurice Odendahl, moris_odndhl**– combines his profession as a roofer (on his way to becoming a master craftsman) with a bold and authentic creator presence. In his reels he depicts everyday work in the skilled trades with passion and a sense of humor.
- **Rachel Housman, @AllySafety**– US-American OSH expert, speaker and YouTuber. With her international perspective she explains how occupational safety is becoming globally connected and undergoing digital transformation.





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Innovation with attitude – experience what protects you

During the guided influencer tour **#CreatorsForSafety #SafeAtAplusA** the creators will discover the central themes of A+A 2025:

- **Sustainable workwear and PPE containing recycled, vegan and recyclable materials**
- **AI-assisted risk analyses and smart assistance systems**
- **Smart exoskeletons and wearable robotics for ergonomic work**
- **New Corporate Fashion collections at the A+A Fashion Show blending style with utility and sustainability**
- **Live demonstrations of disaster control, fire brigade and emergency management in the outdoor area**

“Those ‘living OSH’ shape the future. The content creators at A+A will make visible how passion, know-how and team spirit shape tomorrow’s occupational safety – across industries and generations,” explains Daniel Feische, Director of A+A and its Global Portfolio.

Social Media meets leading trade fair

The guided tour will be covered/streamed live on Instagram, YouTube and LinkedIn thereby establishing a new connection between the expert world and the community. Authentic insights, the stories behind the brands and encounters with innovations will make A+A 2025 a digital experience, too.

With over 2,300 exhibitors from 69 countries A+A is the leading platform for occupational safety, corporate wear, sustainability and security at work worldwide – a place where progress becomes palpable and responsibility visible.



4 - 7 NOVEMBER 2025
DÜSSELDORF, GERMANY



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A+A 2025 – People Matter

Dates: 4 – 7 November 2025 | **Location:** Messe Düsseldorf

More information at www.aplusa.de

Secure your ticket now and become part of the global community!

https://www.aplusa.de/Tickets_Vouchers

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Upon publication we would appreciate a specimen copy.

