



Internationale Fachmesse und Kongress
für sicheres und gesundes Arbeiten.

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

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PRESS RELEASE

A+A 2025 kicks off with international media event on the Future of Work: Between Reality and Metaverse – Safe, Sustainable and Borderless?

Düsseldorf, 4 November 2025 – A+A 2025 opened its doors with the high-calibre, international media event “Live Expert Talk” on the Fashion Show Stage in Hall 15 – underlining the strength of its interactive live formats that convey knowledge, showcase innovations and promote exchange about the future of work. Leading figures from science, business and society discussed the opportunities, risks and perspectives of an increasingly digitalized world of work live under the title: *The Future of Work: Between Reality and Metaverse – Safe, Sustainable and Borderless?*

This “**Live Expert Talk**” complemented the digital **A+A Expert Talks** with exciting live discussions right on the trade fair stage. Streamed via the website and social media, this cross-media format delivers on the A+A’s claim to actively accompany the transformation of the world of work.

Panellists included **Dr. Wolfgang Beinbauer** (*Head of Business Unit, Fraunhofer Institute for Industrial Engineering IAO*), **Nienke Steen** (Director – Apparel, Textiles & Footwear, Cradle to Cradle Product Innovation Institute), **Dr. Terry Collier** (Vice President R&D Personal Safety Division, Global Engineering Leader, 3M),



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland


Telefon +49 211 4560 01
Telefax +49 211 4560 668
www.messe-duesseldorf.de
info@messe-duesseldorf.de


Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Marius Berlemann
Bernhard J. Stempfle
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

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



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Ralf Moeller (actor & ambassador of the “Motivation Handwerk” initiative) as well as **Dr. Stephan Fasshauer** (Chief Executive Officer, DGUV – German Statutory Accident Insurance), who rounded off the talk with an outlook on safe and healthy work in the digital future.

The media event and panel discussion were opened by Daniel Feische, the new Director of A+A. He explained how **A+A** and the global **Occupational Safety and Health Portfolio** have developed further as a worldwide platform for the future of work. In addition, he stressed the importance of the next generation for tomorrow’s world of work and welcomed several content creators from skilled crafts to the stage, who used the first trade fair day to collect information on current industry trends on site.

From research to skilled crafts – voices from the panel

“AI not only changes tasks but whole organisations,” emphasised **Dr. Wolfgang Beinhauer** of the Fraunhofer IAO and went on to say: “We should not fear AI but make targeted use of it – as a partner for a safe, sustainable and connected world of work. The future belongs to those who shape AI rather than avoid it.”

Nienke Steen, Director Cradle to Cradle Product Innovation Institute, sees the textile industry at a turning point: “We now have to move from aspiration to implementation. Circularity,





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transparency and regenerative materials are no longer a topic for the future but a prerequisite for it. AI can help – through smart designs, digital twins and automated sorting. Only if innovation and sustainability go hand in hand, can true progress emerge.”

For **Dr. Terry Collier**, Vice President R&D Personal Safety Division, Global Engineering Leader at 3M the interplay between technology and the human factor is the key: “Innovation is not a means in itself. Technology should create safety and trust – it has to empower people. Our task is to develop solutions that unite responsibility, efficiency and empathy.

Ralf Moeller, actor and ambassador of the “Motivation Handwerk” initiative, adds: “Skilled crafts are the backbone of our economy – creative, meaningful and full of opportunities. With our initiative “Motivation Handwerk” and in cooperation with Hans Schäfer Workwear I want to bring home to young people just how fulfilling manual work can be. Skilled crafts mean attitude, team spirit and future – and deserve more recognition.”

To conclude the discussion, Dr. Stefan Fasshauer, Director General of the German Social Accident Insurance (DGUV), contributed a concise final thought: “Artificial intelligence is both an opportunity and a challenge. It can make work safer – but it must not become a black box. We need to ensure that AI is applied in a transparent, explainable, and fair way. Only then can we shape it – instead of being shaped by it.”



4 - 7 NOVEMBER 2025
DÜSSELDORF, GERMANY



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A+A – World-leading trade fair with global portfolio

A+A is the world-leading trade fair for safety, security and health at work. Every two years it brings together international decision-makers, trade visitors as well as visionaries from industry, the skilled crafts, services, science and the political sphere in Düsseldorf. With its international trade fair portfolio in key markets such as China, Singapore, Thailand, Turkey and Japan as well as the accompanying International Congress for Occupational Safety and Occupational Medicine Messe Düsseldorf connects experts around the globe, drives innovations and shapes tomorrow's world of work.

A+A 2025 – People Matter

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

More information and tickets at www.aplusa.de



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Press contact:

Monika Kühnhenrich-Jacoby

Tel. +49 (0) 211/4560-620

E-Mail: KuehnhenrichM@messe-duesseldorf.de

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