

Press



International Specialist Retail Conference at A+A 2017: New Momentum for PPE Sales in a Digital World

From 17 to 20 October 2017 everything will revolve around Safety, Security and Health at Work in Düsseldorf. Then trade visitors from all over the world will meet for the A+A International Trade Fair with Congress at the exhibition centre. We already know for sure today that A+A 2017 will present the world's latest trends and products in the fields of safety at the workplace, health promotion at work and security management in companies. To the tune of 1,900 exhibitors will take part in the leading international trade fair and companies from all continents have registered.

Those coming to A+A in Düsseldorf in October will experience an industry in growth. The market for personal protective equipment is considered especially dynamic: it currently boasts a volume of some EUR 18 billion worldwide. 38% of this (EUR 5.8 billion) are accounted for by EU markets, EUR 1.8 billion by Germany alone. Experts expect the market to continue growing.

At A+A 2017 international specialist retailers for personal protective equipment will find a complete overview of innovations – and more new impulses for their business than at any other event. Here the international PPE Specialist Conference entitled “New Momentum for PPE Sales in a Digital World” this year also plays a pivotal role. On 18 October the Conference will take place from 9.00 am to 2.00 pm at Congress Center Süd (CCD. Süd) at Düsseldorf exhibition centre. Speakers from **Amazon Business, Lyreco, Honeywell Safety and Productivity Solutions Inc., Uvex Safety Group** and **Zamro**, to name but a few companies, and from the **Employers' Liability Insurance for the Construction Sector** will discuss with specialist retailers from throughout the world the challenges posed by the speedy growth of e-commerce, in particular. New regulations governing PPE and

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**Safety, Security and
Health at Work**

International Trade Fair
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www.AplusA.de



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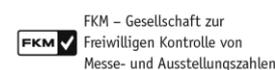
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cooperation possibilities between manufacturers and dealers also feature on the agenda.

The lectures of the international specialist trade conference will be in English. Tickets cost EUR 110 online, and EUR 135 on site in Düsseldorf. Tickets include participation in all lectures of the specialist conference, a snack lunch and admission to A+A 2017.

Further details are available online at <http://www.AplusA.de>

A+A 2017 will be open daily, from 17 to 20 October, 09:00 to 18:00 hrs.

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