

CLOSING REPORT: ALTENPFLEGE 2011 confirmed as leading exhibition

- Over 34,000 trade visitors on three days of exhibition
- Exhibitors made new business contacts

The ALTENPFLEGE 2011 exhibition in Nürnberg ended on 14 April after three successful days and exactly 34,109¹ trade visitors. “This is a super result and shows once again that ALTENPFLEGE is the Leading Exhibition for the Care Sector,” says a delighted Thorsten Renken, Event Services Manager at Vincentz Network, the organizer of the exhibition.

683 exhibitors in six exhibition halls showed the latest products and services for professional care. Top experts discussed current and controversial issues in the care sector with interested participants at the accompanying congresses and forums. One of the highlights at the exhibition was the special show “aveneo - avenue of innovations” in hall 3, which presented pioneering care products and solutions.

Popular with visitors: the supporting programme at the exhibition

The Live Chef’s Arena at the Catering and Housekeeping Forum on 13 April with the friendly and entertaining TV star chef Mario Kotaska and institutional catering expert Herbert Thill was very well attended. Another big attraction was the “Movement in Elderly Care” action area in hall 4, where elderly people showed gymnastic exercises each day. The CareerCenter in hall 3 with its forum and job market packed with over 200 vacancies attracted a big response among the visitors. A free table was a rarely to be found in the Viennese cafe organized in hall 4 by the exhibition’s partner country Austria.

Nine out of ten exhibitors made new business contacts

The exhibitors were delighted with the full exhibition halls and well-visited stands and the results of exhibiting encouragingly often exceeded their expectations. In a survey conducted during the exhibition, 93 per cent said they had reached their major groups of customers at ALTENPFLEGE. Nine out of ten exhibitors made new business connections at the exhibition, and 91 per cent of them expect good follow-up business.

[Read the exhibitors’ opinions on ALTENPFLEGE 2011 too](#)

Eight out of ten visitors are involved in deciding new purchases

The exhibitors said that not only the number of visitors was right, but the quality too. The visitors, a third of whom hold management posts in outpatient and inpatient elderly care, were pleased with the extensive spectrum of products offered at the exhibition and with the top presentations at the congress and forums. A survey shows that eight out of ten visitors influence purchasing and procurement decisions. The visitors work mainly

in the following institutions and companies: old people's/nursing homes (63 per cent), home care services and welfare institutions (16 per cent), hospitals/clinics (5 per cent), therapeutic institutions (3 per cent), sheltered housing (2 per cent) and medical supply stores (1 per cent).

Leading figures from politics, industry and science at opening ceremony

At the ceremonious opening on the eve of the exhibition, 11 April, the Bavarian Minister of Social Affairs Christine Haderthauer called for the nursing care insurance scheme to be made fit for the future, the care profession to be made more attractive and excessive bureaucracy to be abolished. "It is unacceptable when care staff spend more time on documentation than looking after people." Thomas Greiner, President of the Arbeitgeberverband Pflege (Care Employers Association) and Chief Executive Officer of the Dussmann Group, aptly expressed the urgency of the lack of skilled care staff when he said "the place is burning down!" All institutions are desperately looking for skilled staff, according to Greiner, who described ALTENPFLEGE as the most important exhibition for the care sector. He summarized: "Besides a radical change of image and a higher training rate, future-orientated care needs immediate recognition of qualifications obtained in the EU countries." Prof. Dr. Bernd Raffelhüschen, Director of the Institute of Economics and Finance at Freiburg University, declared: "The nursing care insurance scheme is not a generation contract, but an inheritance preservation programme for German small and medium enterprises."

ALTENPFLEGE INNOVATION AWARD 2011 for dementia chair

The Thevo Chair for dementia sufferers from Thomashilfen was presented with the ALTENPFLEGE INNOVATION AWARD 2011 at the exhibition. The jury justified its decision as follows: "The Thevo Chair is a piece of furniture with that certain something extra - a new kind of rocking chair in which the chair and footstool rock." The jury awarded special merits to two further entries in the competition, the Mooia Care illuminated canvas pictures from procedes and a game from HeiMaP called "Ne gute Figur" (A Good Figure) for people with dementia. The award ceremony, which was presented by Monika Gaier, Chief Editor of the Altenheim magazine, took place at the exhibition in Nürnberg on 13 April.

Roland Moehrke is "Elderly Care Hero 2010"



With 2,138 votes in an online survey by the elderly care magazine *Altenpflege*, Roland Moehrke of Hamburg was chosen as the winner of the competition and thus "Elderly Care Hero 2010". Moehrke is residence manager of a department of "Pflegen & Wohnen Betriebs GmbH" in Hamburg with the agreeable name "Altona... as colourful as life". He set up this department almost 20 years ago with the support of dementia specialist Jan

Wojnar. Second place with 1,182 votes went to occupational therapist Arite Bolender from the “Residenz Ambiente” elderly care centre in Berlin, where she organizes occupational activities (e.g. readings, quiz shows) and unforgettable outings (e.g. picnic in the park, museum visit) for the residents and their escorts. The border collie mongrel Rocky from Eschweiler near Aachen won 3rd place with 1,049 votes. His prize was accepted by his mistress Dagmar Burczyk, who together with Rocky visits residents in the “Aachen Urban Region’s Elderly Care Centre” for two hours every week. Rocky himself was unable to attend the presentation ceremony, as he was suffering from a laceration of his knee capsule.

Save the date: The next ALTENPFLEGE takes place on rotation in Hanover from 27-29 March 2012. ALTENPFLEGE returns to Nürnberg again in 2013.

[Read the exhibitors’ opinions on ALTENPFLEGE 2011 too](#)

¹ (2010 in Hanover: 30,936 visitors; 2009 in Nürnberg: 34,687 visitors).

The figures for exhibitors and visitors were checked and certified by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Berlin.

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