



Press Release – Final Report

A+A in Düsseldorf continues its Upswing: More than 63,000 Trade visitors made for a Great Mood in the Halls

Growth Markets Burgeoning – Healthy and Motivated Staff are a Key Competitive Factor

Running four days the A+A in Düsseldorf came to a close on Friday (08/11) with a new increase in visitor numbers as well as a further rise in interest from international visitors. This means it has impressively underlined its leading global position as a market and communication platform for health and safety at work. Over 63,000 trade visitors (2011: 60,100) came here to gather information on the latest trends in the focal areas of the trade fair: Safety, Security and Health at Work and Special Equipment for Disaster / Emergency Management. “More than one in four visitors came from abroad. Our partner land activities launched in 2009 are generating valuable contacts both in political and commercial terms. These contacts help our exhibitors to open up attractive growth markets,” said Joachim Schäfer, Managing Director at Messe Düsseldorf, delighting at the great response from visitors and the high acceptance of A+A internationally.

After Russia (2009) and Poland (2011) this year’s partner country at A+A was Turkey. A working population of 23 million means great user potential, particularly in personal protective equipment and Corporate Fashion. Halil Etyemez, Turkey’s Deputy Minister for Labour and Social Security, talked at A+A 2013 of the enormous efforts his country is making to improve health and safety at work by means of a stricter legal framework and very far-reaching occupational safety provisions.

Relations with Turkey at the political and occupational safety level are to be further intensified. In cooperation with the Turkish Ministry of Labour and Social Security, Messe Düsseldorf will be organising with its

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Mitgliedschaften der
Messe Düsseldorf:



The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

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



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Turkish foreign representation the first Turkish Occupational Safety + Health Exhibition (TOS+H Expo) in Istanbul from 5 to 7 May 2014.

Good Mood in the Halls – Market on Course for Growth

“The A+A has given another strong boost to business in our dynamic sector. The halls saw large visitor numbers across all days of the fair. Anyone coming to A+A is very quality-focused. Our customers invest in the safety of their staff, ensure great wear comfort, appealing design and suitability of application for their protective equipment and clothing,” said Klaus Bornack, President of the Trade Fair Advisory Board at A+A 2013 and Managing Director at Bornack GmbH & Co. KG, summing up the good mood of the suppliers in the halls. Werner Heitmann, Head of Communication & Sales Marketing Europe Central at Dräger, draws an equally enthusiastic conclusion: “The trade fair is excellently organised. The quality and quantity of customer contacts are very satisfactory. The international spread of the audience is also increasing. Response to the congress was also very good. In short we are satisfied all-round.”

The market signals are also positive. According to findings from a survey carried out by macrom and presented at A+A, the market volume for PPE (personal protective equipment) in Germany stands approximately at an annual Euro 1.7 b. This corresponds to growth between 2004 and 2012 of 35%.

Prevention provides Economic Edge

In parallel to the trade fair the international A+A Congress this year counted some 6,000 participants and thereby also sent out both positive and clear signals. As with the international conference of the International Labour Organization (ILO), the focal point lay here on prevention, the recognition of occupational illnesses and the correct treatment of those affected. “Prevention is an investment in the future. Maintaining and promoting the health and performance of employees is gaining importance internationally for companies, social security and in the political sphere,” said Bruno Zwingmann, Managing Director at the

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German Federal Association for Occupational Safety and Health (Bundesarbeitsgemeinschaft für Sicherheit und Gesundheit bei der Arbeit e. V.), summing up the core statements at A+A 2013. A safe and healthy working environment, he said, decisively contributed to companies' innovative and competitive edge.

Against the backdrop of demographic developments multiple concepts are required – as stressed by Dr Christa Sedlatschek, Director of the European Agency for Safety and Health at Work (EU-OSHA), on her visit to A+A: “We need to have a positive impact on fitness for work. This impacts issues such as work structuring, work organisation, mental health, juggling work and family life, job security or even the better integration of migrants.” Thinking in age-related terms is not just thinking about the elderly, Dr Sedlatschek continued: “Young people are the old people of the future. We should endeavour to win them over in favour of safety at work and prevention.”

Trend Barometer A+A – Hip Colours, High Quality

Without doubt suppliers have recognised the sign of the times. On a tour round the exhibition halls at A+A 2013 everyone was able to convince themselves of their wealth of ideas. A good 1,600 exhibitors from 55 nations, more than ever before in the history of the event, presented the entire range of products and services for personal protection, healthy working in the most varied of activities as well as for the realisation of smooth operating procedures. A considerable trend – and one particularly likely to appeal to young users – is the dovetailing of fashion and function. Even protective footwear in the highest safety category is now indistinguishable from trendy leisure sneakers thanks to hip colours (from bright blue and purple to neon green), low weight and comfort-focused fit.

Even if the design cleverly masks the protective function here, the functionality of the PPE deserves closer inspection. Modern fabrics and high-quality, high-tech materials make for durability, easy care, pleasant

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wear comfort as well as good (body) climate on every assignment. Assignment-specific features such as custom-fit pockets for tools, measuring devices or mobile telephones increase wear acceptance levels further. Overall a holistic approach dominates. The combination of different, inter-coordinated equipment components provides optimum safety. Worth mentioning here for instance are multi-functional protective helmets which have slots for a wide variety of tools for different application purposes – from hearing protectors and head torches to eye protection.

Corporate Fashion is also very much on trend. An overview of the trendy colours, styles and materials of this very fashion-focused clothing with its less pronounced protective function – that is primarily in demand in service sectors – featured in the trade fair's very well attended daily presentations at the A+A fashion show.

A special live experience in terms of conveying Best Practices was also provided by the other Theme Parks at A+A. Ergonomics and healthy workplace design in various sectors were at the focus of the Theme Park WorkplaceDesign. Concepts, product innovations and services for the handling of hazardous substances, as well as PPE were focalised in the Innovation Park Safety & Security. Fire prevention and safe behaviour in the event of an accident also generated great interest in the presentations of the Theme Park Disaster and Emergency Management (organised by Works Fire Brigade Association Germany (Werkfeuerwehrverbandes Deutschland – WFV).

All press information, background articles as well as press photos on A+A 2013 can be found online at: <http://www.AplusA.de/press>.

The next A+A will be held from in Düsseldorf from 27/10 to 30/10/2015.

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