



Press Release No. 9

A+A 2013 in Düsseldorf posts Record Number of Bookings – 1,600 Exhibitors from 55 Nations

Corporate Health & Corporate Fashion in Special Focus this Year

A+A 2013 running from 5 to 8 November will kick off in Düsseldorf with new record bookings thereby continuing on course for success. The some 1,600 exhibitors at this leading international event for health and safety at work (trade fair + congress) have booked more space than ever before in the history of the event – 60,655 m² (A+A 2011: 57,584 m²). They will present a comprehensive product and service spectrum highlighting the event's focal themes: Safety at Work, Corporate Health, Special Equipment for Disaster Management and Health at Work. Two-thirds of exhibitors feature in international participations. The greatest demand for space after Germany (28,500 m²) comes from Italy (4,600 m²), China (3,300 m²), Great Britain (3,200 m²), France (2,830 m²) and the Netherlands (2,000 m²).

Certain aspects will move even more into focus this year, as Messe Düsseldorf Managing Director Joachim Schäfer explains: "The Corporate Fashion/Image Wear market is seeing particular growth. For this clearly fashion-focused area of work and protective clothing we will be attracting new target groups to A+A with our exhibitor range and the A+A fashion show – for instance, decision-makers from companies needing custom-designed ready-to-wear clothing."

Against the backdrop of demographic change as well as generally increased health awareness one classic theme in the A+A range is also gaining even more ground. "Ever more companies are recognising that corporate health management is a key success factor – as a means to maintaining staff productivity and countering both physical and mental stress. A+A presents the entire spectrum in Corporate Health," stresses

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The global
Association of the
Exhibition Industry



Ausstellungs- und
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- 2 -

Birgit Horn, Director at Messe Düsseldorf for A+A, with reference to the range at the trade fair, the congress, the accompanying conference of the International Labour Organization (ILO) and the special shows.

The range here spans healthy nutrition, relaxation methods, drug prevention as well as fitness programmes.

WorkplaceDesign Theme Park presents Best Practices

Whether it is due to excessive workloads, communication pressure through e-mail overload, on-going personal availability, lack of recognition, poor teamwork or non-ergonomic workstations – here proper management behaviour and suitable workplace design and work organisation are required. A+A 2013 will show how these issues can be dealt with.

For instance, the Theme Park WorkplaceDesign in Hall 10 will specifically focus on the theme of ergonomic workplace design and demonstrate exemplary solutions for various sectors along with stress profiles ranging from office workplaces, assembly lines, logistics packing stations or medical labs. A forum within the Theme Park will present lectures on “Best Practices” from companies themselves. The range of exhibitors focusing on Corporate Health will also be grouped together in Hall 10 at the Corporate Health Plaza and will be suitably highlighted in design terms for the benefit of visitors.

Corporate Fashion sets Fashion Accents

As the world’s most important platform for personal protective equipment and protective clothing A+A has clearly also improved its position in corporate fashion and image wear – also thanks to an increasing convergence between protective clothing and workwear – and is now among the most important international events in this segment. This is demonstrated not only by the exhibitors representing a wide range of manufacturers, but also system suppliers (full-scale

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- 3 -

service providers) and suppliers of fabrics and materials for the textile industry.

The significance of corporate fashion/image wear – i.e. strongly fashion-focused workwear where the protective function plays a minor role – will continue to grow in the years ahead. This is because custom-designed ready-to-wear clothing is a good way for the visual “transportation” of corporate image.

The winning cards suppliers have up their sleeves in terms of quality, functionality, wear comfort and the current fashion trends will be presented as an integral part A+A in the form of the A+A Fashion Show (at the Live Pavilion by Hall 4).

“Safety & Security” – Clear Segmentation at A+A

Eight halls at the Exhibition Centre will be fully occupied at A+A 2013. Assignment to each hall will follow clearly thematic lines, based on the main walking routes taken by visitors. Exhibitors of personal protection equipment (Safety) will occupy Halls 3, 4, 5, 7.0, 9 and 10.

The parallel walking route to the “Safety” ranges for personal protection will be the “Security” themes Corporate Security and Special Equipment for Disaster Management in Halls 6 and 7a. Here the Theme Park Occupational Fire Prevention and Disaster Management (Hall 6 in partnership with German Association of Plant Fire Services - (Werkfeuerwehrverband Deutschland – WFV) as well as the Innovation Park Safety & Security (Hall 7a) will also impart know-how in a lively setting with live demonstrations and presentations of innovative products and services.

Partner Country Turkey

Every fourth visitor to A+A recently came from outside Germany. To keep moving ahead with the fair’s globalisation strategy, one particular country is regularly highlighted as an A+A partner country each year, for

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- 4 -

instance, Russia in 2009 and Poland in 2011. The partner country at A+A 2013 will be Turkey. 4 million people working here in the textile industry alone, a large working population with over 23 million employees, above-average economic growth over the last few years and also ambitious political targets and new laws to improve occupational health and safety standards mean the country is seen as a lucrative future market for suppliers of protective equipment and for safety and security solutions. In focus of the activities surrounding the partner land will be a German-Turkish dialogue on health and safety on 5/11 with the participation of important professional associations, institutions and government such as a delegation from the Turkish Ministry of Labour and Social Security. This delegation will be led by Halil Etyemez, Deputy Minister of Labour and Social Security in Turkey.

A+A Congress and ILO Conference

Another integral part of A+A, in addition to the trade fair and its Theme Parks, will be the international A+A Congress, which attracted over 5,000 delegates last year. In a good 60 series of events it will cover the areas of health, safety and ergonomics. Highly respected internationally, the ILO Conference (International Labour Organization) will once again form an integral part of the A+A Congress as a dialogue and information platform on worldwide trends in prevention. A main focus this time lies on occupational diseases and the title of the conference (with simultaneous interpretation) aptly sums this up: "Making Visible" – Recognition, Prevention and Compensation of Occupational Diseases.

Young Talents – the Talent Initiative at A+A

For students A+A 2013 offers special opportunities. The talent initiative "young talents" at A+A brings companies and young staff together and shows attractive ways to enter professions in this, a key future industry. Via the A+A Internet portal (http://www.AplusA.de/young_talents) students can gather information on current job offers at exhibiting

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- 5 -

companies. And A+A 2013 then already provides the ideal opportunity for initial personal discussions.

A+A was launched in 1954 as an event focused on “Occupational Health & Safety and Occupational Medicine” held every two years. The core target group includes experts in occupational health and safety and security management, HR managers, buyers from industry, works doctors, owners of small businesses, staff councils, works committees, fire brigades, relief workers and the police force.

All information on A+A 2013 can be found online at:
<http://www.AplusA.de>.

Dates for A+A 2013: 5 – 8 November

Opening Times: 9.00 am – 6.00 pm

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