

## **Combining forces and networks to drive the energy transition**

### **GET NORD 2024: Vigorous growth confirms leading role of the trade fair**

Hamburg, 23 November 2024 – Digitalisation, AI, energy and heating transition, smart buildings, decarbonisation, drinking water hygiene: From 21 to 23 November 2024, GET NORD in Hamburg again highlighted the current technologies and forward-looking trends in the building systems, heating and sanitation sectors. And once more the industry fair lived up to its reputation as the national leader in network-building across the electrical and building services trades, showcasing the multifaceted opportunities arising from ever closer cooperation between the individual disciplines to an enthusiastic audience of roughly 39,000 visitors. In three busy trade fair days, GET NORD underlined its position as a major source of inspiration to the electrical and building systems industry and as a leading building systems engineering fair in northern Germany.

### **Unique show of breadth and depth of building systems technology**

With more than 650 national and international exhibitors present plus roughly 50 exhibition stalls representing cooperation partners, companies and industry associations, the 2024 GET NORD – for the first time occupying as many as nine exhibition halls – was a show of superlatives. Not surprisingly, **Heiko M. Stutzinger**, CEO of Hamburg Messe und Congress, gives a highly positive summary: “For 16 years, GET NORD has been bringing together all the key stakeholders of the building services sector: Architects, designers, engineers, trades and manufacturers. And the fair keeps growing – in terms of scope, exhibiting companies, the exhibition space and, not least, visitor numbers. The variety of technologies and innovations we have been able to bring to Hamburg’s exhibition campus is unique, and I find this truly exciting.” For **Dr Melanie Leonhard**, Senator for Business and Innovation of the Free and Hanseatic City of Hamburg, digital solutions in particular are key to greater energy efficiency: “The energy and heating transition in buildings can only be accomplished successfully if we seize the opportunities offered by digitalisation.” **Danny Enwerem**, Director GET NORD, adds: “As far as building engineering solutions specifically for the energy transition and CO<sub>2</sub>-reduced heating are concerned, there is no way around GET NORD. With more variety on display than ever, this is the common platform for the building services and electrical industry to present and learn about current trends, exchange information, build knowledge, and of course, network.”

### **A clear mission: focus on building networks**

The emphasis at this year's GET NORD was on further integrating the networks of the electrical, heating, sanitary and air conditioning trades. Exactly the right approach, says **Heiko Nass**, President of the northern German electrical and computer engineering trade organisation NFE: "In times of increasing requirements for sector coupling, the electrical trade becomes a key link between all the other trades. GET NORD 2024 demonstrated in impressive ways how electrical and building engineering can combine to create efficient, sustainable, smart buildings. We are looking at the future with optimism because we see enormous opportunities. The electrical trade has been and will be the driver of both, the energy transition and digitalisation." **Jens Wagner**, Head of Hamburg's building services craft guild SHK Hamburg, adds: "The sanitary, heating and air conditioning sector again collaborated with the electrical trade to showcase innovative solutions to the challenges of the energy transition. GET NORD provided industry experts with the opportunity to grow their networks and jointly work on bringing renewable energy to the consumer. The focus was on exchanging knowledge and experiences to drive integration of renewable energy with our infrastructure."

In the opinion of **Markus Staudt**, Managing Director of the German national heating industry association (BDH), GET NORD 2024 succeeded in raising its already high standards even further: "GET NORD placed an exclamation mark at the end of the trade fair year 2024. For three days, we experienced well-filled halls, inspiring interaction and productive conversations. Many discussions at the BDH stall revolved around the current political framework, such as the new German Building Energy Act, government subsidy programmes, or communal heating schemes. There is still a considerable need for information, especially at the consumer end. It has become evident that GET NORD's concept of combining the building services and electrical trades is as successful as ever, not least because it accounts for the 'integrated home'."

**Jeanne Forget**, Sales and Marketing Manager at Hager Vertriebsgesellschaft mbH & Co. KG, likewise stresses the benefits of the combined exhibition: "As the industry's key meeting place, GET NORD brings together all the major stakeholders who drive the implementation of the energy transition. We as companies provide the comprehensive solutions to prepare buildings for the use of renewable energy. GET NORD is the ideal platform to experience innovations and jointly build the future of building services technology."

### **GET NORD inspires the younger generation, addressing women in particular**

Some of the most popular attractions at the fair, especially among younger visitors, were the PowerPark and TechnikPark areas where trainees in the electrical and building services trades were able to try out in a playful manner some of the skills they had acquired. The Creator Stage, dedicated to the digital transformation, recruiting of skilled professionals, and the use of social media in the trades and crafts sector, was another favourite that inspired plenty of conversations between representatives of different disciplines.

The start-ups section, where 13 young companies showcased their innovative products, services and business models, was likewise well-frequented. At many other places throughout the fair people discussed how the electrical and building services trades can be made more attractive to women.

“This is an important issue,” says **Kathrin Aehling**, Vice President Channel & Marketing DACH at Schneider Electric GmbH. “Yet again, this year’s GET NORD was a successful fair for us. As for me personally, the show is always a great opportunity to network and exchange views and ideas with other women in the industry. Because there are still not enough of us by far. It is up to us as an industry to promote these vocational jobs to women, for example, electronics technician for building systems integration. Only by working together will we be able to bring more women to our industry.”

The next GET NORD will take place on the Hamburg Messe und Congress exhibition campus from 19 to 21 November 2026.

The numbers mentioned are preliminary estimates based on statistics from the last day of the event, 12 o'clock noon. For Information about GET NORD please visit [www.get-nord.de](http://www.get-nord.de). For more testimonials and photos from GET NORD please visit the [download section](#). Visit us on: [LinkedIn](#) – [Facebook](#) - [Instagram](#)

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