

Provisional Post-Show Report

10th anniversary of GET Nord

GET Nord has established itself as the showcase of networked building engineering in Germany

Hamburg, 24 November 2018 – GET Nord was held at the Hamburg Messe site from 22 to 24 November, coming to a successful close on Saturday. More than 500 exhibitors from 15 nations presented a comprehensive range of innovative products, interdisciplinary system solutions and services. Some 40,000 visitors came to get information on the industry trends from the exhibitors and in special shows and dedicated forums.

“We launched GET Nord in 2008, developing a show format which remains unmatched in the German expo scene”, said Bernd Aufderheide, President and CEO Hamburg Messe und Congress. “It is evident today that the networking of sectors and products has long since become reality in building engineering. We are delighted that we have been able to give this development a forum for ten years now.”

Positive conclusions by visitors, exhibitors and associations

The results of the visitor survey confirm once more the validity of this innovative trade show concept – some 90% of visitors rated GET Nord as “good” or “excellent”. Likewise, some 90% of visitors said they would recommend GET Nord to others. And 95% also said that GET Nord is the leading show for the industry in North Germany, presenting the whole range of building engineering.

Exhibitors also drew positive conclusions, expressing great satisfaction at the quality and quantity of visitors. Fritz Schellhorn, Master of the Hamburg Guild Association for Sanitation and Heating Engineering, summarises: “All the exhibitors in the sanitation, heating and air conditioning sector in Hamburg are highly satisfied. And we have also received positive feedback from the industry. We have kept up the positive impetus from the 2016 event. GET Nord is now an established fixture.”

This view is confirmed by Frank Gedwien, Messemarketing Franz Kaldewei – “This is our second time at GET Nord, and we are very happy with the way the trade has developed. We had a good flow of visitors all the time. Specifically for our business in Northern Germany, this trade fair is a vital instrument for gaining and retaining customers in the region.”

In the heating segment, GET Nord once again presented the whole range and innovative capacity of the German heating industry – from



established technologies to the latest trends and product solutions such as biomass boilers, fuel cells, heat pumps and solar heating systems. “The ten-year success story of GET Nord will continue,” said Andreas Lücke, Director of the Federation of the German Heating Industry (BDH). “This high-tech show is characterised by close interaction between efficiency techniques and renewable energy sources on the one hand, and by digital technologies on the other hand. GET Nord is an outstanding platform for the German heating industry to engage in dialogue with contractors.”

Dr. Alexander Wuthow, Sales Director at Junkers Bosch, expressed great satisfaction – “Junkers Bosch has made optimal use of GET Nord, with a well-attended stand showing how simple, revolutionary and networked heating systems are today. We have convinced customers in the North with our products and services, scoring well in all areas from electric water heating systems to our new partner portal, to the latest heat generating systems.”

GET Nord presented the full range of smart-home technologies, the latest in lighting design and innovative LED systems. “We are very pleased with GET Nord 2018,” said Martin Hildebrandt, President of the North German Federation for Electric and Information Technology. The range of subjects and products was impressive, demonstrating once more the dynamism of our industry. Visitors to GET Nord were able to get first-hand experience of the key developments in the electro-industry, such as intelligent networking, energy efficiency, innovative lighting technology, smart control systems and safety, all on show at the “E-House” special show, which gives a good overview of the potentials of electrical technology today.

Exhibitors in the electric sector were also very satisfied. “Our stand was a real crowd-puller, as in previous years,” said Tim Hajens, Head of Northern Region at Hager Betriebsgesellschaft. “We are in good company here, and that is a mutual benefit – the combination of different sectors is one of the factors that makes this show so interesting. Visits by classes from vocational schools are always a positive extra. The ‘PowerPark’ workshop area and of course our own space there were full to bursting point. And we are particularly pleased that the apprentices then come to our stand.”

Successful premiere – GET Nord Planners Arena convinces visitors with an ambitious programme

A highlight in this year’s supporting programme was the GET Nord Planners Arena – a new conference format for building engineering and electrical system planners. The great programme diversity and the mix of networking, know-how transfer and inspiration were welcomed with enthusiasm by visitors.

Another programme highlight was the International Architecture Forum, held for the sixth time at GET Nord. This event, hosted by ArchitekturCentrum Hamburg, focused on “Architecture – Reclamation for the City”. It has become a key meeting point for the international architecture scene. Volker Roscher, Managing Director of ArchitekturCentrum, sees GET Nord as the ideal setting for the ArchitekturForum and thus for exchanges between architects, the industry and the trade contractors.

The next GET Nord will be held from 19 to 21 November 2020 at the Hamburg Messe und Congress site.

For more exhibitor opinions and information on GET Nord, please visit www.get-nord.de

Press contact:

Andrea Heyden, Tel.: +49 40 3569 2446

E-mail: andrea.heyden@hamburg-messe.de