

Internationale  
Fachmesse  
»Ideen-Erfindungen-Neuheiten«  
**4. - 7. November 2021**  
Messe  
Nürnberg

International  
Trade Fair  
»Ideas-Inventions-New Products«  
**4 - 7 November 2021**  
Exhibition Center  
Nuremberg, Germany



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## Press Release

# The iENA Inventors' Fair is ready for the return of trade fairs!

Preparations for the trade fair “Ideas – Inventions – New Products” iENA Nuremberg have already been underway for a number of months, and now the Bavarian State Government has named 1 September as the latest date for the official fair restart in Bavaria, thus giving exhibitors, visitors and all partners and supporters of the iENA more certainty for their planning. Hygiene concepts have been prepared and will be kept constantly up to date. The iENA will take place from 4 to 7 November 2021 at the Nuremberg Exhibition Centre and once again will run parallel to the Consumenta consumer fair.

**Nuremberg** – On 18 May 2021, the Bavarian State Government defined further re-opening measures and in doing so gave a date for the restart of the trade fair sector: from 1 September 2021 at the latest, trade fair operations can resume in Bavaria. The managing directors of iENA’s organiser AFAG – Henning and Thilo Könicke – are delighted by this clear signal from the Bavarian State Government, which paves the way for a restart of the trade fair sector: “The 1st of September as the official starting date for trade fair operations finally gives our exhibitors, visitors and partners the security they need to prepare for their fair participation in autumn 2021. The first pilot fairs will already be held in advance over the summer. We’re in close contact with the responsible authorities and are adapting our framework hygiene concept to the latest conditions. In addition, the steady progress in vaccination gives the fair restart a solid foundation. We’re delighted that we can finally do trade fairs again in autumn and thus get the number one trade fair country back on track”.

The iENA Inventors' Fair stands for the international inventive spirit like no other event. The fair will take place from 4 to 7 November 2021 at the Nuremberg Exhibition Centre and will present inventions and innovations for all areas of life. Creative minds, clever inventors and investors meet in Nuremberg at the iENA Inventors' Fair.

iENA project manager Sandra Hübner has already been busy preparing for this year's event for several months: "Especially in times of crisis, it's important to remain innovative. Many inventors and developers have used the past year to put new ideas and concepts into practice. That's why we're really pleased that – after such a long time – all these creative minds will once again have the opportunity to present their projects and inventions live at iENA 2021 and to make contacts with investors, dealers and consultants".

On 4 and 5 November, iENA will be accompanied by the **Innovation Congress**, which is dedicated to the power of innovation and successful innovation management and will help people jettison habitual ways of thinking. Creativity is the focus at the "**Hack & Make**" **Creative and Technology Fair**, which will also take place in parallel on 6 and 7 November: this is where technology enthusiasts, creatives, tinkerers and the curious will be able to deepen their expertise, learn about new things and make contacts. After a year without an iENA, the Inventors' Fair will take place from 4 to 7 November 2021 at Nuremberg Exhibition Centre. The iENA will run parallel to the Consumenta consumer fair (30 October to 7 November).

Up-to-date information can be found at <https://www.iena.de/en/>

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