

Messe Karlsruhe is expanding its portfolio of medical and therapeutic events

Messe Karlsruhe acquires rights to IRMA – greater reach and more in-depth customer dialog possible

Karlsruhe, 05.11.2024. The upcoming edition of the rehabilitation and mobility fair IRMA in Bremen from June 26 to 28, 2025 will be the first to be organized by Messe Karlsruhe in collaboration with Escales GmbH.

“By organizing three related trade fairs at two additional locations in the future – REHAB, IRMA Bremen and IRMA Hamburg – we will be able to expand our geographical reach and our field of expertise nationally, tap into new target groups and intensify the dialog with the industry. The Karlsruhe trade fair and congress location will also benefit from this, increasing its national profile,” says Britta Wirtz, managing director of Messe Karlsruhe.

Medical and therapeutic events have a long tradition at the Karlsruhe Trade Fair Center. With the European Trade Fair for Rehabilitation, Therapy, Care and Inclusion REHAB, founded in Karlsruhe in 1980, and the therapists' congress CON.THERA, which has been taking place in parallel since 2022, the Karlsruhe Trade Fair Center provides a unique platform for both private and trade visitors from the fields of therapy, medicine, care, and rehabilitation and orthopedic technology. Numerous organizers also choose the Karlsruhe Trade Fair Center as a partner for hosting their medical conferences due to its high level of service and in-depth expertise, most recently at the 40th annual conference of the Society for Vascular Medicine. They benefit from a large network of numerous renowned institutions at the Karlsruhe research location, which the Karlsruhe Trade Fair Center has maintained as an organizer for many years.

Annika Gehrmeyer, Team Lead Medicine & Health at Messe Karlsruhe, adds: “Our aim is to further expand IRMA's existing strengths and to continue to increase its relevance for the target group in the north as a trade fair close to home. In addition, the interaction with our REHAB offers numerous benefits for our exhibitors and partners, such as an increased reach through our presence in northern and southern Germany, in order to reach the right visitor target groups in each case”.

IRMA will continue to take place annually, with Messe Karlsruhe as the organizer, and will alternate between Messe Hamburg and Messe Bremen. The Escales GmbH team will continue to work closely with customers and partners for IRMA 2025 and will take over the organization of the trade fair as usual.

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Pascal Escales, managing director of Escales GmbH, adds: “ The team at Messe Karlsruhe has an excellent understanding of the industry's needs and shares our customer-centric philosophy. We are grateful to have found such a competent partner.”

About Messe Karlsruhe (www.messe-karlsruhe.de)

Karlsruher Messe- und Kongress GmbH is a subsidiary of the city of Karlsruhe. Around 300 events, including more than 40 trade fairs with almost 8,000 exhibitors, attract up to 800,000 visitors annually to the nine halls at the two locations in the city center and on the exhibition grounds. Whether for art lovers, digital natives, commercial vehicle fans or companies from the recycling industry – the Karlsruhe Trade Fair Center offers its guests from the Karlsruhe TechnologyRegion, Germany and the world a diverse program. With the takeover of IRMA, the Karlsruhe Trade Fair Center is organizing a trade fair at another location for the first time.

About REHAB (www.rehab-karlsruhe.com)

REHAB Karlsruhe provides impetus and showcases technical developments for improving the quality of life and participation of people with disabilities. It has been a fixed date in the industry's calendar for almost 45 years and, held every two years, is the most important platform for high-quality mobility aids and children's aids from Germany and other European countries. This is where the various specialist areas of the aid industry meet to exchange ideas across disciplines and discover the latest trends, therapy options and innovations in the industry. At the last event in 2023, the trade fair recorded around 12,000 trade and private visitors. Over 300 exhibitors from 17 countries presented their products and services in the fields of rehabilitation, orthopaedic and medical technology, care and therapy in three exhibition halls. The next REHAB will take place from May 22 to 24, 2025.

About IRMA (www.irma-messe.de)

IRMA is a trade fair for people with disabilities, wheelchair users, senior citizens, people in need of care and their relatives. It offers people in northern Germany products and services to improve their quality of life and increase their independence. The trade fair takes place annually at the Hamburg and Bremen exhibition centers, alternating each year. Most recently, the organizing company Escales GmbH counted 130 exhibitors with around 9,500 participants at the Hamburg exhibition center. The next IRMA Bremen will take place from June 26 to 28, 2025, and IRMA Hamburg from June 18 to 20, 2026.