

## **65th International EUHA Congress with Industry Exhibition - High demand from exhibitors**

**Frankfurt am Main / Mainz, 12.05.2021** - Preparations for the International Congress of Hearing Aid Acousticians and the accompanying International Hearing Industry Exhibition from 15 to 17 September 2021 in Hanover are in full swing.

The first hall planning for hall 6 at the Deutsche Messe Hannover exhibition grounds has recently begun. More than 70% of exhibition space has already been booked by companies from Germany and abroad. The major players in the industry will also be back on site this year. Interested companies can still book an exhibition stand and additional space at [www.ausstellung-euha.org](http://www.ausstellung-euha.org) until 8 June 2021.

After the EUHA Digital Congress 2020, we received a lot of feedback, such as "Great digital format" and "It was important that a congress took place at all, but digital solutions do not replace personal exchange." We take this feedback very seriously and, together with all our partners, are doing everything we can to ensure that the industry can finally meet in person again, because our centrepiece is the EUHA Congress allowing personal encounters and networking," says Beate Gromke, President of the European Union of Hearing Aid Acousticians e.V. "We are looking forward to a bit of normality, to the exhibition highlights and we are currently putting together a top-class international lecture programme for you. And: we look forward to seeing you again, in Hannover!"

For the event in September, a hygiene and infection control concept is being developed together with Deutsche Messe Hannover AG to make the venue as safe as possible. Dr. Stefan Zimmer, Chairman of the Board of the German Hearing Industry Association (BVHI), emphasises: "We are working together closely with Deutsche Messe Hannover and responsible authorities to ensure that only vaccinated, immune or persons with a negative corona test are admitted to the event. With its infrastructure and large space capacities, Deutsche Messe Hannover is well suited to hold the International Industry Exhibition and the lecture programme under extended hygiene standards at an international level."

For exhibitors with booked stand space, BVHI is offering a comprehensive and interactive online exhibitor directory, for the first time. Here, exhibitors can create a detailed company profile and present their products and services, online.

EUHA e.V. offers all information about the Congress and Industry Exhibition-highlights at [www.euha.org](http://www.euha.org). There you will find the programme as well as abstracts of lectures and workshops, the hall plan and all news from our sponsors.

### Data on hearing care in Germany

- Hearing loss in middle age is by far the largest modifiable risk factor of dementia. Wearing hearing instruments can significantly reduce this risk. ([The Lancet](#) 2020)
- 12 percent of German citizens consider their hearing ability to be diminished; only 37 percent of them wear hearing aids. ([EuroTrak Germany](#) 2018)
- 39 billion euros is the annual cost of untreated hearing loss in Germany. ([Hearing Loss - Numbers and Costs](#) 2019)
- Expanding the provision of hearing instruments helps reducing costs as well as risks of secondary diseases.

### About the German Hearing Industry Association (BVHI)

The German Hearing Industry Association ([www.bvhi.org](http://www.bvhi.org)) represents the manufacturers of hearing instruments active on the German market. It is the communication body for all topics relating to hearing technology and the prevention and care of hearing loss. BVHI operates the largest German-language online portal for hearing health and hearing care [www.ihr-hoergeraet.de](http://www.ihr-hoergeraet.de). Together with the World Health Organization, BVHI organizes the annual World Hearing Day on March 3 ([www.welttag-des-hoerens.de](http://www.welttag-des-hoerens.de)).

### About the European Union of Hearing Aid Acousticians (EUHA)

Since 1960, the European Union of Hearing Aid Acousticians ([www.euha.org](http://www.euha.org)) has been in charge of organising the International Congress of Hearing Aid Acousticians (EUHA Congress). Over the years, the event has gained international renown, and is considered the industry's most important specialist congress held in Europe. The EUHA is an association for all persons working in hearing aid fitting and supply. It provides a platform for hearing aid acousticians, scientists and laymen with an interest in trade-specific and economic issues, who want to take part in specialised further education and vocational training in order to provide the best possible care for persons with impaired hearing.

#### Press Contact BVHI:

Katarina Sipple  
Manager PR & Events  
Tel.: +49 (0)69 – 664 26 34 11  
E-Mail: [sipple@bvhi.org](mailto:sipple@bvhi.org)

#### Press Contact EUHA e.V.

Sabine Stübe-Kirchhof  
Press & Public Relations  
Tel.: +49 (0) 61 31 / 28 30 14  
E-Mail: [presse@euha.org](mailto:presse@euha.org)