

+++ Press release +++



## **66th International EUHA Congress and Industry Exhibition to be held in Hanover, Germany, again in 2022**

### **Initial planning phase for hall layout of the trade fair almost completed**

**Frankfurt am Main/Mainz, 12 May 2022** – Preparations for the International Congress of Hearing Aid Acousticians and the accompanying International Industry Exhibition scheduled to be held in Hanover, Germany, from 12 to 14 October are in full swing. Demand from exhibitors is high: more than eighty companies have already registered, including numerous new exhibitors.

Companies from our industry may still book exhibition space by accessing our portal at [www.ausstellung-euha.org/en/](http://www.ausstellung-euha.org/en/) before 17 June.

Since the initial planning for the hall layout in the exhibition centre of Deutsche Messe Hannover is almost complete, interested companies should submit their requests for exhibition space as soon as possible.

Dr Stefan Zimmer, Chairman of the Board of the German Hearing Instruments Industry Association (BVHI): "We are delighted that so many companies have already confirmed their participation in the 2022 EUHA Industrial Exhibition. This reflects the generally positive development in our industry. The Congress looks set to become a highly attractive event in October this year."

The programme of specialist lectures featuring renowned speakers from Germany and abroad is currently being put together and the EUHA Ticket Shop is being prepared. Beate Gromke, President of the European Union of Hearing Aid Acousticians (EUHA e.V.): "You should include 12 to 14 October 2022 in your annual planning now, and join us in Hanover. Nothing is more inspiring than meeting in person. The Congress is an ideal place for networking."

The EUHA offers all information about the scientific programme of the Congress at [www.euha.org/en/](http://www.euha.org/en/). All information for exhibitors and trade fair visitors can be found at [www.ausstellung-euha.org/en/](http://www.ausstellung-euha.org/en/).

### **Facts and figures on the provision of hearing systems in Germany**

- Twelve percent of people in Germany consider their hearing impaired; thirty-seven percent of them use hearing systems. ([EuroTrak Germany](#) 2018)
- Increasing provision with hearing systems will in the long run reduce costs as well as the risk of secondary disorders.

- Unaided hearing deficiencies generate annual costs of 39 billion euros in Germany. ([Hearing Loss – Numbers and Costs](#) 2019)
- According to recent studies, untreated hearing impairment in midlife is by far the largest modifiable risk factor for dementia. ([The Lancet](#) 2020)

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

The German Hearing Instruments Industry Association ([www.bvhi.org](http://www.bvhi.org)) represents the manufacturers of medical 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. The BVHI operates the largest German-language online platform for hearing health and hearing care, [www.ihr-hoergeraet.de](http://www.ihr-hoergeraet.de). In collaboration with the World Health Organisation, the BVHI is the organiser of 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 wish to take part in specialised further education and vocational training in order to provide the best possible care for persons with impaired hearing.

#### **BVHI media contact:**

Katarina Sipple  
 Head of Communication and Events  
 Phone: +49 (0)69 – 664 26 34 11  
 E-mail: [sipple@bvhi.org](mailto:sipple@bvhi.org)  
 Web: [www.bvhi.org](http://www.bvhi.org)

#### **EUHA media contact:**

Sabine Stübe-Kirchhof  
 Public Relations  
 Phone: +49 (0) 61 31 / 28 30 14  
 E-mail: [presse@euha.org](mailto:presse@euha.org)  
 Web: [www.euha.org](http://www.euha.org)