

+++ Press release +++



**#EUHA2023: Book your stand space now! Numerous innovations at the world's largest industry event for the hearing aid acoustics and hearing systems industry**

(Frankfurt/Mainz, 25 May 2023) **Preparations for #EUHA2023 featuring the specialist Congress and the International Industry Exhibition are in full swing. Visitors can look forward to several innovations offered between 18 and 20 October! Exhibitors can book stand space until 19 June 2023.**

Anyone wishing to present their company at the International Industry Exhibition is recommended to secure a stand by 19 June 2023. By the end of May, over 110 exhibitors from 16 countries had already registered for the world's largest event for hearing care professionals.

This year's event will be a Congress of **novelties**: the **opening of the Congress** on 18 October will, for instance, be held at the Industry Exhibition **on a stage** in Hall 3A for the first time. The concept of inviting a partner country will also be debuted this year, with **Switzerland** being the first partner country for the EUHA Congress.

The outstanding lecture programme – including presentations on modern assistive listening devices, communication-friendly hearing systems, a new standard for the Freiburg monosyllabic word test as well as auditory training, and dementia and hearing loss – is supplemented by **a round table discussion on "The future of hearing aid acoustics"** as well as various tutorials. EUHA President Beate Gromke invites everyone to mark their calendars for the date of #EUHA2023: "I am delighted to be able to welcome Switzerland as the first partner country for the Congress! There will be many opportunities to exchange ideas and transfer knowledge at international level, and with Switzerland, at the Congress. Such exchange at country level is important, benefiting everyone, and not to be missed!"

**A focus on young people**

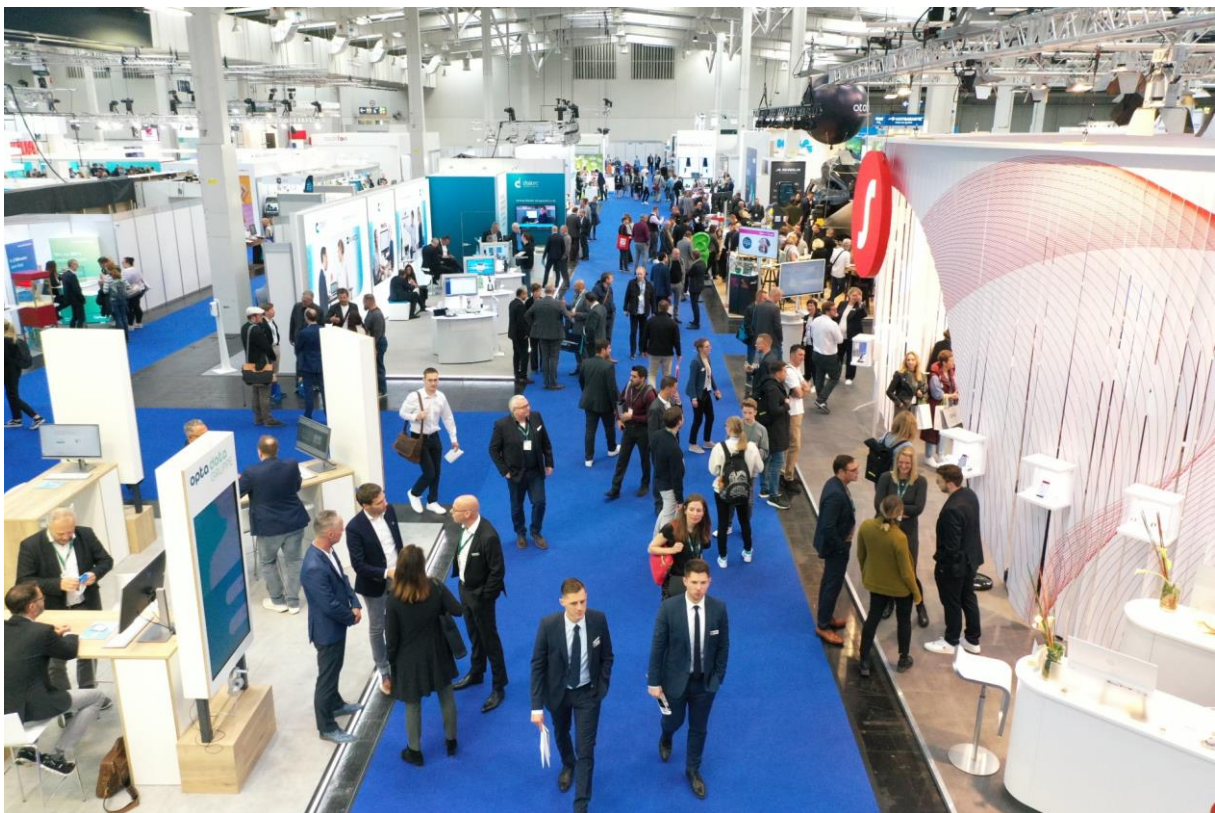
Future Friday, held on 20 October 2023, will be all about the future. **On this day, trainees and students will be granted free admission. A special programme with various events will be offered, including guided tours of the Industry Exhibition for trainees and students for the first time.** The aim is to get young people interested in our line of business.

The keynote lectures will be given in the afternoon of Future Friday from 2 to 4 p.m. This year, the programme includes, for instance, **Bilal Zafar**, young entrepreneur, successful founder, and digitisation and AI expert (known from the show "Die Höhle der Löwen", or Lion's Cave), as well as **Dennis Fischer**, speaker and author of *Future Work Skills*.

Dr Stefan Zimmer, Chairman of the Board of Directors of the BVHI, explains the extended and significantly refreshed offering: "When talking about the future on Future Friday, our focus must be on the youngsters – especially on young people interested in our industry. This year, we are therefore specifically inviting young people to join us at the Congress and Exhibition, and to get them excited about our line of business."

From now on, we will regularly provide you with further information about the event, such as the kick-off of the ticket shop.

Remember that stand space can be booked until 19 June: [www.ausstellung-euha.org/en/](http://www.ausstellung-euha.org/en/) has all the details for exhibitors.



Copyright: EUHA/Foto Rechnitz

### **Contacts:**

Europäische Union der Hörakustiker e.V.  
Sabine Stübe-Kirchhof  
Saarstraße 52  
55122 Mainz  
Germany  
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)

Bundesverband der Hörsysteme-Industrie e.V.  
Katarina Sipple  
Herriotstraße 1  
60528 Frankfurt am Main  
Germany  
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)