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- Do not miss the EUHA app! Free download available in the stores.
 - A digital version of this press kit is available here: bit.ly/EUHA-press
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Welcome

Dear Sir or Madam,

Welcome to the 67th International Congress of Hearing Aid Acousticians, welcome to Nuremberg!

Find out more about aspects of artificial intelligence in hearing systems, about the future importance of hearing assistance systems as well as OTC hearing aids, which have been available in the US for a year. In addition to the specialist lectures, for instance on earmoulds, fitting strategies, technical standards, dementia, and auditory training, the focus this year is, for the first time, also on communication, leadership, and stress management. These topics have forward-looking significance for the hearing health of all of us.

Friday will also be forward-looking. On Friday, we are offering a special format for pupils and apprentices, our "Friday Special". We feel it is important to make hearing aid acoustics better known as a trade in the healthcare sector, and to make young people enjoy this special profession. Another highlight will be the ceremony for the EUHA Sponsorship Award. Master's and bachelor's theses dealing with hearing aid acoustics on a scientific basis will be awarded the prize on Wednesday around noon.

You are cordially invited to find out about the latest possibilities in hearing care and fitting. This includes craftsmanship and does not end with a new dimension of hearing. Earmoulds are individually manufactured, hearing aid acousticians adapt the latest technologies to individual hearing loss and personal needs. When it comes to AI and the latest technology, hearing aids are at the forefront! This is what makes this profession so attractive.

Around 18,000 hearing aid acousticians in Germany make sure that people can hear well and that people with hearing loss are provided with hearing systems. People with impaired hearing tend to get younger. Early care can prevent social isolation and dementia, and ensure better quality of life. I should like to ask you to support us in our educational work on the subject of hearing, and to draw attention to the fact that a hearing test can be carried out free of charge in any of the around 7,250 specialist shops run by hearing aid acousticians.

The 67th International Congress of Hearing Aid Acousticians offers various opportunities for you to find out more about modern hearing: 24 lectures, five tutorials, a roundtable discussion, a knowledge symposium, and around 130 stands at the Industry Exhibition. We look forward to welcoming you to an instructive Congress, and will also be available as your contact after the Congress.

Best wishes,



Beate Gromke

President
Europäische Union der Hörakustiker e.V.

Special programme for media representatives:

Wednesday, 18 October 2023

Our **press centre** and **showroom** (NCC Ost, Level 1) will be open:

Wednesday, 18 October 2023, between 9:00 a.m. and 5:00 p.m.

Thursday, 19 October 2023, between 9:00 a.m. and 5:00 p.m.

Friday, 20 October 2023, between 9:00 a.m. and 5:00 p.m.

Providing you with information and documentation, offering space for discussions, for interviews, and providing workstations and internet access.

Between 9:45 a.m. and approx. 11:00 a.m., you are invited to join our **guided tour of the industry exhibition** and the **showroom**. The tour will take you to a number of selected exhibiting companies who will be briefing you on current topics, trends, and innovations regarding hearing aid fitting.

Start: 9:45 a.m. from the Exhibition (Hall 3A, at the stage, "Press Meeting Point")

At our **showroom** (NCC Ost, Level 1, in front of Room Sydney), there will be a special exhibition exclusively developed for representatives of the media where you may take a close look at product innovations.

On Wednesday, at 9:15 a.m., you are cordially invited to join the opening of the **EUHA Congress** (Hall 3A, at the stage). The **EUHA Knowledge Symposium** will start at 11:30 a.m., featuring the award ceremony for the EUHA Sponsorship Award and award ceremonies of the Association of German Hearing Aid Acousticians (FDHA).

Venue: Room Sydney.

Schedule for the guided tour of the exhibition, 18 October 2023

- Group 1 -

9:45 h Start from the stage in Hall 3A

[approx. 9:50 h] The new world of hearing

Find out about a new platform that facilitates better speech intelligibility, reduces listening effort, and offers precise directional hearing. It is suitable for mild to profound hearing loss. Learn more about universal connectivity, the app, and everything to do with tap control!

Presenter: Steffen Kohl und Sven Kreher [Phonak, Hall 4A, Stand 303]

[approx. 10:05 h] Hearing protection and "hear couture"

Get to know the advantages and benefits of custom-made hearing protection. An individually manufactured earmould ensures an optimum connection between the hearing system and the ear. This is an important functional feature in professional hearing aid fittings. Thanks to "hear couture", the earmould is turned into a stylish accessory!

Presenter: Lars Kraft [Audia Akustik, Hall 4A, Stand 401]

[approx. 10:20 h] Suitable for every ear

Similar to a fingerprint, every ear is different. How can custom-fit earmoulds be a success? The latest in technology is used to guarantee the perfect fit for earmoulds. Experience the possibilities of digital 3D scanning!

Presenter: Christoph Schulte / Nils Schapdick/ Tamer Aksel [Natus, Hall 4A, Stand 109]

[approx. 10:35 h] BrainHearing and natural sound

Find out all about BrainHearing and deep neural networks as well as the role of sound in this context. Learn what has changed in the field of bone conduction hearing systems over the past five years and find out more about in-the-ear hearing solutions.

Presenters: Steffen Vater, Horst Warncke, Sebastian Rählmann [Oticon, Hall 3A, Stand 200]

[approx. 10:50 h] AI - a new dimension of hearing

A new type of hearing technology is presented, which has been re-thought in every dimension. A completely new design and the smallest rechargeable RIC hearing system with sensor technology are waiting for you! Experience advanced AI technology presented live!

Presenter: Florian Heyn [Starkey, Halle 3A, Stand 402]

[approx. 11:10 h] Showroom

2023 product highlights at a glance

[NCC Ost, Level 1, in front of Room Sydney]

Support: Wireless microphone system: kindly supported by Sennheiser Consumer Hearing [Hall 4A, Stand 401]



Future Friday

Future Friday will be held on 20 October 2023! The third day of the 67th International Congress of Hearing Aid Acousticians is devoted to the future. Future Friday is the forward-looking event set-up of #EUHA2023! All delegates are invited to take part. In the morning, events will be centring around trends and innovations at the industry exhibition and the specialist lecture programme will be running. The Future Friday keynote presentations given by renowned speakers with a focus on forward-looking topics will start at 2 p.m. The Future Friday keynote lectures are open to anyone interested. Admission is free.

Friday Special

Apprentices in hearing aid acoustics and pupils will have free access and can enjoy an educational special programme.

Training in hearing aid acoustics is the basis for a meaningful and fulfilling professional life - it opens a wide range of possibilities for personal and professional development. So as to bring this opportunity closer to young people, pupils and apprentices are invited to a free special programme on the morning of Future Friday.



Keynotes

Four forward-looking keynote lectures will shape the afternoon of Future Friday: Lennart Roos will be talking about the "Optogenetic cochlear implant". Bilal Zafar (of "Höhle der Löwen", or Lion's Den, renown) will show how AI will "revolutionise the working environment for ever". Professor Dr Stefan Launer is tackling the question if hearing aids improve the quality of life. Dennis Fischer, who is a speaker and speaker, will present insights into the "Future work skills in hearing aid acoustics". Further information: www.euha.org/en/futurefriday

What's new at the 2023 EUHA Congress

Partner country Switzerland is the EUHA's first partner country for the EUHA Congress. Switzerland is represented in various places. There will be a Switzerland stand in the foyer of the NCC Ost. The programme of lectures features a speaker from Switzerland on each day of the Congress. The motto for the Congress Get-together - "Hit the slopes in red & white! The big EUHA après-ski party at Resi!" - has also been chosen to match the partner country.

Stage The stage in Hall 3A of the Industry Exhibition is the focal point for innovations and information this year. The Congress opening will be held directly on the stage on Wednesday, 18 October 2023, at 9:15 a.m. On Wednesday, for the first time between 5 and 6 p.m., there will be the opportunity to end the first day of the Congress with a drink while networking.

Knowledge Symposium The EUHA Knowledge Symposium starts on 11:30 a.m. with a topic from Switzerland. "Specialist shops will always be needed - or will hearing aids soon only be available online?" is the title of the lecture given by Christoph Schwob, advisory member of the Swiss audiological commission and member of the Paediatric Audiology professional group of the Federal Social Insurance Office. The lecture will be followed by the award ceremony for the EUHA Sponsorship Award. Eva Keil-Becker, EUHA Vice President who chairs the EUHA Sponsorship Award jury, will be presenting the awards and introducing the awardees. Moreover, the FDHA Awards will be celebrated. This year's ceremony will see the presentation of the foundation award for outstanding commitment as well as the research award, this time for current research work on earmoulds, the results of which will for the first time be shared as part of the programme of lectures that follow.

Programme of lectures The range of subjects presented in the lectures has been expanded. In addition to the specialist expertise, the focus this year will, for the first time, also be on communication, leadership, and stress management. On Thursday, special fittings and tools that improve the work of acousticians will be highlighted.

Roundtable discussion Another special highlight will be the roundtable discussion on Thursday between 2 and 3 p.m. "Changing hearing aid acoustics: The European perspective on the future of better hearing and intelligibility" will be the topic discussed by, and with, experts from Switzerland, Belgium, and Germany.

Focus on young people "Future Friday" on 20 October 2023 will be all about the future. On this day, admission for apprentices and pupils is free. A special programme featuring various events, including guided tours of the Industry Exhibition geared to apprentices and pupils, will be offered for the first time. The aim is to whet young people's appetite for the industry.

Roundtable discussion

Changing hearing aid acoustics: The European perspective on the future of better hearing and intelligibility



The roundtable discussion will be a special highlight. Experts from Switzerland, Belgium, will be discussing "Changing hearing aid acoustics: The European perspective on the future of better hearing and intelligibility".

The main focus is to show which challenges each of the countries is currently confronted with and which strategies have been developed to deal with them. The aim is to think outside the box and get suggestions and new ideas for your own work.

Learning from each other, using synergy effects, and applying the experiences of other countries in your own company - this roundtable discussion is the ideal platform to get new stimuli!

Participants: René Bürgin, Akustika President (Switzerland), Beate Gromke, EUHA President (Mainz), Lore Heylen (Belgium), Eberhard Schmidt, biha President (Mainz).

Presenter: Norbert Gierlich, Ingolstadt

Thursday, 19 October 2023, 14:00-15:00, Room Sydney, NCC Ost

Facts and figures

67th International Congress of Hearing Aid Acousticians, organised by the EUHA (European Union of Hearing Aid Acousticians), 18 to 20 October 2023, held in Nuremberg

- The largest specialist event in the world for hearing aid acousticians and the hearing systems industry, plus service providers and suppliers
- Approx. 7,500 trade visitors from around the world
- 24 expert lectures, 5 tutorials, a roundtable discussion, special programme for Future Friday as well as Friday Special for pupils and apprentices
- Knowledge Symposium, 18 October 2023, 11:30 a.m. to 13:15 p.m.
- 40 lecturers from Germany and abroad
- International Industry Exhibition in two halls (3A and 4A) featuring approx. 130 exhibitors from 17 countries (top four: Germany, China, Denmark, France)
- 58.5 percent of exhibitors from Germany, 41.5 percent from abroad
- Trade exhibition; gross exhibition space: approx. 15,500 sqm

Hearing impairments and hearing aid supply

- An estimated 1.7 million adults for whom there may be a medical indication for hearing aid fitting are not provided with hearing aids. Some 3.7 million people have been fitted hearing systems. [Source: Bundesinnung der Hörakustiker (biha)]
- In 2022, 1.6 million hearing systems were sold. [Source: Bundesverband der Hörsysteme-Industrie e. V.]
- Eleven percent of people living in Germany consider their hearing ability to be impaired. Hearing loss and hearing problems increase with age. Forty-one percent of those affected wear hearing aids. [Source: Eurotrack Germany 2022]
- Untreated hearing loss causes annual costs of 39 billion euros in Germany. The reason for this is lower productivity and quality of life for those affected. [Source: Bridget Shield (2019): Hearing Loss - Numbers and Costs. Evaluation of the social and economic costs of hearing impairment, Brunel University London]

- In Germany, the provision of hearing systems is based on contractual agreements with the public health insurance funds as well as pension insurance and employers' liability insurance associations. If hearing systems are indicated, people with impaired hearing who are insured under public health insurance plans are entitled to have hearing aids fitted, which is paid for by the relevant insurance provider. There is a wide range of hearing solutions tailored to individual needs.
- Compulsory health insurance funds pay for hearing aids approx. 750 euros per hearing aid. As a rule, both ears will be fitted with hearing systems. Hearing aid provision has never been as comprehensive and inexpensive as today.
- To advise the public on ways of preserving good hearing and offering best possible care for people with impaired hearing, the BVHI, as a partner of the World Health Organisation, organises the World Hearing Day in Germany (www.welttag-des-hoerens.de). Next World Hearing Day on 3 March 2024. A World Hearing Day team will be at the 2023 EUHA Congress (Hall 4A, Stand 213; motto: #WirgeHÖRENzuDir) to capture your voice as well. Become part of our community, take your digital photo, and share it on your social media networks accompanied by your statement!

Further trade information

- Currently, there are 7,250 dispensing shops specialising in hearing aids, with a workforce of 18,000 employees and 3,300 apprentices in Germany. [Source: Bundesinnung der Hörakustiker (biha)]
- In 2022, hearing aid acousticians across Germany fitted some 1.6 million new hearing systems. [Source: Bundesinnung der Hörakustiker (biha)]
- Hearing aid acousticians are members of a profession that requires formal training. Training is based on the dual system of vocational education. Moreover, academic training enables students to graduate with a Bachelor of Science or Master of Science in hearing aid acoustics degree.

Press release

I'm sorry? - hearing well and understanding speech

Language is the key to communication. But what happens when speech cannot be understood, for instance because ambient noise is too loud? At large family celebrations, during parties, or when eating out, different sound sources affect people's hearing and it may be difficult to understand what is being said. People with hearing loss - and even those who do not yet know that their hearing is impaired - often find themselves in difficult situations. This may lead to misunderstandings.

The reason for impaired hearing usually is that the perception of high frequencies decreases with increasing age. People find it difficult to comprehend whether the other person said "three" or "free", "ear" or "fear". The chirping of birds is less easy to understand, as are hissing sounds and consonants.

Hearing systems are useful everyday aids that compensate for hearing loss. They can also do something else: differentiate between speech and disturbing noise. Modern microphone technology ensures that speech is perceived in conferences, during discussions, or when eating out.

Hearing systems are important tools in the digital world. Thanks to Bluetooth technology, they are connectable to TV sets, for instance. Phone calls can be redirected to the hearing system and users' favourite music is directly streamed to their hearing systems. Disturbing ambient noises can be filtered out. This facilitates speech intelligibility even in difficult situations.

By the way, if users wish, they may also control their hearing systems using an app on their smartphones to select the volume or various programs.

"It's often the little things that have a big impact. A free hearing test offered by hearing aid acousticians provides all the details on individual hearing. Fitting hearing systems at an early stage makes everyday life easier and ensures a better quality of life," says Beate Gromke, master craftswoman of hearing aid acoustics and President of the European Union of Hearing Aid Acousticians (EUHA).

European Union of Hearing Aid Acousticians (EUHA)

With a total of some 700 members, the EUHA is the oldest professional association of hearing aid acousticians in Europe. In 1960, it was founded in Würzburg under the name of Union of Hearing Aid Acousticians (UHA), and was headed by Dr. phil. nat. Werner Pistor for 25 years. In 2004, the UHA turned into the EUHA. The reason was that, due to the increasing legislative involvement on the part of the European Union (EU), one wanted to ensure that the interests of the EUHA members are efficiently represented in the whole of Europe. As of 1 September 2016, the German job title of *Hörgeräteakustiker* was changed to *Hörakustiker*. On 19 October 2016, the General Meeting of the European Union of Hearing Aid Acousticians passed a vote in favour of adapting the name of the organisation to match the new job title, changing the German name to Europäische Union der Hörakustiker e. V.

The EUHA's vision and mission:

Your community □ Your know-how □ Your future

European Union of Hearing Aid Acousticians

Since 1960, the EUHA has been in charge of organising the International Congress of Hearing Aid Acousticians. Over the years, the event has gained international renown, and is considered the industry's most important specialist congress held in Europe. The event offers two attractions: on the one hand, the comprehensive, multifaceted, and ambitious programme of presentations given by distinguished experts, on the other hand, the trade exhibition which mirrors the current high standard of, as well as future-oriented innovations in, hearing aid fitting and technology.

EUHA's aims

The European Union of Hearing Aid Acousticians 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. In doing so, the EUHA provides a platform for all those involved in the rehabilitation of hearing impaired persons and acts as a partner focused on quality. Further aims of the European Union of Hearing Aid Acousticians include the cultivation of solidarity, responsible professional principles and the professional honour, laid down in a separate Code of Honour. While the EUHA focuses on scientific work within the profession, trade-political representation for hearing aid acousticians is taken care of by the Federal Guild of Hearing Aid Acousticians (Bundesinnung der Hörakustiker KdÖR).

Further activities of the EUHA

Encouraged by the EUHA, hearing aid acousticians and academics cooperate on national and international levels. A vivid exchange of information on an advanced professional level forms the basis for keeping EUHA members up-to-date on the latest developments in Germany and abroad.

Regional meetings, seminars and conferences focus on practical information and technical knowledge. Moreover, business issues and other concerns from the field of hearing aid acoustics can be discussed here.

Since 2010, the EUHA has presented the annual EUHA Sponsorship Award for young talents in hearing aid acoustics. The EUHA wishes to provide a platform for master's and bachelor's theses dealing hearing aid acoustics, and, at the same time, promote an exchange between science and practice. Special theses are honoured and presented to the industry. Since 2014, the EUHA has sponsored the European Phoniatics EUHA Hearing Award for phoniaticians awarded biannually.

In expert groups, the EUHA has developed various Guidelines on different specialist topics, including, for instance, hearing implants, percentile analysis, and audio therapy. The Guidelines can directly be applied in practice. For further information please visit: <https://www.euha.org/en/guidelines/>

The EUHA is active on social media and has Facebook groups in the fields of audio therapy and tele-audiology as well as the EUHA Women Network.

The EUHA cooperates with the Association for the Promotion of Good Hearing (FGH), an association in charge of doing PR work for our line of business, and sharing information on hearing, across Germany. The EUHA has close relations with the Research Association of German Hearing Aid Acousticians (FDHA). The awards ceremony for the Sponsorship Award of the FDHA Foundation is part of the International Congress of Hearing Aid Acousticians.

President of the EUHA: Beate Gromke, Leipzig

Eva Keil-Becker, Vice President, Koblenz

Peter Möckel, Vice President and Treasurer, Meiningen

Tom Aerts, Member of the Executive Committee, Herentals, Belgium

Dirk Köttgen, Member of the Executive Committee, Cologne

Jürgen Matthies, Chairman of the Council of Honour, Nienburg

Wolfgang Luber, Member of the Executive Committee, Munich

André Fiedler, Member of the Executive Committee, Fürth

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German Hearing Instruments Industry Association (BVHI)

The German Hearing Instruments Industry Association (www.bvhi.org) represents the manufacturers that produce medical hearing systems and that operate in the German market. It is responsible for the communication on topics related to hearing technology as well as the prevention and care of hearing loss. The BVHI operates www.ihr-hoergeraet.de, the largest online portal on hearing healthcare and the supply of hearing systems in Germany. Collaborating with the World Health Organisation (WHO), the BVHI organises the World Hearing Day on 3 March every year (www.welttag-des-hoerens.de).

The BVHI is also in charge of organising the world's largest industry exhibition showcasing hearing technology as part of the International Congress of Hearing Aid Acousticians held by the European Union of Hearing Aid Acousticians (EUHA) every year.

Chairman of the Board of the German Hearing Instruments Industry Association:

Dr Stefan Zimmer

BVHI member companies:

Audia Akustik GmbH, Sömmerda
Audio Service GmbH, Löhne
Bernafon Hörgeräte GmbH, Berlin
Hansaton Akustik GmbH [Sonova Deutschland GmbH], Fellbach-Oeffingen
MED-EL Elektromedizinische Geräte Deutschland GmbH, Starnberg
Oticon GmbH, Hamburg
Phonak [Sonova Deutschland GmbH], Fellbach-Oeffingen
ReSound [GN Hearing GmbH], Münster
Sivantos GmbH, Erlangen
Starkey Laboratories GmbH, Hamburg
Unitron [Sonova Deutschland GmbH], Fellbach-Oeffingen
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