

Special programme for media representatives:

Wednesday, 22 October 2025

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

Wednesday, 22 October 2025, between 9:00 a.m. and 5:00 p.m.

Thursday, 24 October 2025, between 9:00 a.m. and 5:00 p.m.

Friday, 24 October 2025, between 9:00 a.m. and 2:00 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 7, at the stage, "EUHA Live-Area")

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 7, EUHA Live-Area).

On Wednesday at 9.15 a.m., you are cordially invited to the EUHA Congress Opening in Hall 7. An important voice of the German skilled crafts sector will kick off the scientific lecture programme: **Dr. Markus Peifer, Zentralverband des Deutschen Handwerks (ZDH)**, will give the keynote speech '**Does politics listen to the skilled trades? – Taking stock of the first months of government**'. Join us at 11.30 a.m. in the Sydney Room! This will be followed by the **EUHA Knowledge Symposium**, the presentation of the EUHA Sponsorship Award 2025 and the award ceremony of the Research Association of German Hearing Aid Acousticians.