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## **#EUHA2025: Ready for the EUHA?**

(Frankfurt am Main/Münster, 25 September 2025) **Have you downloaded the app? Secured your ticket? Started planning your stay in Nuremberg? The 69th International Congress of Hearing Aid Acousticians will take place in Nuremberg from 22 to 24 October 2025. Important information about attending the congress at a glance:**

### **Auracast**

Premiere: For the first time, the new Bluetooth broadcasting technology Auracast™ (<https://www.bluetooth.com/auracast/>) will be offered in the Sydney Hall during the scientific lecture programme and in the EUHA Live Area in Hall 7, centrally located in the industry exhibition. The lectures will be offered with a 'silent system', i.e. listeners will be equipped with headphones and receivers. All lectures will be offered in German and English. It will be possible to switch between two reception channels.

### **EUHA app**

With the EUHA app, participants always have the latest information about the EUHA Congress 2025 at their fingertips! This allows them to plan their visit to the congress in advance. The EUHA app makes visiting the congress convenient and can be downloaded free of charge from app stores.

### **What is happening when?**

**The lecture programme** will take place during these opening hours (Sydney Hall):

Wednesday, 22 October 2025: 1:30 p.m. – 5:00 p.m.

Thursday, 23 October 2025: 9:30 a.m. – 4:30 p.m.

Friday, 24 October 2025: 9:30 a.m. – 12:00 p.m.

**The congress will be officially opened** on Wednesday at 9:15 a.m. (in Hall 7 in the EUHA Live Area):

Wednesday, 22 October 2025: 9:15 a.m. – 9:45 a.m.

In addition to representatives of the European Union of Hearing Aid Acousticians (EUHA) and the German Hearing Aid Industry Association (BHII), Andreas Haidenthaler, Consul for Trade Affairs at the Austrian Consulate General in Munich, will speak on behalf of this year's partner country, Austria.

**Knowledge symposium** with presentation and award ceremony for research projects and keynote speech (Sydney Hall)

Wednesday, 22 October 2025: 11:30 a.m. – 1:30 p.m.

Starting at 11:30 a.m., Dr Markus Peifer, German Confederation of Skilled Crafts (ZDH), will give the opening keynote speech; 'Is politics listening to the skilled trades? – Taking stock of the first months of government'. This will be followed by the presentation of the EUHA sponsorship award and the FDHA prize.

### **Industry exhibition**

The International Industry Exhibition with 150 exhibitors will take place in Hall 7. From the entrance to the event in NCC East, visitors can access the exhibition stands and the EUHA Live Area via Hall 7A. Footprints on the floor also mark the way to the EUHA Live Area. This new stage and networking area has its own stage programme with practical short presentations on the topics of training, the future of the industry and technology. The four start-up companies and universities and colleges in Germany offering courses in audiology and hearing acoustics will also be presenting themselves there.

### **Sound of Future**

On Friday, the two Sound of Future keynotes will take place in the EUHA Live Area from 12:30 to 14:00. Don't miss these two presentations by renowned futurologists!

12:30 p.m., Tristan Horx, futurologist: How we will work in the future – attracting and retaining young talent with future skills

1:15 p.m., Anja Kirig, futurologist: Health as a resource: The future of prevention in hearing care

The opening hours of the industry exhibition are:

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

Thursday, 23 October 2025: 9:00 a.m. – 5:00 p.m.

Friday, 24 October 2025: 9:00 a.m. – 2:00 p.m.

Hall plan and list of exhibitors: [www.ausstellung-euha.org/ausstellerliste/](http://www.ausstellung-euha.org/ausstellerliste/) and on the EUHA app.

### **Congress get together** (event party at the Nuremberg Winterhütten)

Thursday, 23 October 2025: from 7 p.m.

No one should miss the 2025 Congress Meet-up! From 7 p.m., the EUHA, BVHI and FDH invite you to the Congress Meet-up. The theme of the evening is Rockin' with Amadeus, in reference to the Austrian musician Falco and the partner country Austria. The Congress Meet is guaranteed to be a great party with cool music and lots of fun!

### **Special for trainees and students**

Guided tours of the industry exhibition: Thursday, 23 October 2025, 2:30 p.m. and Friday, 24 October 2025 at 11 a.m., meeting point: EUHA Live Area

Free packed lunches for school pupils, trainees and students can be ordered from the ticket shop. When generating the free school pupil/trainee/student ticket in the

ticket shop at [www.euha.org/ticketshop](http://www.euha.org/ticketshop), the 'packed lunch' option can be selected here.

Thu, 23 October, 12:00 p.m. EUHA Live Area

Fri, 24 October, 12:00 p.m. EUHA Live Area

Further activities, e.g. BVHI manufacturer rally: see EUHA app and [euha.org/veranstaltungen/karriere-soundcheck/](http://euha.org/veranstaltungen/karriere-soundcheck/)

### **Tutorials (Hong Kong Room)**

Thursday, 23 October 2025: 9:30 a.m. – 5:00 p.m.

Tutorial 1: 'Next Level CI Care: More than just an implant'

Tutorial 2: 'Mindfulness and AI: The future lies in conscious people'

Tutorial 3: 'Dealing with hearing-impaired people with dementia as customers in a hearing care practice'

Tutorial 4: 'What do you sell as a hearing care professional – your positioning for the future'

Friday, 24 October 2025: 9:30 – 11:00 a.m.

Tutorial 5: 'Auracast practical workshop – opportunities and challenges for hearing care professionals'

### **Wi-Fi**

Wi-Fi will be available throughout the event area, i.e. in NCC East, Halls 7A and 7, and the service areas in use.

Network name: EUHA2025\_wlan

Password: EUHA25Visit

Programmes, tickets and further innovations can be found at [euha.org/en](http://euha.org/en) and on the EUHA app.

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