

+++ Presseinformation +++



#EUHA2026: The industry meets in Hanover – the countdown is on!

(Frankfurt am Main/Münster, 14 September 2026) In just a few weeks, the international hearing care industry will gather in Hanover: the 70th International Congress of Hearing Aid Acousticians and the accompanying Industry Exhibition will take place from 14 to 16 October 2026. With 29 expert lectures, five tutorials, 33 contributions from the International Conference on Hyperacusis and Misophonia (ICHM8), integrated into the event for the first time, 25 presentations at the EUHA Live Area and more than 140 international exhibitors, the event promises to be a special meeting point for the industry.

A particular focus will be the EUHA Live Area in Hall 6. Connecting the Congress and the Industry Exhibition, it provides a central meeting and networking space with a stage. Visitors can look forward to short, practical talks, presentations by international start-ups and information from universities and higher education institutions on audiology degree programmes. On Friday, the Live Area will be dedicated to artificial intelligence. Under the **theme “AI that pays off tomorrow”**, participants will gain practical ideas for day-to-day business. The programme is available at <https://www.ausstellung-euha.org/en/program-2026/>.

The **Congress opening** will take place on Wednesday, 14 October 2026, at **09:15 am** at the EUHA Live Area in Hall 6. At 11:30 am, **SPIEGEL bestselling author Dr Peter Kreuz** will open the scientific programme in Room 3A in the Convention Center with “Rebel Mind: Hear the future. Shape change.” Visitors with exhibition-only tickets can also attend the opening lecture.

The **Congress Get-together, the event’s main party**, will start at **19:00 on Thursday, 15 October, at EXPO CORNER** near the exhibition grounds. The theme “**Orange is the New Sound**” celebrates this year’s partner country, the Netherlands. Guests are welcome to reflect the theme in their outfits. Tickets can be purchased here: https://www.messe-ticket.de/EUHA_Shop/EUHA26.

EUHA app helps visitors plan their visit

The **free EUHA app** gives participants easy access to all the key information about the EUHA Congress 2026. Alongside programme and speaker information, the app offers a **hall and exhibitor plan**, personal scheduling and reminders. Profiles, chat and matchmaking make it easy to find relevant contacts. Information on the 2026 Congress will be available in September.

Programme and tickets: www.euha.org

Hall plan and exhibitor list: <https://www.ausstellung-euha.org/hallenplan-Hanover/>

All dates and times at a glance

Congress opening

EUHA Live Area, Hall 6

Wednesday, 14 October 2026: 09:15–09:45

Knowledge Symposium with opening keynote and award ceremonies

Room 3A, Convention Center

Wednesday, 14 October 2026: 11:30–13:30

Expert lectures

Room 3A, Convention Center

Wednesday, 14 October 2026: 14:00–17:00

Thursday, 15 October 2026: 09:30–16:30

Friday, 16 October 2026: 09:30–14:00

Special programme for apprentices and students

Guided exhibition tours in Hall 6 on Thursday at 14:30 and Friday at 11:00; meeting point: EUHA Live Area

Information stands from universities and higher education institutions at the EUHA Live Area

For presentation times, see the programme: www.ausstellung-euha.org/programm-2026/

AI Day lectures on Friday 16 October 2026

Room 3A, Room 15/16 and EUHA Live Area

Friday, 16 October 2026: 09:30–14:00

Tutorials

Room 15/16

Thursday, 15 October 2026: 09:30–17:00: T1–T4

Friday, 16 October 2026: 11:00–12:30: T5

Congress Party

EXPO CORNER, Expo Plaza 9, 30539 Hanover; tickets at https://www.messe-ticket.de/EUHA_Shop/EUHA26, Thursday, 15 October 2026: from 19:00

Industry Exhibition

Wednesday, 14 October 2026: 09:00–17:00

Thursday, 15 October 2026: 09:00–17:00

Friday, 16 October 2026: 09:00–14:00

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