



INTERNATIONALE FACHMESSE  
MIT KONGRESS  
INTERNATIONAL TRADE FAIR  
WITH CONGRESS

- PERSÖNLICHER SCHUTZ  
SAFETY
- BETRIEBLICHE SICHERHEIT  
SECURITY
- GESUNDHEIT BEI DER ARBEIT  
HEALTH AT WORK

[www.AplusA.de](http://www.AplusA.de)

## Press Release

### A+A 2021 with special offer for Start-ups

- **Wanted: young, creative and future-focused companies**
- **Additional promotion of German start-ups**
- **26 to 29 October 2021 in Düsseldorf**

Düsseldorf, 16 November 2020. The world's leading trade fair for safety, security and health at Work will support national and international newcomers by installing the START-UP ZONE. German start-ups that exhibit at A+A 2021 can additionally apply for a grant from the Federal Ministry for Economics and Energy (BMWi).

International companies that were established less than five years ago can register for the START-UP ZONE at A+A 2021. Further eligibility criteria: a maximum of five million EUR annual turnover or balance sheet total and less than 20 employees. Explaining the concept Birgit Horn, Project Director of A+A, says: "By offering low-cost participation in our START-UP ZONE we promote young, creative and future-focused enterprises." She goes on to say: "This way we introduce them to experts and personalities from business, research and politics and showcase new ideas to the industry."

Making contacts, building networks and meeting key decision-makers face to face: young enterprises can capitalise on the potential of the leading international trade for safe and healthy working. Counting over 2,100 exhibitors from more than 60 countries and in excess of 73,000 visitors from 136 countries, A+A in 2019 provided an appropriate setting to introduce innovations to an international trade audience. At A+A 2021 start-ups will again be able to meet international top decision-makers from the industry. Be it health App, VR goggles or high-tech textiles – there are no limits to the topics featured.

A space in the international START-UP ZONE comprises a number of services: inclusion in the marketing measures for the START-UP ZONE, a flat rate media fee, exhibitor passes and admission ticket vouchers, to name but a few benefits.



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Wolfram N. Diener  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung



INTERNATIONALE FACHMESSE  
MIT KONGRESS  
INTERNATIONAL TRADE FAIR  
WITH CONGRESS

- PERSÖNLICHER SCHUTZ  
SAFETY
- BETRIEBLICHE SICHERHEIT  
SECURITY
- GESUNDHEIT BEI DER ARBEIT  
HEALTH AT WORK

[www.AplusA.de](http://www.AplusA.de)

Those wanting to register for the international START-UP ZONE will find more detailed information at [www.aplusa.de/start-up](http://www.aplusa.de/start-up) or should contact Ms Anja Theiss-Wirth by phone on +49 211 4560-592 or e-mail at [TheissA@messe-duesseldorf.de](mailto:TheissA@messe-duesseldorf.de).

### **BMW: Financial Support for German Start-ups**

On top of this, German start-ups will once again be able to apply for a space in the grant scheme of the German Ministry for Economics and Energy (BMW) in 2021. The BMW will then reimburse up to 60% of the exhibition costs at A+A. To qualify, start-ups have to be on the market for less than 10 years, offer new ideas in the core segments of the trade fair or improvements of existing solutions, employ less than 50 staff, and be headquartered and operating in Germany. Their annual turnover must total a max. of EUR 10 million. Within the BMW Pavilion the start-ups will be given the opportunity to present their ideas to a high-calibre expert audience, establish contacts and find relevant investors. Messe Düsseldorf is in charge of organising the BMW Pavilion and will serve as the contact for interested companies. For more information go to: [BMW](#).

Read more at [aplusa.de](http://aplusa.de)

#### **Press Contact:**

Nunzia Gati / Larissa Browa  
Tel.: +49(0) 211 45 60-577 / -549  
[GatiN@messe-duesseldorf.de](mailto:GatiN@messe-duesseldorf.de) /  
[BrowaL@messe-duesseldorf.de](mailto:BrowaL@messe-duesseldorf.de)

**Upon publication we would appreciate a specimen copy.**