

news +++ ISH  
13 to 17 March 2023

# ISH

## It will be hot again for ISH 2023

**Frankfurt am Main, 17.02.2022. With Fire & Flame - forum for the stove industry, a format will be launched exclusively at ISH 2023, which, as a new platform within the world's leading trade fair, will focus on exchange, networking and knowledge transfer.**

ISH, the World's Leading Trade Fair for HVAC + Water, is the heart of the entire industry. As a driver of innovation, it is the place where the energy revolution is visibly advanced. The proportion of renewable fuel sources, such as wood, continues to grow. The demand for CO<sub>2</sub>-neutral solutions is higher than ever. The new Fire & Flame platform is designed as a forum specifically for the stove industry. In Hall 9.2, it will show how future heating technologies involving wood as the No. 1 renewable energy source will meet the requirements of tomorrow and also delight with their aesthetic design. Another advantage: only at ISH can the synergies with other heat generation and air conditioning technologies be used and demonstrated.

All around the topics of heating with wood, gas or ethanol stoves, as well as electric fireplaces, forward-looking technologies will be combined with the most modern design and the latest innovations will be presented live in operation to a broad audience. In a specially designed area, it will be clearly presented that individual room fireplaces can be combined with other components of heating technology, e.g. with heat pumps, photovoltaic systems or solar thermal energy - and thus be completely CO<sub>2</sub>-neutral. At ISH 2019, 25,000 trade visitors from 108 countries have already shown an interest in this area.



Heating with wood can do more than just be beautiful.

Exhibitors at Fire & Flame - forum for the stove industry, can choose from various types of participation and register by 20 May 2022. Fire & Flame is supported by the Gesamtverband Ofenbau (GVOB), the Zentralverband Sanitär, Heizung, Klima (ZVSHK), the Genossenschaft der deutschen Kachelofen- und Luftheizungsbauer (HAGOS) as well as the Initiative Holzwärme.

The areas are located around the Stove Forum, which has been a fixture in this sector for years and serves as a welcome meeting place for the industry to network. The trends and current topics will also be discussed here in 2023. The focus will be on the latest products, technologies and solutions.

This is where the entire industry meets in one place at one time, and that is at the ISH at the Frankfurt Exhibition Centre from 13 to 17 March 2023.

**Note for journalists:**

Further information about Fire & Flame can be found at <https://ish.messefrankfurt.com/fire-flame>

**Press releases & images:**

[www.ish.messefrankfurt.com/press](http://www.ish.messefrankfurt.com/press)

**Social media:**

[www.ish.messefrankfurt.com/facebook](http://www.ish.messefrankfurt.com/facebook)

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## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021