

# ISH

## ISH 2025 branching out in new directions – with a fresh concept and an even sharper focus on visitors

**Frankfurt am Main, 25 January 2024. Powerful dynamic forces characterise the markets in which the sanitation, heating and ventilation industry operates. Responsible for this are not only the broad spectrum of subject areas but also the results of political decision making. Now, the world's leading trade fair for HVAC + Water is reacting to these developments with a new concept, and focusing more than ever before on visitors. Also new are the eight solution fields tailored exactly to participants' interests. Thus, all visitors to ISH 2025 from 17 to 21 March, have the opportunity to benefit to the utmost from their time at the fair.**

The world needs solutions to stop climate change. And innovations that can contribute to this are shown by exhibitors at ISH in Frankfurt am Main. ISH is the heart of the sanitation, heating and ventilation industry, and offers a mirror image of the market situation. Against this background, exhibitors, Messe Frankfurt and its partners have jointly analysed the form this international meeting place must take to support the aims of market participants to the greatest possible extent. The result is a new, modern and future-oriented approach, which puts the focus of the fair more sharply than ever before on visitors and their needs.

### **Eight solution fields point the way**

From bathroom designers, via specialists for heating and air-conditioning technology, to experts for renewable energies and building-services control systems, the spectrum of visitors to ISH in Frankfurt is no less diverse than the spectrum covered by the industry. Under the motto, 'Solutions for a sustainable future', ISH 2025 will offer all participants a new, transparent and modern event structure. The centrepiece of the new concept comprises eight solution fields:

- Bathrooms
- Water-bearing systems
- Installation
- Heat generation
- Indoor air
- Intelligent building management
- Software
- Sanitary & HVAC products

## ISH 2025 – The new solution fields



Growing expectations and greater individuality in all fields of energy efficient and resource friendly building-services technology lead to eight new solution fields for ISH 2025. Source: Messe Frankfurt Exhibition GmbH

At the cutting edge, the subjects of sustainability and digitalisation play an important role in all fields of ISH. “In principle, the event is undergoing a kind of metamorphosis from a straightforward product exhibition to a solution-oriented application show. To this end, the new solution fields will ensure improved orientation and exact matching between the demand and supply sides. This is the basis, the foundation for a modern and powerful international meeting place”, explains Stefan Seitz, Director ISH Brand Management.

The inclusion of the new Hall 5, which was opened in 2023, is the key to the new ISH structure in 2025. Accordingly, the new concept will also be reflected by the layout of the fair in the individual exhibition halls. In this connection, Seitz adds, “In the future, content and knowledge transfer will take place in close thematic proximity to the relevant exhibitors, thus creating a stronger link between the presentations of innovative solutions with best-practice examples and information about developments in the market. After all, both are directly connected, and an advantage in terms of specialist knowledge is of indispensable added value for all visitors.” Accordingly, the themes will be determined at an even earlier stage, and also take account of the interests of international visitors.

Detailed information about the eight solution fields can be found at [ish.messefrankfurt.com](http://ish.messefrankfurt.com).

### Think ahead to 2025 and benefit from the early-booking discount!

Companies can already plan their participation in ISH from 17 to 21 March 2025 and benefit from the lower early-booking price by submitting a non-binding Intention to Exhibit by **1 March 2024**. Full details about exhibiting at ISH 2025 is available online at [www.ish.messefrankfurt.com/exhibitors](http://www.ish.messefrankfurt.com/exhibitors).

ISH

The world's leading trade fair for HVAC + Water

ISH takes place from 17 to 21 March 2025.

**Press information and photographic material:**

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

**Website and social media:**

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

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

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

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

[www.instagram.com/building.technologies.messeffm](http://www.instagram.com/building.technologies.messeffm)



**Your contact:**

Aleksandra Götz

Tel.: +49 69 75 75-6144

[aleksandra.goetz@messefrankfurt.com](mailto:aleksandra.goetz@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

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

**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

**Sustainability at Messe Frankfurt**

[www.messefrankfurt.com/sustainability-information](http://www.messefrankfurt.com/sustainability-information)