

PRESS RELEASE

Zukunft Personal Europe, no. 2

“Leading in permanent beta” – The 2019 motto of Zukunft Personal Europe

Leading European fair covering all aspects of the working world celebrates 20th anniversary

Cologne, 24.04.2019. From analogue to digital, from personnel administration to HR management, from rigid structures to fluid hierarchies – perpetual beta is everywhere and bringing about lasting changes to the working world. However, one thing has not changed. People are still at the heart of these changes and they are and will continue to be the most important corporate success factor. With this in mind, the expo event Zukunft Personal Europe has been connecting the HR community for 20 years now. It has been acting as a catalyst, discussion platform and marketplace, and is also the anchor point in permanent beta for all those who have taken or are taking a leading role in structuring changes to the working world – past, present and future. This year's motto “Leading in permanent beta” therefore combines the transformation of the working world with the anniversary of this leading European fair.

Permanent beta involves challenges. Are we really going to lose over a third of all jobs to our robot colleagues as the philosopher Richard David Precht recently prophesied at the conference “Future of Work in Industry” also organised by spring Messe Management? How do we ensure staff receive appropriate continuous training so that everyone benefits from digitalisation? What stage of digital transformation have the business and working worlds already reached? The Zukunft Personal Europe addresses these issues and others in its presentation programme with a focus on handling artificial intelligence, further education and qualification possibilities and the agile transformation of corporate culture. The goal is to work with partners from business, politics and society to find lasting answers. The expo event therefore brings together all sorts of social partners such as the trade unions ver.di and IG Metall, the Federal Ministry of Labour and Social Affairs and company representatives and academics to engage in a critical discourse on all aspects of the working world of the future.

Keynote speech by Marion Rövekamp: “Designing with diversity and courage”

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Marion Rövekamp, Chief Human Resources Officer at the energy company EWE explains why her human resources strategy features greater diversity in all areas. Her aims are particularly to identify the action EWE AG can take as an innovative and traditional company to both outgrow itself and attract new skilled workers. She will be sharing her thoughts in the keynote speech on 18 September in Hall 2.1. at 12 noon.

How does Life Sciences Company Bayer AG use a special programme to support its staff in the implementation of change processes? Another keynote speaker Sebastian Kolberg, Vice President for Change Management and Digital Transformation at Bayer, will be explaining how this works. Kolberg is an active member of the Working Out Loud (WOL) community. His lecture will take place on the first day of the exhibition in Hall 2.1. at 1:15 pm.

Exhibitors' product solutions aim to optimise HR management

The twentieth edition of the leading expo event will again be focusing on exhibitors' product solutions and innovations for the working world besides the numerous interactive formats. Already five months before the start of the event, both the Software and Hardware hall and the Recruiting and Attraction hall are completely sold out. Exhibitors will be illustrating the full HR process chain and Employee Experience (EX) across four halls in total. Their offerings range from the latest software for recruiting and personnel management to corporate health management issues and the practical implementation of the Future of Work with its various thematic strands: spaces, tools, leadership and learning.

The HR Innovation Award will be presented again this year, distinguishing particularly outstanding innovations. Interested companies can still apply before the deadline on 01 July 2019 (www.hr-innovationaward.de).

About Zukunft Personal Europe

The Zukunft Personal Europe in Cologne is the leading exhibition dedicated to the world of work. This leading European exhibition acts as a catalyst connecting professionals and markets in the fields of HR management, digitalisation and leadership. For three days, the focus is on innovative solutions, high-calibre presentations and networking in the human resource community. Decision-makers, HR professionals and influencers of the working world attend the Zukunft Personal Europe to gain that all-important market overview and share their thoughts on current and future trends.

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About spring Messe Management GmbH

spring Messe Management organises specialist exhibitions, conferences and events in the fields of human resources, corporate health management and recruitment. spring events are now regarded as established industry platforms thanks to their subject expertise and the company's many years of experience and sustained customer focus. The brands "Zukunft Personal", "Corporate Health" and "job and career" are the catalysts for current trends, innovative ideas and new developments in business management.

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