

# PRESS RELEASE

Zukunft Personal Europe, No. 3

## **Federal Minister of Labour, Hubertus Heil, opens 20th edition of Zukunft Personal Europe Survey results and discussion on “Working in the digital future”**

**Cologne, 21.06.2019. Europe's leading expo event dedicated to the world of work will be welcoming a high-ranking politician for its 20th anniversary. Hubertus Heil, Federal Minister of Labour and Social Affairs, will be opening the leading exhibition in Koelnmesse on Tuesday 17 September 2019 at 10 a.m. He will then take part in a panel discussion on the subject “Working in the digital future” before embarking on a tour of the exhibition.**

“The exhibition Zukunft Personal Europe has been showcasing innovative and inspiring ideas for the development of human resource management for 20 years now. It offers the space to exchange and discuss ideas and shows innovative product solutions that provide answers to the challenges of an increasingly digital, global and faster-moving working world,” said Federal Minister Hubertus Heil ahead of the exhibition.

Ralf Hocke, CEO of the event organiser, spring Messe Management, commented: “As an inspiring platform for all economic and social aspects of HR management and digital transformation, we are very much looking forward to the discussion with the Federal Minister of Labour and Social Affairs.”

### **Federal Minister to hold discussions with industry and trade union representatives**

What changes has digital transformation already triggered in the working world and what other developments will shape our work in the digital future? IBM Germany and the trade union ver.di supported a survey on this question which has been carried out in collaboration with the Federal Ministry for Labour and Social Affairs. The results will be discussed during a panel debate. Norbert Janzen, Managing Director of IBM Germany and CHRO of IBM Germany, Austria & Switzerland, Lothar Schröder, member of the ver.di National Executive Committee, as well as

Contact for media enquiries:

Linda Domes  
Tel.: +49 621 700 19-205  
E-mail: [presse@messe.org](mailto:presse@messe.org)



spring Messe Management  
GmbH

Am Friedensplatz 3  
68165 Mannheim  
Germany  
[www.messe.org](http://www.messe.org)



@ZP\_Universe

[www.facebook.com/ZukunftPersonal](http://www.facebook.com/ZukunftPersonal)

Xing group “Personalmessen”

representatives of the companies questioned for the survey will be discussing the opportunities and challenges for government and industry with Federal Minister Hubertus Heil. The discussion will take place on the keynote stage in Hall 2.1 at 10.15 a.m.

After the discussion, the Federal Minister will be guided round the exhibition to see the current product solutions offered by exhibitors and will also visit the "Future of Work" Village which gives visitors a tangible experience of the future of work in four facets: Spaces, Tool & Methods, Leadership & Culture and Skills & Competences.

### High-calibre keynote line-up now complete

The high-calibre keynote speakers at the Zukunft Personal Europe will also be contributing their tangible experiences from the world of work. Besides Marion Rövekamp, Chief Human Resources Offices at the energy company EWE, and Sebastian Kolberg, Vice President for Change Management and Digital Transformation at Bayer AG, we have now had confirmations from Dr. Jens Stief, Managing Director, XING E-Recruiting GmbH and Kerstin Rücker, Director HR & Organization Development, Eckes-Granini Group. The line-up is completed by FOCUS news magazine's Chief Correspondent Daniel Goffart who will be projecting the theories from his book "The End of the Middle Class" onto the design of the working world, and last but not least Laura Dekker. The youngest person to circumnavigate the world single-handed speaks about the hurdles she had to overcome during her journey and shows how borderline experiences can lead to greater enthusiasm and motivation.

### Please note:

Journalist accreditation for Zukunft Personal Europe at  
<https://www.europe.zukunft-personal.com/de/presse/aktuelles/akkreditierung/>

### 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

Contact for media enquiries:

Linda Dommes  
Tel.: +49 621 700 19-205  
E-mail: [presse@messe.org](mailto:presse@messe.org)



spring Messe Management  
GmbH

Am Friedensplatz 3  
68165 Mannheim  
Germany  
[www.messe.org](http://www.messe.org)



@ZP\_Universe

[www.facebook.com/ZukunftPersonal](https://www.facebook.com/ZukunftPersonal)

xing group "Personalmessen"



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.

### **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.

#### **Contact for media enquiries:**

**Linda Dommes**  
Tel.: +49 621 700 19-205  
E-mail: [presse@messe.org](mailto:presse@messe.org)



**spring Messe Management GmbH**

Am Friedensplatz 3  
68165 Mannheim  
Germany  
[www.messe.org](http://www.messe.org)



@ZP\_Universe

[www.facebook.com/ZukunftPersonal](http://www.facebook.com/ZukunftPersonal)

Xing group "Personalmessen"