

ABOUT ZP EUROPE

600

EXHIBITORS, PARTNERS
& SPONSORS

25.220

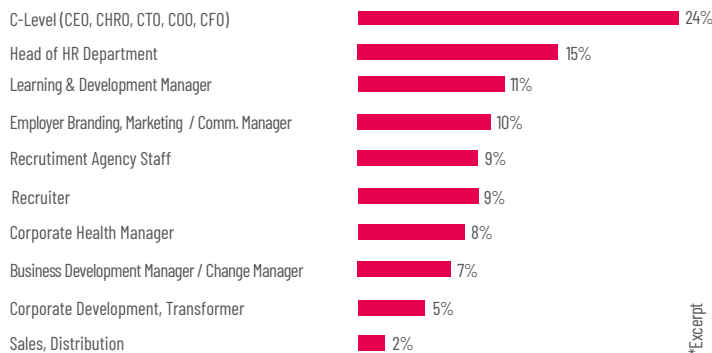
VISITORS

785

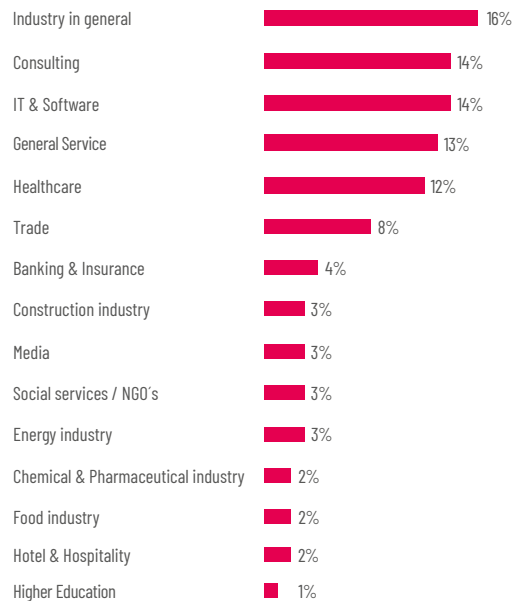
SESSIONS

Zukunft Personal Europe in Cologne is the leading expo event for the world of work. World of work. As a driving force, the leading European trade fair connects people and markets in the fields of HR management, digitalisation and leadership. For three days, the focus is on innovative product solutions, congress-level presentations and networking with the community: decision-makers, HR managers and those shaping the world of work will be able to gain the decisive market insights at Zukunft Personal Europe. Zukunft Personal Europe to gain a decisive overview of the market and discuss the trends of today and tomorrow.

POSITIONS OF TRADE VISITORS

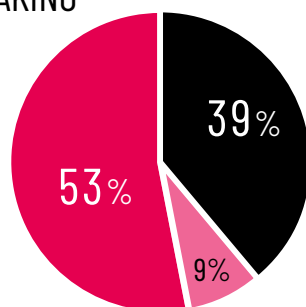


INDUSTRIES OF TRADE VISITORS

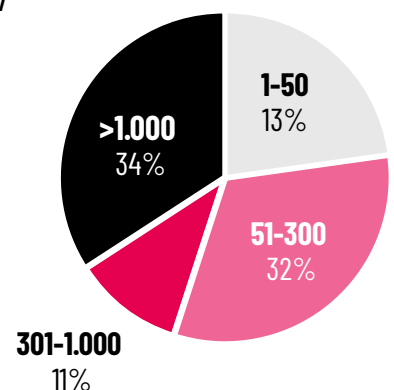


VISITOR'S DECISION-MAKING AUTHORITY

■ sole and co-decisive
■ advisory
■ no decision-making authority

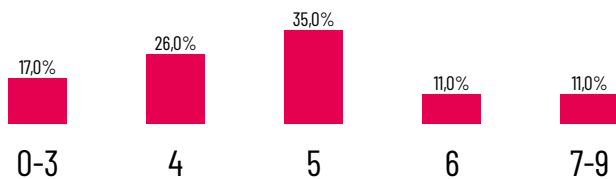


COMPANY SIZE/ EMPLOYEES



Would you like to take part in the next ZP trade fair?
More informationen at www.zukunft-personal.com/sales

ORIGIN OF VISITORS BY POST CODE AREA



ATTENDANCE NUMBERS DAILY BREAKDOWN



over **96%**

of visitors would recommend Zukunft Personal Europe as a relevant industry event.

NEU IN 2024



ZP COMMUNITY LOUNGE

The ZP Community Lounge is the central meeting point for the ZP Community. You can look forward to exciting network meetings with our partners, to which you are cordially invited. The lounge is the ideal place to exchange ideas, get to know each other and network



ZP PLUS LOUNGE

The exclusive ZPplus Lounge is waiting for you! As a member, you get access to free drinks, comfortable seating and practical charging stations.



NETWORKING SESSIONS

The three days of the fair will each have a different theme: on days 1 and 2 there will be a networking session for introverts and on day 3 there will be a business networking session.



THESEN THEKE

'More courage to be imperfect'. HR experts speak candidly at the thesis counter, directly and with a high entertainment factor. You have the opportunity to react directly with to respond directly with agreement or disagreement and to contribute your own questions.



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ONLINE COMMUNITY



618.401
PAGE VIEWS



29.317
FOLLOWER



5.176
FOLLOWER

PICTURE GALLERY

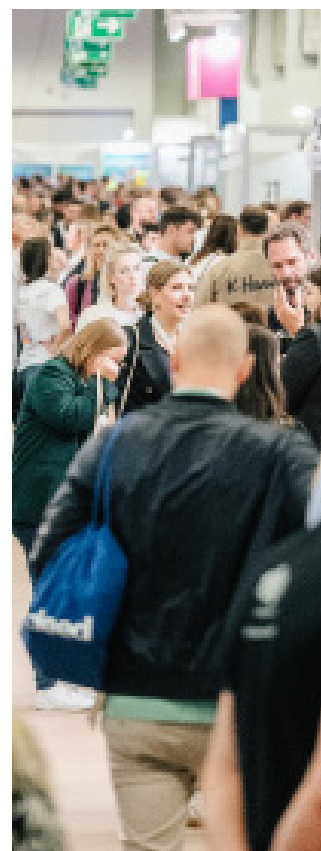


FLICKR ALBUM

AFTERMOVIE



YOUTUBE LINK



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A SELECTION OF ATTENDING COMPANIES

- ADAC Nordrhein e.V.
- Adam Audio GmbH
- Adecco Germany Holding SA & Co. KG
- Adidas AG
- Adobe
- ALDI Einkauf SE & Co. oHG
- Allianz Beratungs- und Vertriebs AG
- Amazon Deutschland Services GmbH
- AOK Baden-Württemberg
- Atruvia AG
- AXA Konzern AG
- Axel Springer National Media & Tech GmbH & Co. KG
- BASF
- Bayer 04 Leverkusen Fußball GmbH
- Bayer AG
- Birkenstock Group B.V. & Co. KG
- Bosch Sicherheitssysteme GmbH
- Bundesagentur für Arbeit
- Canon Deutschland GmbH
- Carglass GmbH
- Commerzbank AG
- DACHSER SE
- DATEV eG
- Deutsche Bahn AG
- Deutsches Zentrum für Luft- und Raumfahrt
- DeepL SE
- Deloitte Consulting Germany
- Deutsche Telekom AG
- DIRINGER & SCHEIDEL GmbH & Co. Beteiligungs KG
- dormakaba Deutschland GmbH
- E.ON SE
- Eckes-Granini Deutschland GmbH
- Eurowings Aviation GmbH
- EY Consulting GmbH
- FERCHAU Automotive GmbH
- Ferrero MSC GmbH & Co. KG
- Flaschenpost SE
- Flughafen Köln/Bonn GmbH
- Ford-Werke GmbH
- Fraunhofer-Institut für Software und Systemtechnik ISST
- Fresenius Medical Care AG
- Fujifilm Europe
- FUNKE MEDIENGRUPPE GmbH & Co. KGaA
- Galeria Karstadt Kaufhof GmbH
- HARIBO GmbH & Co. KG
- HAYS AG
- Henkel AG & Co. KGaA
- IBM Deutschland GmbH
- idealo internet GmbH
- IKEA Deutschland GmbH & Co. KG
- Institut der deutschen Wirtschaft Köln e. V.
- K+S Minerals and Agriculture GmbH
- KPMG AG Wirtschaftsprüfungsgesellschaft
- Kununu
- Landeshauptstadt Düsseldorf
- LANXESS Deutschland GmbH
- Lekkerland SE
- Madsack Market Solutions GmbH
- MAN Truck & Bus SE



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A SELECTION OF ATTENDING COMPANIES

- Mercedes-Benz AG
- Ministerium der Finanzen des Landes Nordrhein-Westfalen
- MLP Finanzberatung SE
- Nagel-Group Logistics SE
- NetCologne Gesellschaft für Telekommunikation mbH
- Nintendo of Europe SE
- Nordfrost GmbH & Co. KG
- Nordzucker AG
- OBI Group Holding SE & Co. KGaA
- Otto GmbH & Co KG
- Peek & Cloppenburg B.V. & Co. KG
- Pfalzwerke AG
- PHOENIX Pharma SE
- pme Familienservice GmbH
- Polizeipräsidium Köln
- Porsche Consulting GmbH
- ProSiebenSat.1 Media SE
- PUMA SE
- PwC Deutschland GmbH
- R+V Allgemeine Versicherung AG
- Randstad Deutschland GmbH & Co. KG
- REMONDIS Assets & Services GmbH & Co. KG
- RENOLIT SE
- RheinEnergie AG
- Rheinmetall AG
- RIMOWA GmbH
- RTL Deutschland GmbH
- RWE Power AG
- Salzgitter Mannesmann Handel GmbH
- Santander Consumer Bank AG
- SAP Deutschland SE & Co. KG
- Schnellecke Logistics SE
- Schufa Holding AG
- Siemens Industry Software GmbH
- Sky Deutschland GmbH
- SNOCKS GmbH
- SPIE Deutschland & Zentraleuropa GmbH
- STRABAG BRVZ GmbH & Co. KG
- Ströer SE & Co. KGaA
- TARGO Deutschland GmbH
- Techniker Krankenkasse
- Telefónica Germany GmbH & Co. OHG
- Thyssenkrupp AG
- trans-o-flex Express GmbH & Co. KGaA
- TÜV Rheinland AG
- Ubisoft Blue Byte GmbH
- Vaillant GmbH
- Vodafone GmbH
- Volkswagen AG
- WDR mediagroup digital GmbH
- WISAG Gebäude und Industrieservice Holding GmbH
- Yamaha Motor Europe N.V., NL Deutschland, GB Motorisierte Produkte
- Zalando SE
- ZEIT Verlagsgruppe



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#QUOTES

Christian Ebbecke, Managing Director HRIlab GmbH

„Zukunft Personal Europe is the central trade fair for HR in German-speaking countries, you could almost say it's a must-attend event. This year, we really invested in the stand - which has paid off completely. For us, the trade fair means internal customer care, we make new contacts and our remote team meets here to feel and live the spirit of our company together.“

Patrick Beer, Managing Director Sales and Organisation at Personalwerk GmbH

Review of Zukunft Personal

„This year, we had our own stand at Zukunft Personal 2024 and, with a week's distance, I can say that it was really worthwhile. The trade fair once again showed how important personal dialogue is in our industry. The three days were characterised by many exciting conversations with customers & partners - it was simply great fun!

...“

Teamwork Instore Services GmbH

„Successful visit to the Zukunft Personal Messe 2024 in Cologne! Our recruiting department had the exciting opportunity to visit the Zukunft Personal trade fair in Cologne - a real highlight in the field of HR and over the past few days, we have been able to take a close look at the latest trends in recruiting, employer branding and HR technologies. We returned with a lot of new impulses and ideas that we are now motivated to incorporate into our daily work. The exchange with so many experts has once again shown us how dynamic and important our field of work is - and what opportunities the future offers us! We are already looking forward to next year and to further dialogue!“

softgarden®

PEOPLE CHANGE THINGS

„A motto that was a perfect fit for 2024!

Inspiring discussions, innovative ideas and, above all, lots of warm encounters - it was simply unforgettable!

It was great that so many visitors found their way to our recruiting garden!

...

We are already looking forward to ZP 2025!“



#QUOTES

EGYM Wellpass**After the fair is before the fair!**

„Three intensive and exciting days at Zukunft Personal #Europe are behind us – and we are full of energy and inspiration!

Our Head of Sales Frank Hückelheim summarises the time perfectly: 'The #ZPE was a fantastic opportunity to hold valuable discussions and make new contacts. The variety of ideas and solutions was impressive. The trade fair also showed us how important it is to engage in personal dialogue with existing customers!'

...

Tina Genssler, Contractor Brand Stepstone

„Zukunft Personal Europe in Cologne was very successful for us. This year, we made it our mission to outdo ourselves in terms of brand and stand concept. We offered our visitors the type of glambot that was also used at the Oscars and the Grammys. And with our consistent motto 'Find your star talent', we managed to make everyone feel like stars themselves. The response was great and so were the conversations."

MORITZ Consulting UG**„What a successful week in Cologne!**

We look back with enthusiasm on inspiring discussions, valuable new contacts and personal encounters with familiar faces. The trade fair showed us how important direct dialogue is online is great, but live is simply something special.

...

We are now looking forward to turning the impressions we have gathered into new projects!"

Donna Adjei**Is the Zukunft Personal trade fair worth it?**

„Last week I was able to visit the trade fair on Tuesday and Thursday – my first visit and I honestly didn't know what I would find worthwhile.

But I was pleasantly surprised: so many exhibitors, exciting solutions and solutions and innovative ideas on all relevant HR topics!

From corporate health and onboarding to digital tools for talent management – there was so much to discover.

These trade fairs not only offer the opportunity to find out about the latest trends, but also to make valuable contacts and take away inspiration for your own day-to-day work.

Especially at a time when the world of work is changing so rapidly, it is important to stay on the ball and keep up to date with the latest developments.

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