

ABOUT ZP EUROPE

669

EXHIBITORS, PARTNERS
& SPONSORS

25,897

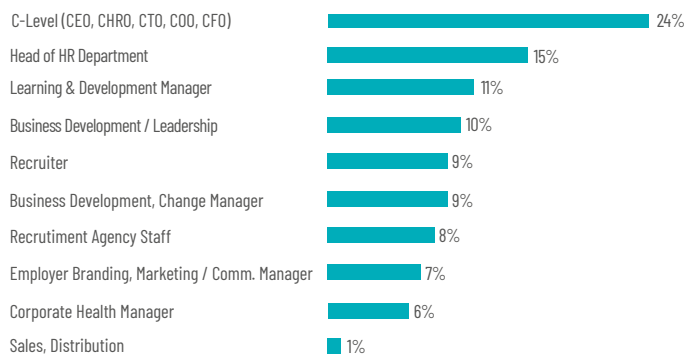
VISITORS

704

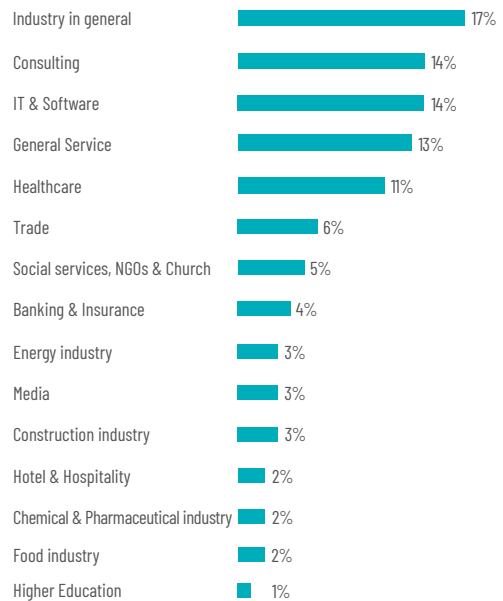
SESSIONS

ZP Europe is unlike any other HR Expo event. It is Europe's number one, a guiding star and established hub in the HR universe. With outstanding industry expertise, a keen sense for trends and opportunities, and a clear mission, ZP Europe offers something unique: direct access to the full spectrum of HR. From leading global players to cutting-edge start-ups, from fresh ideas and innovative solutions to the latest tools. Above all, ZP Europe creates a space for open dialogue, creative networking, and cross-disciplinary exchange. It fosters surprising synergies that make complex HR challenges more tangible—and more holistic. Delivering 360° value and sustainability, ZP Europe empowers organizations to unlock the full potential of their people. A vibrant, collaborative platform for truly integrated people transformation.

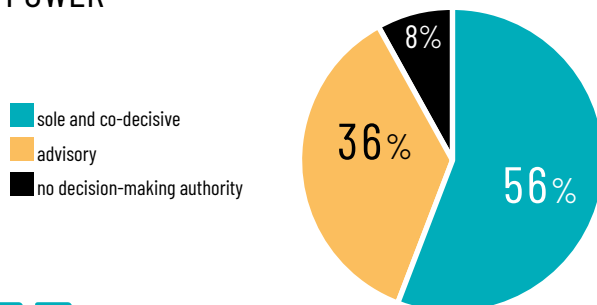
POSITIONS OF TRADE VISITORS*



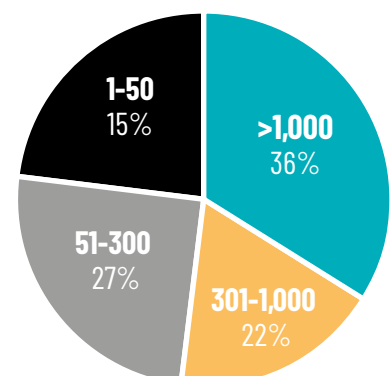
INDUSTRIES OF TRADE VISITORS*



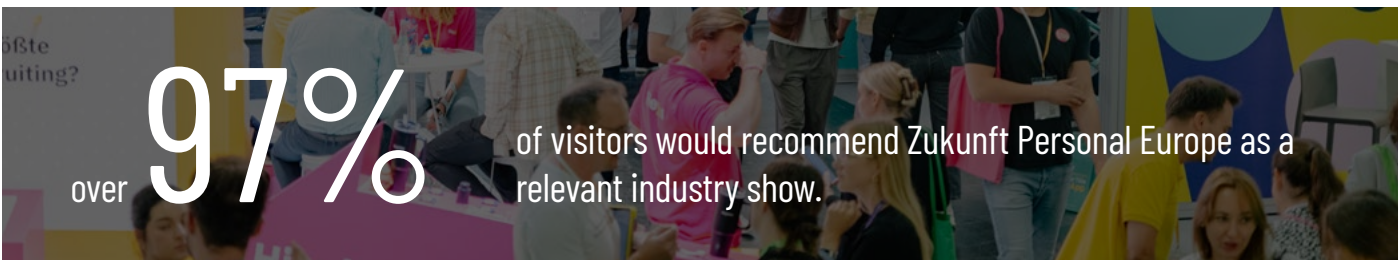
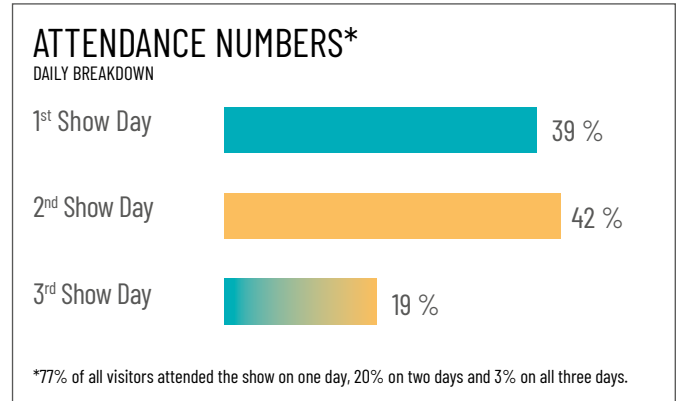
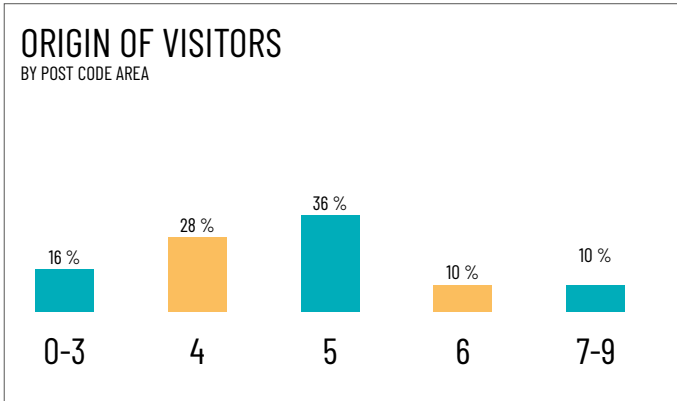
VISITORS' DECISION-MAKING POWER



COMPANY SIZE/ EMPLOYEES



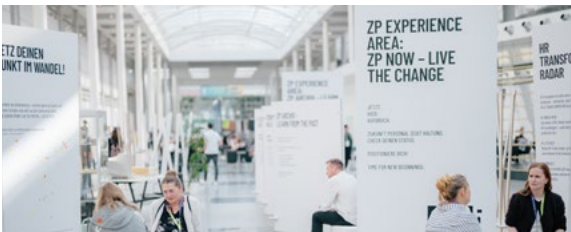
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25TH ZP ANNIVERSARY ACTIVITIES



25 UNDER 25
The mentoring programme for young talents from the HR scene gave participants the opportunity to engage in dialogue with experienced mentors, make new contacts and contribute their perspectives to discussions about the future of Human Resources.



ZP EXPERIENCE AREA
The special area dedicated to the 25th anniversary invited visitors to take an emotional look back and ahead at the HR industry. The interactive timeline 'HR in Transition' (2000-2025) showed key milestones such as Digitalisation, Diversity and New Work. The exhibition was enriched by a video lounge with messages from the community, interactive stations such as a selfie wall and a time capsule for personal letters to the future.

**MIT HERZ &
HAND**



CHARITY INITIATIVE
Our partner organisations collected donations for important social projects in a dedicated charity area. Every contribution, large or small, helped to make a positive difference and enrich the anniversary edition with a special initiative.

ZUKUNFT
PERSONAL®

REVIEW

9 – 11 SEPTEMBER

2025 COLOGNE

#ZPEurope

ONLINE COMMUNITY



721,346
PAGE VIEWS*



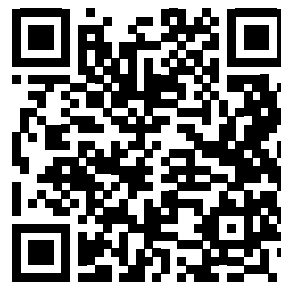
34,573
FOLLOWERS



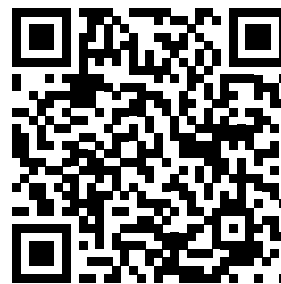
180,939
APP VIEWS**

*01.07.2025-12.09.2025
**01.09.2025-12.09.2025

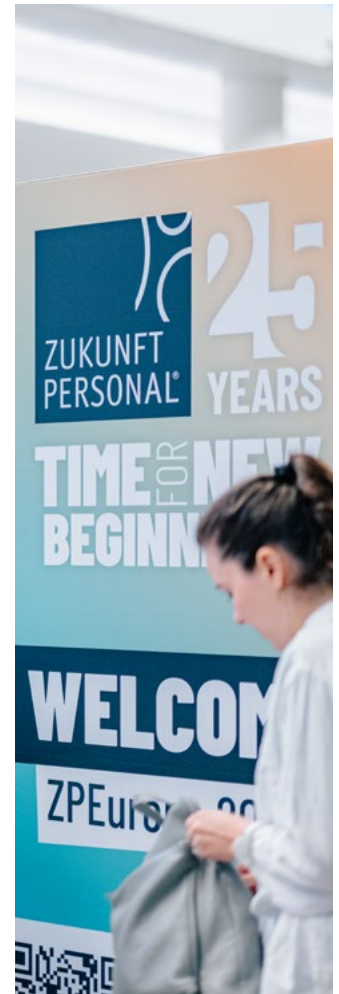
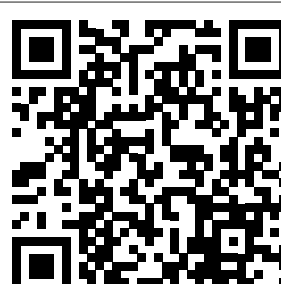
PHOTO GALLERY



AFTERMOVIE



MESSE TV



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A SELECTION OF ATTENDING COMPANIES

- ABB AG
- ADAC SE
- Adecco Group
- adidas AG
- Allianz Versicherungs AG
- Alstom
- Amazon
- AOK
- ARAG SE
- Arbeiterwohlfahrt (AWO)
- Ausbildung.de
- AXA Konzern AG
- BASF SE
- BAUHAUS AG
- Bayer AG
- Bechtle AG
- Bertelsmann SE & Co. KGaA
- BioNTech SE
- BMW AG
- BP Europa SE
- Brenntag SE
- Bundesagentur für Arbeit
- Bundeswehr
- C&A Buying GmbH & Co. KG
- Canon Deutschland GmbH
- Carglass GmbH
- Carl ZEISS AG
- CBRE Group
- Ceva Logistics GmbH
- Citibank
- CLAAS
- Continental AG
- Daimler Truck
- DAK Gesundheit
- DB Schenker
- Debeka
- Decathlon Deutschland
- Deichmann SE
- Deloitte
- Deutsche Bahn
- Deutsche Bank
- Deutsche Post DHL
- Deutsche Telekom
- Deutsches Rotes Kreuz
- DEUTZ AG
- DEVK Versicherungen
- dm-drogerie markt
- E.ON SE
- ERGO Group
- Evonik Industries
- EY Consulting GmbH
- FedEx Express
- FERCHAU Management GmbH
- Ford-Werke GmbH
- Formel D GmbH
- FORVIA HELLA
- Foundever B.V. & Co. KG
- Fressnapf Holding SE
- FUNKE Mediengruppe
- Generali Group
- GLOBUS Markthallen
- Google
- Hays AG
- Henkel AG & Co. KGaA
- HSBC Continental Europe S.A.
- ING Group
- ISS Facility Services
- John Deere
- KPMG AG
- LANXESS Deutschland GmbH
- Lufthansa
- MAN Truck & Bus SE
- MediaMarktSaturn Retail Group
- Mercedes Benz AG
- Merck KGaA
- METRO AG
- MTU Aero Engines AG
- MVV Energie AG
- OBI GmbH & Co. Deutschland KG
- Pricewaterhouse Coopers GmbH
- R+V Allgemeine Versicherung AG
- REMONDIS
- REWE Group
- Rheinmetall AG
- Robert Bosch GmbH
- Saint-Gobain GLASS Deutschland
- Sanofi
- Santander Consumer Bank
- Scania
- Schneider Electric SE
- Schwarz Gruppe
- Securitas Holding GmbH
- Siemens AG
- SIGNAL IDUNA Gruppe
- STIHL
- STRABAG AG
- Südzucker AG
- Tata Consultancy Services
- Techniker Krankenkasse
- Telefónica S.A.
- The Adecco Group
- Thermo Fisher Scientific
- Thyssenkrupp AG
- TUI Group
- TÜV SÜD
- Unilever plc
- United Parcel Service (UPS)
- Vinci S.A.
- Vodafone
- Volkswagen
- Wisag-Gruppe
- Woolworth GmbH
- WPP Media
- Wüstenrot & Württembergische AG
- yazaki europe limited
- Zalando SE
- ZF Group
- Zurich Gruppe



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#QUOTES

Anna Steinhagen, Communications Manager, Jobware GmbH

"I work in corporate communications at Jobware. As a traditional job board provider, we are very concerned about the current economic situation: many of our customers have reduced their hiring significantly – a problem that affects all industries. At the same time, this creates opportunities to expand our services, especially in the field of social recruiting. From the very beginning, Zukunft Personal has been the ideal presentation platform for us – and also an important place to observe the market."

Marcus Richter, Executive Director Marketing, ATOSS Software SE

"Zukunft Personal Europe is the ideal setting for us to discuss new ways of working with customers, partners and HR decision-makers. Our guiding principle 'Empowering People. Maximizing Productivity.' is immediately apparent here – in discussions about current trends, in dialogue based on partnership and in jointly shaping the workforce management of tomorrow."

Jakob Zopora, Brand Experience Manager, Ausbildung.de GmbH

"Our first attendance at Zukunft Personal 2025 was a resounding success. The trade fair opened up exciting opportunities for Ausbildung.de: we were able to engage in numerous valuable discussions and identify the event as a promising channel for lead generation. The positive response confirms that Zukunft Personal can be a relevant live touchpoint for us with our potential partners."

Dr. Dominik Faust, CEO, viadoo Change Guides

"If there is one leading trade fair that focuses on people, it is Zukunft Personal Europe in Cologne. The 25th edition was dominated by the elephant in the room: the opportunities and risks of artificial intelligence (AI) for employees in companies. However, only half of the elephant was (in)visible. The clear focus was on the opportunities offered by AI and its diverse possibilities in everyday working life. I also really liked the Innovation People Lab, where visitors could learn about new methods and try them out collaboratively. All in all, it was a thoroughly successful event."

Christian Clemens, Talent Acquisition Specialist, CBB GmbH

"ZPE brings together everything related to HR in one place. It is the perfect opportunity to get up to date with the latest developments in the field, meet providers of a wide range of services and systems, and expand your own network."

Personalwirtschaft

"The major themes at this year's Zukunft Personal Europe were familiar, yet as relevant as ever: crisis and artificial intelligence. While the economic situation has clearly had an impact on HR departments and service providers, AI has taken a significant step forward in its development: away from gimmicks and towards solid solutions for HR.

In 2025, the focus was on applications, AI agents and tools. Although some providers continue to rely on the mere label 'Now with AI', well-thought-out solutions with real added value are increasingly emerging. In addition to transformation, AI and the role of HR, the trade fair offered a wide-ranging programme. Topics such as corporate health, learning and labour law were likewise discussed."

Rekrutierungserfolg.de

"Instead of relying on nostalgia, Europe's leading platform for people and organisational performance curates the major challenges facing the world of work – with a clear stance, interactive formats and international appeal. As both a trade fair and a movement, Zukunft Personal connects human resources, business relevance, technology and the human touch – inspiring an entire industry in the process.

Under the new strategic label People & Organisational Performance, Zukunft Personal is expanding its focus well beyond traditional HR: new answers to networked leadership, cultural and work issues are in demand – and this is exactly where the trade fair provides guidance, best practices and inspiring minds.

Zukunft Personal is living the transformation – from a classic HR event to a platform for people & organisational performance. The anniversary room becomes a stage for relevance, reflection and a new beginning with attitude. Live. Courageous. Together."

