

ABOUT ZP NORD

250

EXHIBITORS, PARTNERS
& SPONSOR

7,943

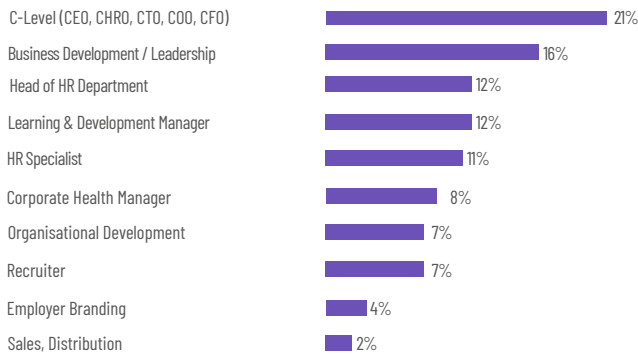
VISITORS

260

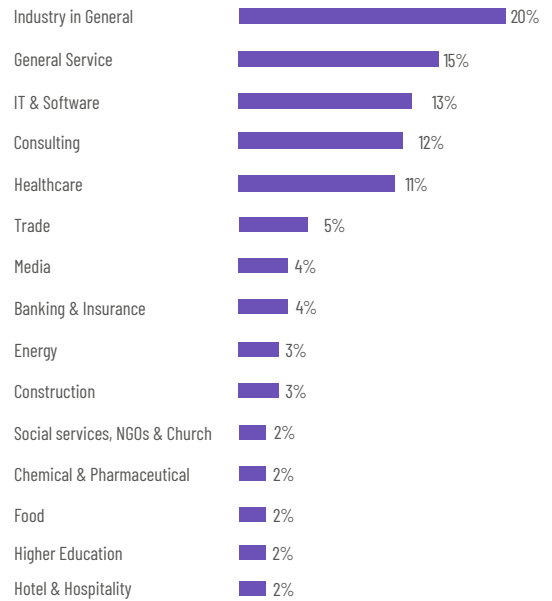
SESSIONS

Zukunft Personal Nord is the networking event for the People-Community in northern Germany. The event in Hamburg focusses on developments in the entire working world of tomorrow; decision-makers, managers and HR-managers meet at the trade fair to exchange ideas and to network. Inspiring program content, best-cases, innovative products, and live training sessions offer attendants valuable knowledge transfer and practical solutions. What makes the Zukunft Personal Hamburg? The vibrant atmosphere of the Hanseatic City, its modern spirit, and open-minded culture – making it the perfect place to host the event.

POSITIONS OF TRADE VISITORS*

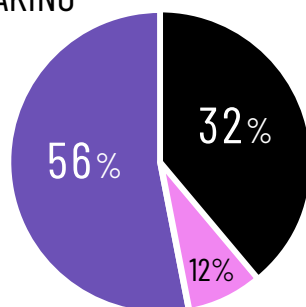


INDUSTRIES OF TRADE VISITORS*

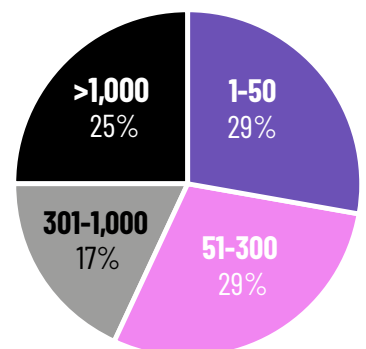


VISITORS' DECISION-MAKING POWER

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

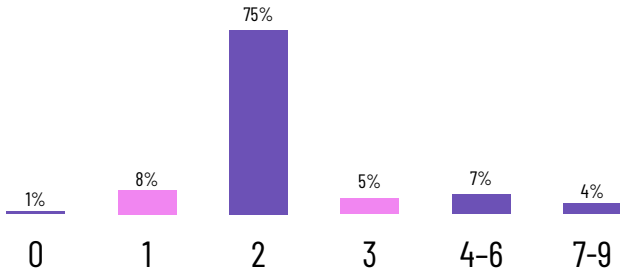


COMPANY SIZE/ EMPLOYEES

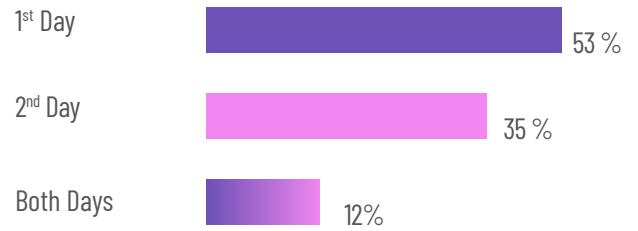


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ORIGIN OF VISITORS
BY POST CODE AREA



ATTENDANCE NUMBERS



Deep Dives

An exclusive exchange delivering actionable ideas.



With the Deep Dive format, a space is created where real value is generated: A carefully designed format located in the trade fair hall, yet far from the fast-paced environment of the exhibition. Participants benefit from a setting that facilitates focused work, genuine collaboration and productive encounters.

Whilst the trade fair pulsates with energy, the Deep Dives offer a private space for intense, professional conversation. In small groups of no more than ten HR professionals, discussions take place that are otherwise rarely possible amidst the hectic hustle and bustle of the trade fair: individual, genuine, on equal terms – and with real impact.

Each topic is deliberately focused to make the exchange as practical and actionable as possible. Here, experts meet practitioners: they share insights, discuss challenges and jointly develop solutions that have an immediate impact on their own daily work.

Places are limited – and that is precisely what makes the format so valuable.

DEEP DIVES



TEAM
HUMAN
× AI

ZUKUNFT
PERSONAL®

REVIEW

25 – 26 MARCH

2026 HAMBURG

#ZPNord

ONLINE COMMUNITY

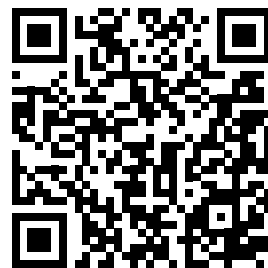

264,596
PAGE VIEWS*


36,707
FOLLOWER


5,922
FOLLOWER

*FROM JAN - MARCH

PHOTO GALLERY



FLICKR ALBUM

MESSE TV



YOUTUBE LINK



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www.zukunft-personal.com/newsletter

A SELECTION OF ATTENDING COMPANIES

- 1KOMMA5 GmbH
- About You
- agineo GmbH
- AIDA Kundencenter
- Airbus Operations GmbH
- Ballin Stiftung e.V.
- BAWAG AG
- Beiersdorf AG
- Berliner Stadtreinigung
- bonprix Handelsgesellschaft
- Bundesagentur für Arbeit
- Carl Kühne KG
- CHANEL GmbH
- CLAAS KGaA mbH
- Cornelsen Verlag GmbH
- CTS Eventim AG & Co. KGaA
- DACHSER SE
- DAK-Gesundheit
- Dansk Skoleforening for Sydslesvig e.V.
- Dataport AöR
- Drägerwerk AG & Co. KGaA
- E.ON Energie Dialog GmbH
- EDEKA IT
- ERGO Group AG
- EY Consulting GmbH
- Fette Compacting GmbH
- Fiege Logistik Stiftung & Co. KG
- Fielmann Group AG
- Flughafen Hamburg GmbH
- Freie und Hansestadt Hamburg
- GCH Hospitality GmbH
- Gebr. Heinemann Se & Co. KG
- GESTRA AG
- Greenpeace e.V.
- H. Butting GmbH & Co. KG
- HAMBURG WASSER
- HANSA-FLEX AG
- Hapag-Lloyd AG
- Hobby Wohnwagenwerk
- IMPACT Group
- Jungheinrich AG
- Kalorimeta GmbH
- Kieback&Peter GmbH & Co. KG
- Konditorei Junge GmbH
- Lightspeed POS Germany GmbH
- Lufthansa Technik AG
- MEYER WERFT GmbH
- Montblanc Simplo GmbH
- NDR
- Otto GmbH & Co. KGaA
- Panasonic
- Peek&Cloppenburg KG
- Pütz Security AG
- Rheinmetall AG
- Schülke & Mayr GmbH
- Senger Unternehmensgruppe
- STARK Deutschland GmbH
- TA Triumph-Adler GmbH
- Techniker Krankenkasse
- TOM TAILOR GmbH
- TUI Cruises GmbH
- Unilever Deutschland Holding GmbH
- Vattenfall GmbH
- VEMAG Maschinenbau GmbH
- Viebrockhaus AG
- Volkswagen AG
- Wavestone Germany AG
- WIEDEMANN Burg GmbH
- ZECH Bau Holding GmbH
- Ziemann Gruppe



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#TESTIMONIALS*

Emilija Prusaite, Event Marketing Managerin, Infoniqa

"We are a software provider for payroll, finance and HR, specialising in small and medium-sized enterprises. Zukunft Personal has long been an important event for us.

However, we have only been participating as a partner since this year – and we have consequently significantly increased our stand size. We are overwhelmed by the traffic and interest here in Hamburg. At times, we could barely cope with the rush. We were particularly impressed by the quality of the discussions and visitors at our stand."

Katharina Göbet, Regional Marketing Manager DACH, Remote:

"Our target market is companies that operate globally with remote teams. To support them, we provide HR services such as benefits, payroll and compliance within a single, user-friendly solution. Talking about the ZP Nord trade fair here in Hamburg: I can already say that it has been a very successful event for us. Of course, we are a provider specialising in white-collar roles, but that is precisely what resonated with the audience. It's the right mix of a relaxed atmosphere and in-depth discussions that we appreciate. We will, of course, also be attending the events in Stuttgart and Cologne."

Visitor: Katharina Mirow, HR-Mitarbeiterin, Uelzener Allgemeine Versicherungsgesellschaft a.G.:

"Yesterday I was at Zukunft Personal Nord in Hamburg, and to be honest: I was a bit overwhelmed. There were so many exciting ideas, conversations and impressions that I had to take some time to process them all.

What really stuck with me was:

- Companies no longer need to be merely professional, but above all human. After all, we work with people. Especially in the age of AI, this factor is becoming increasingly important. Technology can make things much easier, but it cannot replace genuine relationships.
 - This also means: making career changes easier and broadening the focus – moving away from pure technical expertise towards social skills, adaptability and a willingness to learn.
 - And a question I found particularly fascinating: Could 'unlimited holiday' work in Germany too? There are already some early examples in the US, but does that fit with our work culture? What do you think?
- Thanks for the inspiration and the many thought-provoking ideas."

Visitor: Ülkü Çamdere, Head of Human Resources, accantec group:

"A day at Zukunft Personal in Hamburg, packed with insights on 'Team Human x AI'.

Under this overarching theme, much of yesterday's programme centred on the connection between technology and people in an HR context. The range of topics, from recruitment and staff development to New Work, demonstrated once again that whilst the challenges are significant, so too are the opportunities. It was particularly fascinating to see what is currently happening in the market in this regard.

A pleasant atmosphere and definitely worth a visit again."

*Translation by Organiser

