ZUKUNFT PERSONAL®

REVIEW

15 – 17 SEPT **2026 COLOGNE**

#ZPEurope



ABOUT ZP EUROPE

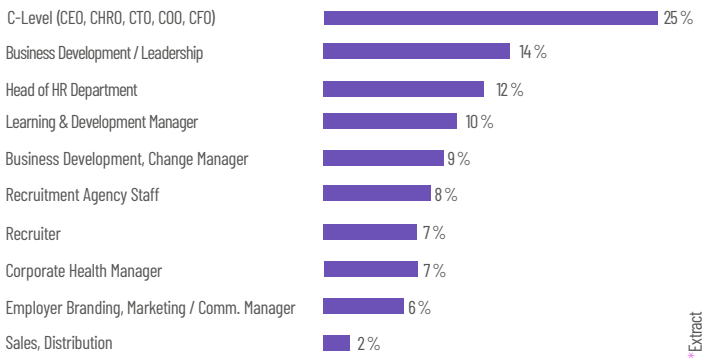
700 EXHIBITORS, PARTNERS & SPONSORS

25.965 VISITORS

680 SESSIONS

ZP Europe stands out from other HR exhibitions. As Europe's leading HR trade show, it is an established hub for the entire HR community, combining in-depth industry expertise with a keen eye for emerging trends and opportunities. Guided by a clear mission, ZPE offers what no other trade show can: direct access to the full spectrum of HR topics, leading industry players and innovative start-ups, and their latest ideas, solutions and tools. Above all, ZPE provides a platform for open dialogue, meaningful networking and knowledge sharing across disciplines, creating unexpected synergies that make complex HR challenges easier to manage. Its holistic approach creates lasting value across every aspect of HR and enables employees to reach their full potential. ZPE is a vibrant, collaborative platform for people and organisational transformation.

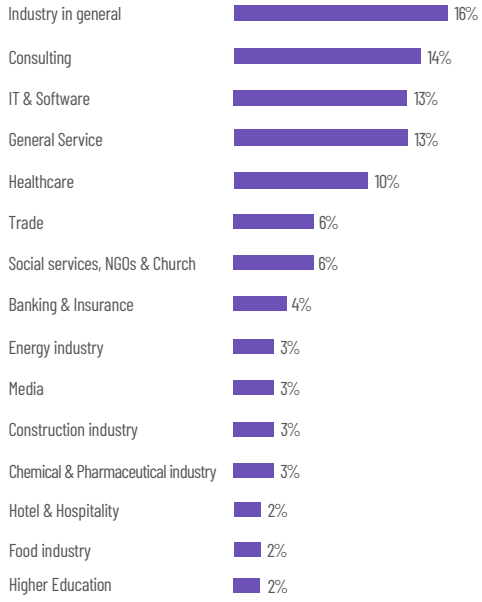
POSITIONS OF TRADE VISITORS*



*Extract

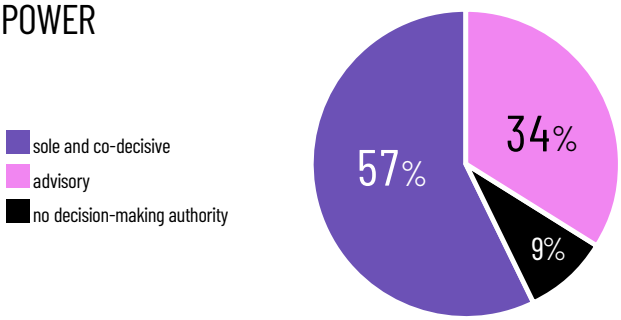


INDUSTRIES OF TRADE VISITORS*

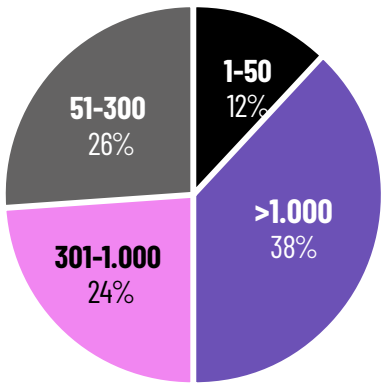


*Extract

VISITORS' DECISION-MAKING POWER



COMPANY SIZE/ EMPLOYEES



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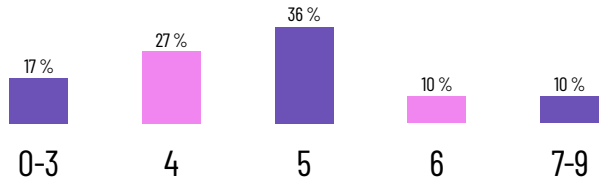
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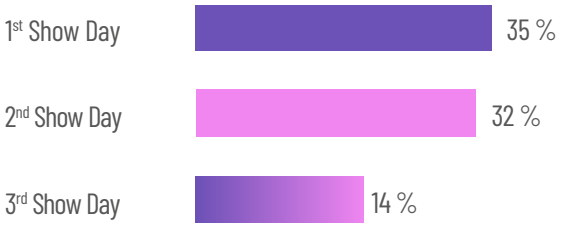
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ORIGIN OF VISITORS
BY POST CODE AREA



ATTENDANCE NUMBERS*
DAILY BREAKDOWN



*81% of visitors attended the fair on one day, 14% on two days and 5% on all three days.



NEW IN 2026









EXECUTIVE CLUB

The Zukunft Personal Europe Executive Club is an exclusive meeting place for decision-makers, thought leaders and partners in the HR sector. It is your gateway to tangible benefits, valuable connections and fresh perspectives.

GUIDED TOURS | 7 STOPS, 7 PERSPECTIVES ON HUMAN + AI IN HR

The curated 2026 Guided Tour explored this year's theme, 'Team Human × AI', with seven stops showcasing how AI reduces workloads, improves transparency and empowers HR leaders to make effective decisions. The focus was on the interplay between technological support and human responsibility.

ZP IMPACT LAB

Together with the ZP Think Tanks and the Corporate Learning Community, participants explored ideas for the future of work through interactive workshops and deep dives, and played an active role in shaping the future of HR.

AWARD: WELLBEING & PERFORMANCE AT WORK

Many initiatives that truly transform companies go unnoticed, yet they could inspire others. With the Wellbeing & Performance at Work Award 2026, Zukunft Personal and Zone5 recognised initiatives that showed how performance and wellbeing could go hand in hand through better leadership, smarter collaboration and a culture that empowered people. The focus was on meaningful progress rather than perfect companies. The award brought these ideas into the spotlight so they could help shape the world of work.

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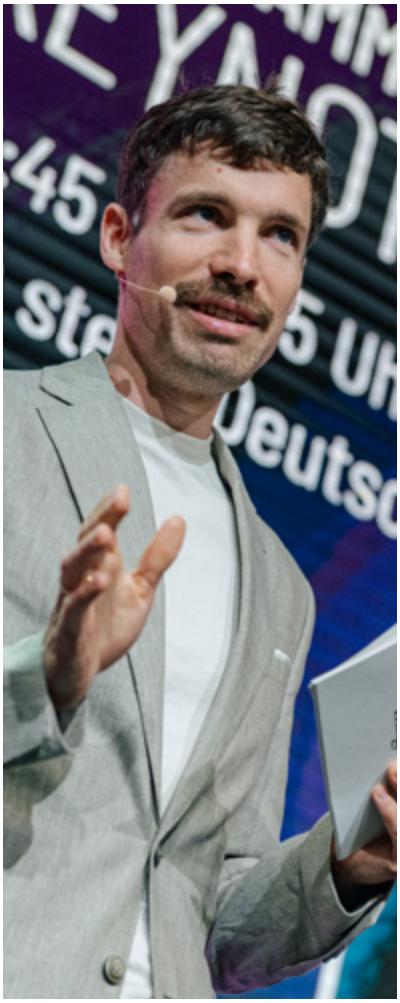
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A SELECTION OF ATTENDING COMPANIES

- 3M Deutschland
- ABB
- AbbVie Deutschland
- adesso
- ALDI Nord Deutschland Stiftung
- Alfred Kärcher
- Amprion
- apoBank
- AUDI
- Aurubis
- B. Braun
- Baker Tilly
- BDO Wirtschaftsprüfungsgesellschaft
- Birkenstock Group
- BNP Paribas S.A. Niederlassung Deutschland
- Boston Consulting Group
- Brose Sitech
- CANCOM
- Capgemini Deutschland
- Commerzbank
- Computacente
- Continentale Versicherungsverbund
- Covestro Deutschland
- CSL Behring
- Currenta
- DACHSER
- DekaBank Deutsche Girozentrale
- Dentsply Sirona
- Deutsche Bundesbank
- Deutsche Leasing
- Deutsche Rentenversicherung Bund
- DFS Deutsche Flugsicherung
- Dirk Rossmann
- Douglas
- Dr. Ing. h.c. F. Porsche
- DSV
- DZ PRIVATBANK
- EDEKA Minden-Hannover
- EnBW
- Endress+Hauser
- enercity
- Ernstings family
- Eurowings
- EWE
- Flughafen Köln/Bonn
- Fraport
- Fresenius
- Gerresheimer
- GLS Germany
- Grant Thornton
- Grohe
- Grünenthal
- HanseMerkur
- HDI
- Helios Klinike
- Hermes German
- Herrenknecht
- Hitachi Energy Germany
- IKEA Deutschland
- IKK classic
- Infineon Technologies
- Johanniter-Unfall-Hilfe
- Kaufland
- KiK Textilien
- Knauf Gips
- Kölner Verkehrs-Betriebe
- Kreissparkasse Köln
- Lidl Stiftung
- Mainova
- Malteser Deutschland
- Miele & Cie.
- Miltenyi Biotec
- msg systems
- Nagel-Group Logistic
- Nestlé Purina PetCare Deutschland
- NRW.BANK
- NÜRNBERGER Lebensversicherung
- Otto Group
- Paul Hartmann
- Peek & Cloppenburg
- Phoenix Contact
- PHOENIX Pharma
- Provinzial Versicherung
- Rheinbahn
- RheinEnergie
- Rohde & Schwarz
- RTL Deutschland
- RWE
- SCHOTT
- Siemens Healthineers
- SMS group
- Smyths Toys Deutschland
- Sopra Steria
- Sparkasse KölnBonn
- Stadtwerke Düsseldorf
- Symrise
- Takko Fashion
- TARGOBANK
- TEDi
- Tesla
- Thalia Bücher
- toom Baumarkt
- Toyota Deutschland
- Transgourmet Deutschland
- TRUMPF
- Trützschler Group
- TÜV Rheinland
- UCB Pharma
- UniCredit Bank
- Uniklinik Köln
- Uniper
- Vaillant
- Volvo Car Germany
- Vonovia
- Vorwerk Deutschland Stiftung
- WDR
- Weidmüller Interface
- WILO
- Württembergische Versicherung

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#QUOTES

Kevin Wünsch, Senior Sales Manager, HRlab
"I've been in the industry for 19 years and have long been familiar with Zukunft Personal in its various formats. The fair has developed very positively over the years. For companies, it's a key point of contact for quickly gaining an overview of the HR market, comparing providers directly with one another and clarifying specific questions without major hurdles. Particularly in light of the many changes taking place, ZP offers valuable guidance before you have to wade through countless online offers and contact forms. This year, too, we had consistently good and, above all, productive discussions."

Marius Jeuck, Co-Founder & CCO, and Juliane Walter, VP Sales, HeyJobs
"We're represented by a large team at Zukunft Personal because taking part has always been worthwhile for us in recent years. Through the discussions at the fair, we gain first-hand insight into the challenges employers face and just how varied their requirements are. This customer feedback bridges the gap between product development and sales and helps us to further develop our HR solutions in a targeted manner."

Jakob Hahn, Head of Partnerships, heycare
"This is our second time exhibiting at ZP Europe. And we are, of course, delighted to have won the HR Innovation Award in the Corporate Health category. We're having some excellent discussions here – including with many exciting and large companies. It's becoming particularly clear that mental strain, stress and mental health conditions are taking centre stage. At the same time, we're feeling the strain of the current market situation: many HR and workplace health management budgets have been cut or put on hold for the time being. However, we're seeing an upward trend again in the second half of the year."

Sebastian Ratsch, Regional Sales Manager, Epassi Deutschland
"We deliberately used Zukunft Personal Europe as a major platform for our rebranding. With two different stand concepts, we were able to both draw attention to the new brand and provide space for in- depth discussions. The feedback from our guests was very positive:
many existing customers wanted to find out more about the transition from Hanset to Epassi, whilst at the same time we reached numerous new prospects. From the outset, our aim was quality over quantity. Nevertheless, we were able to exceed our ambitious lead target even before the end of the trade fair – whilst maintaining an exceptionally high standard of contacts."

Dr. Colin Roth, Geschäftsführender Gesellschafter, BlackBox/Open
"We have been exhibiting at Zukunft Personal for ten years. Our consistent presence has paid off: we have been able to attract new clients and large organisations here, and have grown steadily alongside developments in the field of organisational development. The direct exchange of views on the issues driving the market is of immense value to us. We use this to develop new methods, seminars and training programmes. For us, the exhibition is therefore a sales platform, a learning space and a marketplace all in one."

Henrik Trenkel, President, BDVT e. V.
"Zukunft Personal offers us several valuable avenues for networking: we meet our members, engage in dialogue with company representatives and recruit new members for our association. At the same time, we gain important insights from the market and learn first-hand which topics are currently of interest to companies and HR development departments. This makes the trade fair a key venue for us for networking, member recruitment and professional exchange."



