ZUKUNFT PERSONAL®

REVIEW

#ZPM

20–21 OCTOBER 2026

MUNICH



ABOUT THE PERSONALMESSE MÜNCHEN

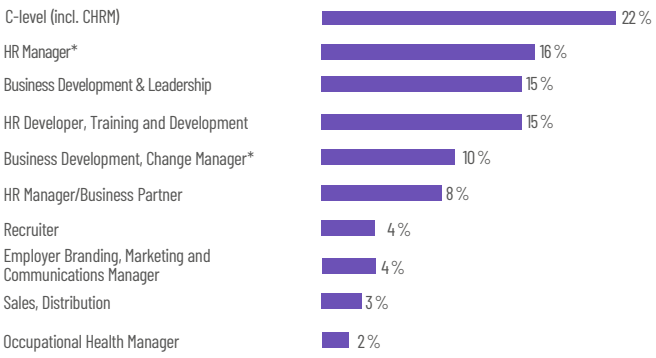
104 EXHIBITORS, PARTNERS & SPONSORS

2,254 VISITORS

112 SESSIONS

The Personalmesse Munich, powered by ZP, is the central meeting place for HR professionals in the Munich metropolitan region, Bavaria and Austria. It brings together decision-makers, executives and HR managers to shape the working worlds of tomorrow. The focus is on all relevant HR topics – from recruitment and learning to employee benefits. With presentations, best practices and innovative solutions, the fair offers valuable knowledge-sharing, inspiration and networking opportunities.

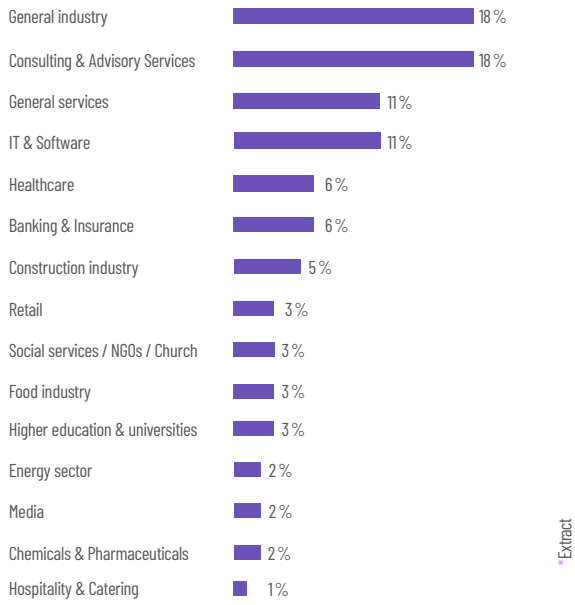
POSITIONS OF TRADE VISITORS*



*Extract

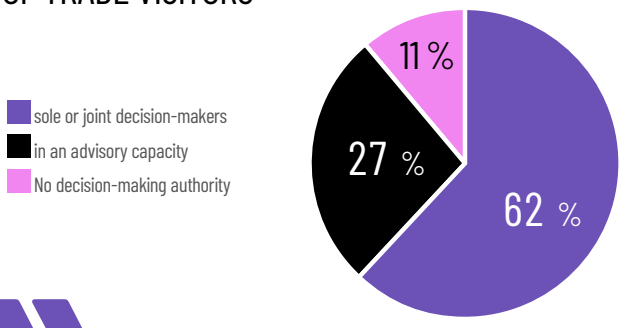


SECTORS POSITIONS OF TRADE VISITORS*

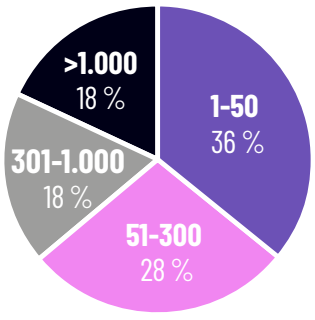


*Extract

DECISION-MAKING AUTHORITY OF TRADE VISITORS



COMPANY SIZE IN EMPLOYEES



Would you like to take part in the next ZP show?
Find out more at www.zukunft-personal.com

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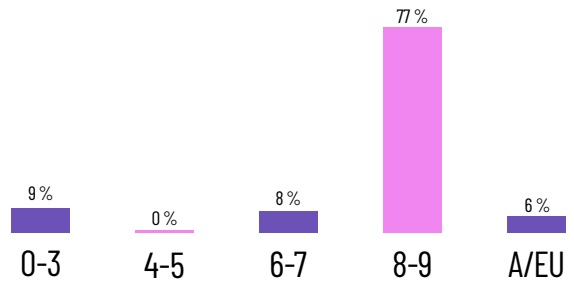
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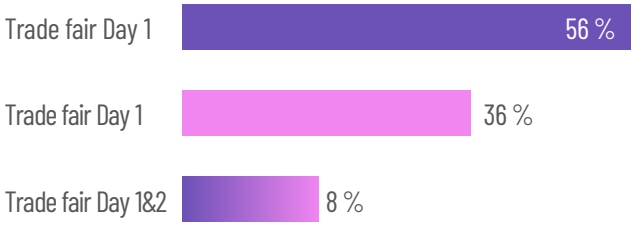
MUNICH

ORIGIN OF TRADE VISITORS

POSTCODE AREAS



VISITOR BREAKDOWN BY DAY





2 DAYS

PURE HR KNOW-HOW



SOLUTION STAGES

On the Solution Stages, you learnt about the trends, innovations and best practice examples presented by our exhibiting companies, sponsors, partners and HR professionals from the business world.

BDVT-FORUM powered by BDVT Der Berufsverband für Training, Beratung und Coaching

At the BDVT Forum, you could expect practical insights into training, coaching and consultancy. You could look forward to exciting sessions with experts presenting the latest trends and concrete solutions for HR practice.

HR-RoundTable powered by HR RoundTable

The motto of the HR RoundTable is 'By HR professionals – for HR professionals'. The aim was to facilitate networking free from sales pitches, as well as crosssector and cross-topic exchanges. At the partner stand, you could look forward to stimulating conversations over a cup of coffee and light refreshments.

ZP & Friends Lounge

Your laid-back meeting place for genuine exchange! This is where HR comes alive. You experienced exciting 'thesis bar' sessions with a regulars' table atmosphere – controversial, direct, honest. During the networking sessions, you were able to forge valuable contacts that often led to lasting connections beyond the event. Here, you were guaranteed to meet colleagues facing similar challenges.

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PHOTO GALLERY



TRADE FAIR TV



YOUTUBE LINK



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EXCERPT FROM THE TRADE VISITOR LIST

ADAC
Airbus
Allianz
AOK
BARMER
BMW
BMW Group
BMW Bank
Bayerisches Rotes Kreuz
Berlitz
Bausparkasse Schwäbisch Hall
Best Secret
BR (Bayerischer Rundfunk)
BSH Hausgeräte
Capgemini
Cariad
Coach
Constantin Film
DACHSER
Deloitte
Deutsche Bahn
DB InfraGO
Deutsche Lufthansa
Lufthansa
Deutsche Telekom
Dirk Rossmann
EDEKA
Ehrmann
Europa-Park
FINN
Flughafen München
FOM Hochschule
Garmin
Hays
Hoffmann Group
Horváth
Infineon
Isar Aerospace
IU Internationale Hochschule
IVECO
Kreissparkasse München Starnberg
Lacoste
LEONI
Lidl
Lufthansa Aviation
Marsh
MEAG
Messe München
Mömax
Mobil Krankenkasse
msg systems
MTU Aero Engines
München Klinik
mytheresa
NÜRNBERGER Versicherung
Österreichisches Rotes Kreuz
Panasonic Connect
Paritätischer Wohlfahrtsverband Bayern
Putzmeister
R+V Versicherung
Schweizerische Post
Siemens Mobility
SONAX
SOS-Kinderdorf
Sparda-Bank München
Sparkasse KölnBonn
Stadt Ingolstadt
Stadtwerke München
Studiosus Reisen
Technische Hochschule Ulm
TRATON
TSG 1899 Hoffenheim
TUM (Technische Universität München)
TUM Klinikum
UniCredit
Verlag C.H. Beck
Westwing
Zeppelin Rental
Bayerischer Bauernverband
Bergzeit
Bergader
Bayern Versicherung
Barmherzige Brüder Krankenhaus München
AWO
Diakonie München und Oberbayern
Diakonie Düsseldorf
Franziskuswerk Schönbrunn
Hochschule München
Lidl Stiftung & Co. KG
Rossmann
SONAX GmbH
IKEA
Deutsche Telekom AG
Allianz Technology

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#EXHIBITOR COMMENTS

Rexx Systems GmbH – Niels-Philipp Ohlen, Head of Sales
The Personalmesse München provided us with numerous valuable discussions with new and existing clients, particularly on the first day of the event. The high level of interest in our presentation on digital sovereignty was particularly pleasing. Many visitors subsequently took the opportunity to have our software solutions demonstrated to them live at our stand. Alongside the professional exchanges, the personal discussions with clients and the strong team spirit were the highlights of the fair for us.

EGYM Wellpass – Felix Cerovsky, Corporate Sales Manager
The Personalmesse München Fair fully lived up to our expectations. The quality of the discussions at this year's Munich Recruitment Fair was particularly high. We reached exactly the target groups we wish to work with – from all over Germany and Austria. A shift within companies is becoming particularly evident: the question is no longer simply how to attract new staff, but increasingly how toretain existing staff in the long term.

AIDA – Anne Stauner, Marketing, and Thomas Brandl, Managing Director
We are very pleased with our presence at the trade fair. Visitor interest has been high and the quality of the discussions has improved yet further compared with previous years. Digitalisation, and artificial intelligence in particular, are the topics currently of greatest interest to our conversation partners. We can clearly sense this in the discussions at our stand. At AIDA, too, we are working intensively on these developments and integrating AI-supported solutions, for example, into digital document recognition. For us, the Personalmesse München is therefore an important platform for discussing current challenges, presenting innovative solutions and making valuable contacts.

LEITOLF PCG GmbH – Dr Jörg Leitolf, Managing Director
For me, the Personalmesse München was an all-round successful debut. I was particularly impressed by the high quality and density of the contacts, as well as the open, pleasant atmosphere during discussions. I was able to generate around 100 interesting leads over the two days of the fair. The compact format of the show offers ideal conditions for personal exchanges and targeted networking. My conclusion is therefore clear: I have already booked my place for next year.

BDVT, Professional Association for Training, Consultancy and Coaching – Peer F. Holm, Managing Director
The Personalmesse München was an all-round successful event for us. We were particularly delighted by the high turnout on the first day of the fair and the keen interest in our BDVT Forum. With the twelve final pitches for the European Training Award, we were able to offer exciting insights into innovative training concepts. At the same time, we successfully used the fair to strengthen existing contacts
and attract new prospects to our professional association. Our conclusion is therefore a positive one: we'll be back again next year!

