

ABOUT ZP NORD

250

EXHIBITORS, PARTNERS & SPONSORS

7,941

VISITORS

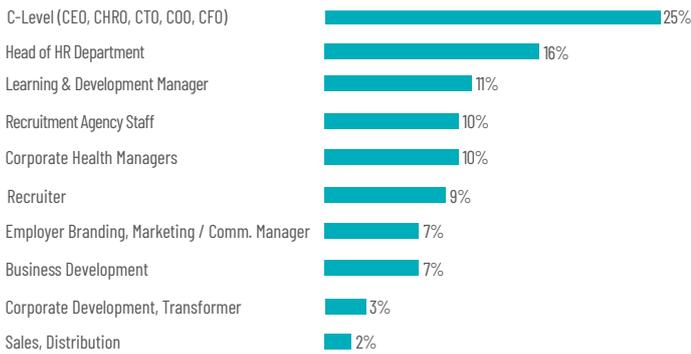
240

SESSIONS

+20 PERCENT

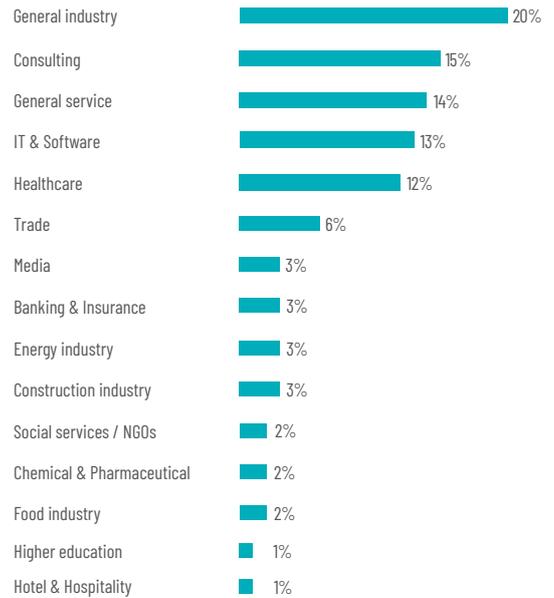
Zukunft Personal Nord is the networking event for the HR community in northern Germany. The Hamburg event focuses on the trends of the entire working world of tomorrow - also with regard to the current requirements in the region - decision-makers, managers and HR managers meet at the trade fair to exchange ideas and network. Diverse programme content and interactive formats offer visitors high-quality knowledge transfer and make Zukunft Personal Nord the hot spot for the people business in northern Germany.

JOB ROLES OF VISITORS



Auszug

INDUSTRY SECTORS OF VISITORS

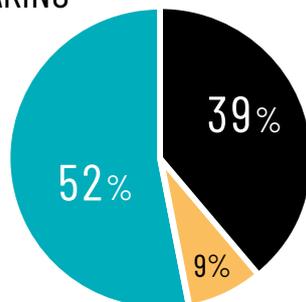


Auszug

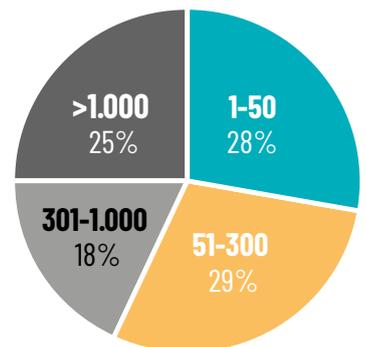


VISITORS DECISION-MAKING AUTHORITY

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

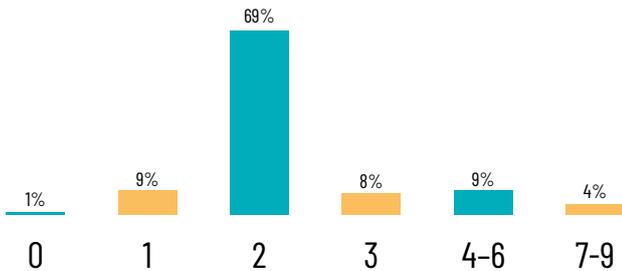


COMPANY SIZE / EMPLOYEES

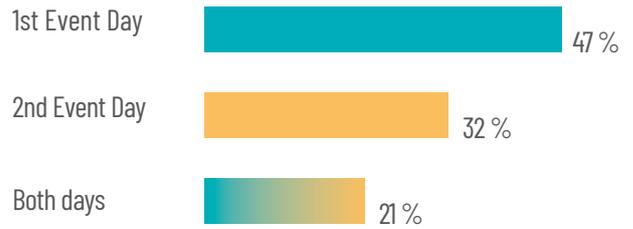


Would you like to take part in the next ZP trade fair?
More information at www.zukunft-personal.com/sales

ORIGIN OF VISITORS
BY POST CODE AREA



ATTENDANCE NUMBERS
DAILY BREAKDOWN



over **96%** of visitors would recommend Zukunft Personal Nord as a relevant industry event

ZP Talk

Cawa Younosi meets!



Cawa Younosi, THE HR visionary and influencer, became known, among other things, for his innovative leadership at SAP Germany. Together with the Zukunft Personal team, he has developed a new talk format that tackles the most important HR topics of our time: "ZP Talk: Cawa Younosi meets..."

With his charismatic style, he leads engaging discussion rounds where current challenges and valuable solutions are explored.

The first episode addresses the topic: **"Anti-Woke & Performance Pressure: Back to the 80s?"** Masculine energy, working harder for prosperity, performance management, school grades – what is going on in the business world? More importantly, what does the science say, and why is everyone doing the opposite?

His "can-do attitude" and commitment to a trust-based work culture are sure to shape the conversations – and may even lead to some unconventional answers.

ZUKUNFT
PERSONAL®

REVIEW

26 – 27 MARCH

2025 HAMBURG

#ZPNord

ONLINE COMMUNITY



618.401
PAGE VIEWS



31,509
FOLLOWER



5,336
FOLLOWER

PICTURE GALLERY



FLICKR ALBUM

MESSE TV



YOUTUBE LINK



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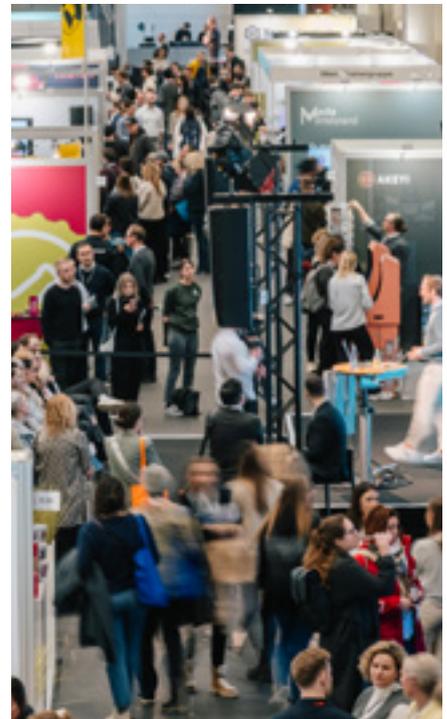
www.zukunft-personal.com



www.zukunft-personal.com/newsletter

A SELECTION OF ATTENDING COMPANIES

- Airbus Operations GmbH
- alanta health group GmbH
- Allianz SE
- Amazon
- AOK NordWest
- BARMER
- BASF Services Europe
- BLUME2000 SE
- BMW Werk Berlin
- Bundesagentur für Arbeit
- Bundeswehr
- Casio Europe
- CEWE Stiftung & Co.KGaA
- CLOSED GmbH
- Coffee Fellows GmbH
- Commerzbank AG
- DAK-Gesundheit
- Deutsche Bahn AG
- Deutsche Telekom AG
- DHL Group
- Douglas GmbH
- Edeka Handelsgesellschaft Nord
- Elysee Hotel AG
- ERGO Group AG
- EY
- Fielmann Group AG
- Flaconi
- Forvis Mazars
- freenet AG
- FREENOW
- fritz-kola GmbH
- Generali
- GHD Gesundheits GmbH Deutschland
- hagebau
- Hamburg Airport
- Hermes Germany GmbH
- HOYER Group
- Indeed Deutschland GmbH
- IU Internationale Hochschule
- KPMG
- Lions
- Lufthansa Airline
- Mercedes Benz
- Nanu-Nana E&V mbH
- NDR
- Norddeutscher Rundfunk
- OMR
- Optiker Bode GmbH
- Otto GmbH & Co. KGaA
- Pandora
- Peek & Cloppenburg KG
- PENNY
- Polizei Hamburg
- REWE
- Siemens AG
- SIGNAL IDUNA Gruppe
- SIXT SE
- SPIEGEL
- Stepstone
- STRABAG AG
- Techniker Krankenkasse
- toom Baumarkt GmbH
- TÜV Rheinland
- UniCredit Bank GmbH
- Volkswagen AG
- WISAG
- XING
- Zalando SE
- ZARA
- ZEIT Verlag



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#QUOTES

Niels Ohlen, Head of Sales & Marketing rexx systems GmbH:

„With our all-in-one software solutions, we cover all digitalization requirements of the HR function. We continuously develop our offerings to meet changing demands. Thanks to this consistent customer focus, we've been successfully operating in the market for 25 years.

Zukunft Personal is a great platform for reaching our target audiences – something that is also reflected in our sponsorship activities.“

Daniel Kuczaj, CEO und Lars Rennhardt, Head of Sales ROOMHERO GmbH:

“Our goal is to bring employees back into the office through thoughtful workplace design. We operate entirely digitally and offer a one-stop shop – from concept to complete installation.

We participate in Zukunft Personal as exhibitors and sponsors because this is where we meet our potential clients. And they come to us with very clear ideas, specific needs, and enough time for in-depth consultations.“

Justin Rademacher, CEO Snipe Media UG:

“We're a scale-up that implements AI into business processes. However, we see ourselves as a consulting firm – which means that alongside pure technology, cultural change plays a key role as a prerequisite for successful digitalization.

Our main target group isn't traditional HR, but rather management. At the trade fair, we were able to establish many promising contacts – and we'll definitely be back.“

Iwona Gryniuk, B2B Marketing Specialist Preply Business:

“We offer one-on-one language training and find the regional focus of Zukunft Personal to be a perfect fit. Personal connections with our target groups – HR and L&D decision-makers – are the most valuable to us, and they are exactly the people present at the trade fair. Even better: they come with the right mindset, actively looking for the solutions they need.“

Margarita Altunina, Senior Sales Team Lead Factorial HR:

“Our mission is to turn workplaces into positive environments. By automating and centralizing administrative tasks, we enable companies to focus on their most valuable asset: their people.

Our time at Zukunft Personal Nord was a great success – we gave many demos and expanded our network. In general, we really like the trade fair in Hamburg, as people here are open-minded, which naturally makes connecting much easier.“

Andreas Schlitter, Senior Berater GS Consult GmbH:

“As a consulting provider supporting companies in the DACH region with organizational development – using tools like change management, training, health management, or team development – we follow a philosophy of being as close to our clients as possible. This is our first time presenting our services at a Zukunft Personal trade fair, and we're positively surprised by the strong attendance and very specific inquiries.

The new direction of the ZP platform reflects what today's business world requires: organizational performance as the key to successful transformation.“

