

Press

Demographic development generates an upswing in the rehabilitation and care market

The trade show a great hit: 52,000 experts and affected persons visit REHACARE 2010 in Düsseldorf

REHACARE 2010 in Düsseldorf enjoyed great success thanks to the growing interest in innovative aids to simplify life for people with special needs, those requiring care, as well as the elderly. 52,500 professionals and affected persons strolled the trade show halls from October 6 to 9 in order to learn more about the products, services and new developments presented by 801 exhibitors from 29 countries. The number of visitors not only saw a significant increase from the previous year (48,000), the numbers even equalled the top results of 2008. As scheduled in rotation, REHACARE presented a product range the same as that of 2008. That year 52,000 people visited the trade show.

"The demographic development is accelerating the rehabilitation and care market as well as promoting interest in products for the aged. REHACARE 2010 benefited greatly from this interest," summarises Joachim Schäfer, manager of the Düsseldorf trade show. "Above all, subjects related to living space and the elderly have increased in significance. The REHACARE congress and the theme park all about living concepts for the elderly and barrier-free construction and living hit a nerve within the public and were well received."

For the federal association of people with disabilities (BAG Selbsthilfe), REHACARE 2010 was an event that fulfilled every expectation. "There is no other trade show with a comparable assortment of everyday aids and highly specialised solutions for virtually any type of disability," says Dr. Martin Danner, federal director of BAG Selbsthilfe. "As an information platform, REHACARE is vitally important for affected persons. The problems involved in care as well as questions regarding the funding of aids by the statutory health insurance providers furnished a lot of discussion material this year as well as a need for information."

Above all, the exhibitors at REHACARE 2010 were enthusiastic about the large number of foreign health care professionals amongst the visitors. Professor Hans Georg Näder, managing partner of Otto Bock HealthCare, registered "a



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significant increase in internationality, a successful 1:1 balance of both professionals and private individuals, as well as numerous contacts and a gratifyingly high degree of communication."

For Nancy Balcom, product manager of the wheelchair manufacturer PDG Mobility Technologies of Vancouver, Canada, REHACARE is "the only international trade show we need for our business. We make and keep contact with sales partners in every part of Europe, from the United Kingdom to Italy. In addition, the trade show provides a unique opportunity to test the requirements of the European market in regard to our products."

About 7,500 international visitors from sales, import and health care insurance providers visited REHACARE in Düsseldorf this year. They came from 43 countries and are vital for Germany's extremely export-oriented rehab technology and assistive devices industry. According to the German industry association SPECTARIS, in 2009 the leading manufacturers of aids for the handicapped made 2.2 billion euros (8 percent more than in 2008), of which exports accounted for an above average proportion. They increased by 12 percent, whereas domestic sales rose by only 3 percent. In 2010 the sector again focused on the growing export business.

Everything involving and supporting mobility was the centre of interest for the majority of visitors to REHACARE. More than half of them wanted to find out more about walking and mobility aids as well as vehicles and wheelchairs. Every second person was also interested in everyday aids. Every fourth visitor paid a visit to the stands of the auto industry and car retrofitters.

About 10,000 visitors availed themselves of the offers related to planning, building, living and barrier-free furnishings in the living-space theme park (Themenpark Wohn(t)raum) in Hall 3. According to Walter Oehlkers, kitchen and interior decorating consultant at Küchen Quelle, "more and more people are planning for their old age". Today, people in their fifties are open to new living-concepts, are technology-oriented and value a comfortable and secure living space. In addition, living-consultants as well as interior decorators and architects are increasingly seeking barrier-free and minimal-barrier solutions for their clients.

The REHACARE congress, which focused on "Self-determined living and home care - from vision to reality", examined living-concepts for the elderly and enjoyed an excellent attendance of 600.

In addition to the congress, the extensive range of seminars and further training offered by exhibitors was well received by visitors.

As usual, the Sport Center with its action programme and numerous sports for people with disabilities was once again a highlight of REHACARE.

The next REHACARE will take place from 21 to 24 September 2011 in Düsseldorf.

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