

## **ISH digital 2021 opens its digital platform for international startups** VdZ and Messe Frankfurt present an exhibitor package for young and innovative companies

**Berlin, 14.12.2020.** The ISH is the world's leading trade fair focusing on the responsible management of water and energy in buildings. In 2021 ISH goes digital. Since 2019 VdZ, the German Association for Energy Efficiency in Building Services and one of the patrons of the fair, organizes a special Startup@ISH-program together with Messe Frankfurt.

The German association acknowledges the potential of startup innovations for the HVAC and sanitation sector and wants to effectively connect startups with business partners and customers in the sector. Therefore, startups get the opportunity to present their innovations to market leaders, industrial giants, small to medium-sized companies, investors, installers and other professionals.

### **Startup Package**

The low-budget starter package for young and innovative companies offers full access to the digital tools of the ISH digital 2021. Including a company and product profile until December 2022 in the ISH contactor – the biggest search engine for the HVAC and sanitation community; AI matchmaking, a startup pitch slot and participation in the startup speed dating on the ISH digital platform from 22-26 March 2021. Furthermore, an exciting event program, which will set the spot light on startup contribution to the future of HVAC and Water, will take place on the digital platform.

Companies are eligible to register as startup if they are younger than 10 years, are (highly) innovative in products, services, technology and/or business model and have or will have a significant growth in employees and/or sales.

The digital platform opens its doors for participants from all over the world. International startups may connect with potential business partners, open up new sales channels and address their target groups. "I want to invite young innovators to share their ideas and join the world's biggest meeting place for the sanitation, heating and air-conditioning sector. Times have never been more challenging and exiting for our industries. Let's shape innovation together!" says Kerstin Vogt, managing director of VdZ.



More information about the ISH and the registration process: [ISH: World's leading trade fair for HVAC + Water \(messefrankfurt.com\)](https://www.messefrankfurt.com)

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**VdZ – Forum für Energieeffizienz in der Gebäudetechnik e.V.**

Die VdZ setzt sich für eine nachhaltige und energieeffiziente Gebäudetechnik ein. Die Mitglieder stellen Techniken und Maßnahmen für die wirtschaftliche, energetische Modernisierung von Gebäuden bereit und leisten so einen wichtigen Beitrag zur Erreichung der Energie- und Klimaziele. Der Branchenverband vertritt die Interessen der dreistufigen Wertschöpfungskette der Gebäude- und Energietechnik: Industrie, Großhandel und Installationsgewerbe. Dazu zählen über 50.000 Unternehmen mit etwa 475.000 Beschäftigten und einem Branchenumsatz von mehr als 32 Milliarden Euro. Das Kürzel VdZ bezieht sich auf den Ursprungsnamen „Vereinigung der deutschen Zentralheizungswirtschaft“. Der Verband existiert bereits seit 1963 und ist seit 1967 einer der Träger der Weltleitmesse ISH in Frankfurt.