

Kickoff: Special section Start-up@ISH 2019

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From 11 to 15 March 2019, the world's leading trade fair for HVAC + Water, will, for the first time, be throwing an international spotlight on a range of innovative start-ups in the dedicated zone entitled 'Start-up@ISH'. To get the ball rolling, there was an exciting pitch by start-ups in Berlin recently, where the winner, the young Rysta company, secured the first exhibition-stand place.

At the invitation of ISH and the supporting associations, the Federation of German Heating Industry (*Bundesverband der Deutschen Heizungsindustrie - BDH*), the Association of Air Conditioning and Ventilation in Buildings (*Fachverband Gebäude-Klima - FGK*), the German Sanitary Industry Association (*Vereinigung Deutsche Sanitärwirtschaft - VDS*), the German Association for Energy Efficiency in Building Services (Forum für Energieeffizienz in der Gebäudetechnik / Spitzenverband der Gebäudetechnik - *VdZ*), the German Sanitation, Heating and Air Conditioning Association (*Zentralverband Sanitär Heizung Klima - ZVSHK*) and 'Energie loft', the network for innovation in relation to energy matters, five innovative start-ups in the building services and sanitation industries introduced themselves and their products and services on 12 December in the Berlin Mitte district.

The pitches of the different companies were all very powerful and informative – and the adjudicating panel had a really difficult task. The winner was an up-and-coming company, Rysta, which collects the relevant parameters for a given space using a smart sensor, from which recommendations for action can then be derived. Alongside the practical applications for measuring humidity to prevent mould growth, the adjudicators saw further potential for applications in the sensor that might result, for instance, from a link with control technology. As a result, the company secured the first stand to be awarded in the Start-up@ISH zone. "ISH is a fabulous opportunity for us to get an idea of the sector as a whole and to establish some important contacts," said a delighted Julia Gebert, CEO of Rysta.

Duschkraft, a young company specialising in de-humidifiers for shower rooms and Wunderblau, a start-up producing toilet brushes that are both sterile and chemicals-free, also impressed the jury and were awarded second and third places.

Messe Frankfurt Exhibition GmbH
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The participants: (left to right), Jochen Schmidem, Wunderblau; Julia Gebert, Rysta; Martin Urbanek, openHandwerk; Stefan Goletzke, Duschkraft; Sergej Kvasnin & Peter Fokin, I[n]solation, © Jörn Dudek Fotografie

Rysta and many other start-ups in the field of building services engineering and sanitation technology will be introducing themselves on their exhibition stands in a central location at ISH, in Galleria 1 of the Exhibition Centre, from 11 to 15 March 2019. As well as the discussions on the ground and the exciting programme of stage events, the exhibitors and trade visitors will be able to get to know each other at the speed-dating event, the Happy Hour and / or at the Start-up Breakfast. “With its numerous special formats, the show is aimed particularly at the up-and-coming, young talent in the sanitation and HVAC sectors. In the special ‘Start-up@ISH’ zone, established players in the sector will be able to meet up with the newcomers – and, at the end of the day, to the benefit of both,” explains Kerstin Vogt, Head of the Department of the VdZ that is responsible for operational matters on behalf of the sponsors of ISH.

Those interested will find further information and the opportunity to apply for a stand in the dedicated Start-up@ISH zone here:

www.ish.messefrankfurt.com/Start-up. Both visitors and exhibitors can sign up for the speed-dating event directly at: ish.energieloft.de.

ISH will take place from 11 – 15 March 2019.

Press releases & images:

www.ish.messefrankfurt.com/presse

On the internet:

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ISH
World’s leading trade fair
HVAC + Water
Frankfurt am Main, 11 to 15 March 2019

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information is available at: www.messefrankfurt.com

* provisional figures 2018