

## Start-ups at ISH 2025: where tomorrow's innovations are forged VdZ planning a big start-up area in Hall 11.1

**Berlin, 24 September 2024.** Next year, ISH, the world's leading trade fair for HVAC + Water, is set to offer a very special highlight for the industry with up to 40 national and international start-ups presenting their ground-breaking ideas and technologies at the large Startup@ISH area of Hall 11.1. This area is organised by the VdZ (German Association for Energy Efficiency in Building Services) in cooperation with Messe Frankfurt.

In an age when sustainability and efficiency are becoming increasingly important in the field of building-services technology, the participating start-ups represent a platform for creative solutions and new approaches. Thus, ISH 2025 will not only be a place for exchanging ideas and information but also a catalyst for innovations.

“We are delighted to present numerous start-ups that are not only making a significant contribution to the further development of building-services technology with their fresh ideas and technologies but are also generating important impulses for the industry”, says Jens J. Wischmann, CEO of VdZ. “Our Startup@ISH area gives start-ups the opportunity to network with experts, investors and potential partners, and to present their solutions to a wide professional audience”.

The area will not only include exhibition space but also space for pitches, product presentations, an extensive stage programme and networking events designed to promote an exchange of ideas and information between start-ups and established companies. Visitors will have the opportunity to discover innovative products and services, ranging from intelligent building-services technologies to sustainable energy solutions. The stage programme will focus primarily on artificial intelligence (AI) for building-services technology.

For further information and registration, please go to our website at <https://startups.vdzev.de/>.

**Um Zusendung eines Belegexemplares wird gebeten.**

**Pressekontakt:**

Stefanie Bresgott, Bereichsleitung Kommunikation und Marketing  
VdZ – Wirtschaftsvereinigung Gebäude und Energie e.V.  
Oranienburger Straße 3, 10178 Berlin

T +49 30 2787 4408-22, F +49 30 2787 4408-9  
E [presse@vdzev.de](mailto:presse@vdzev.de)  
[www.vdzev.de](http://www.vdzev.de), [www.intelligent-heizen.info](http://www.intelligent-heizen.info)



## Further information

[Photo of Jens J. Wischmann | © VdZ/Viviane Wild](#)

[Photo of the Start-up Area at ISH 2023 | © VdZ/Thilo Ross](#)

VdZ – German Association for Energy Efficiency in Building Services

VdZ is committed to sustainable and energy-efficient building-services technology. Its members provide the technology and solutions required for cost-effective and energy-efficient building modernisation, thus making a significant contribution to the attainment of energy and climate goals. As an industry association, VdZ represents the interests of the three-tier value chain of the building-services and energy technology sector, i.e., the industry, wholesale trade and the installation trade, and embraces 49,800 companies with 543,000 employees and annual sales of € 74.4 billion. The abbreviation VdZ derives from the original name, 'Vereinigung der deutschen Zentralheizungswirtschaft' (Association of the German Central Heating Industry), which was founded in 1963 and has been one of the sponsors of the world's leading trade fair ISH in Frankfurt since 1967.

Um Zusendung eines Belegexemplares wird gebeten.

**Pressekontakt:**

Stefanie Bresgott, Bereichsleitung Kommunikation und Marketing  
VdZ – Wirtschaftsvereinigung Gebäude und Energie e.V.  
Oranienburger Straße 3, 10178 Berlin

T +49 30 2787 4408-22, F +49 30 2787 4408-9  
E [presse@vdzev.de](mailto:presse@vdzev.de)  
[www.vdzev.de](http://www.vdzev.de), [www.intelligent-heizen.info](http://www.intelligent-heizen.info)