

news +++ ISH
15 to 19 March 2027



The Power of Solutions: Early-bird booking now open for ISH 2027

Frankfurt am Main, 18 September 2025. The HVAC sector is undergoing profound transformation: energy and climate issues, digitalisation and shifting market conditions are presenting companies with significant challenges. As the industry's leading platform, ISH continuously accompanies this change and, with its next edition from 15 to 19 March 2027 in Frankfurt am Main, will once again place practical solutions and innovative concepts centre stage. Under the new claim "The Power of Solutions", it highlights answers to the pressing questions of our time and underscores the importance of taking a proactive approach.

With the claim "The Power of Solutions", ISH reflects what is at the forefront of the sector: transformation created by the interplay of different systems. It demonstrates how ecological responsibility, digital connectivity and comfort converge – from the intelligent use of residual heat to the algorithm-based management of energy consumption across entire districts. Real change only emerges where individual solutions interact – and this process is precisely what the claim expresses. In 2027, the focus will therefore be on processes that often remain invisible in everyday life, yet bring about sustainable transformation.

This transformative power also makes ISH a key driver of innovation for the building-services sector of the future. With more than 160,000 trade visitors from 149 countries and 2,183 exhibitors at its last edition, ISH is the world's leading platform for water, heating and air. It showcases the full breadth of the market – from sanitation, heating and air-conditioning technology to renewable energies and intelligent building management. As such, it serves both as a mirror of the sector and as a trendsetter for innovation, as well as a central hub for international networking.

At the same time, the industry faces major challenges: rising demands in climate protection and resource efficiency, volatile markets, increasing regulation and a persistent shortage of skilled labour. Companies must actively shape these developments if they are to remain competitive.

Against this backdrop, Stefan Seitz, Director ISH Brand Management, emphasises: "The current challenges call for vision and a willingness to take action. Especially at a time when markets and framework conditions are changing so dynamically, being present is more important than ever. Those who take a visible stance in these times demonstrate strength, signal reliability and seize the opportunity to work with partners and customers on developing sustainable solutions for the future. A presence at ISH offers the ideal platform for this."

Early planning, clear advantages

To provide companies with planning certainty, the early-bird phase starts now. Those submitting a non-binding declaration of intent by 14 December 2025 will benefit from a reduced early-bird rate. The declaration via the ISH website is free of charge and does not yet constitute a binding commitment. Only the signed placement proposal makes participation official.

Eight solution areas provide guidance

Since ISH 2025, eight solution fields have structured the fair, clearly defining complex technologies within specific themes. They simplify access to a highly complex market by linking related products and systems. The topics range from solutions for bathrooms, water-bearing systems and installation, to heat generation, indoor air and intelligent building management, through to software and the manufacture of sanitary and HVAC products. Visitors can thus more easily find the content relevant to them, while exhibitors present their solutions in the right context. The claim “The Power of Solutions” connects these eight fields through the power of transformation and illustrates the sector’s combined potential. In doing so, ISH provides a clear overview and facilitates matching between supply and demand – practical, solution-oriented and forward-looking.

More stage, more impact

Beyond the exhibition itself, ISH offers exhibitors a wide range of opportunities to present their messages effectively. The Exhibitor Stages focus on expert content: keynotes, panels and live demos address current topics and create direct links to exhibitors’ innovations. Another format is the ISH Festival, where exhibitors can target young talent from the trades. The festival bridges the physical fair with the community on social media, generating additional attention and reach well beyond the exhibition grounds.

In addition, ISH supports its exhibitors with a comprehensive marketing and communications package. This includes free admission vouchers, digital promotional materials, international media partnerships, social media campaigns and initiatives for the skilled trades.

With the launch of the early-bird phase, exhibitors now have the opportunity to secure their place in good time, gain planning certainty and benefit from the advantages of participation. Full details are available at www.ish.messefrankfurt.com/exhibitors



ISH will bring the international HVAC sector together in Frankfurt from 15 to 19 March 2027. Source: Messe Frankfurt Exhibition GmbH / Jochen Günther

More than just a trade fair: Exhibitors' voices

For companies, ISH is far more than a showcase. It provides space for dialogue, market feedback and strong networks. The following voices illustrate why exhibitors took part in 2025 – and why they are already looking forward to 2027.

Thilo C. Pahl, Managing Partner, Bette GmbH & Co. KG: "ISH 2025 was crucial in strengthening our brand presence and in presenting our latest bathroom innovations. We gained valuable market insights and established connections with our key target groups – retailers, tradespeople and architects. We also underlined our commitment to design quality and sustainability."

Jan Brockmann, CEO, President of the Executive Management and Regional President EMEA, Bosch Home Comfort Group: "ISH 2025 underscored Bosch Home Comfort Group's pioneering HVAC innovations in hybrid heat pumps and electrification. As one of the largest manufacturers in the market, we look forward to showcasing the full range of heating, ventilation, and air-conditioning technologies like air-to-air heat pumps from a single source at ISH 2027."

Cyril Stutz, General Manager Geberit Vertriebs GmbH Germany: "Already in 2025, we successfully presented our new products at the 'new' ISH, focusing on solution-oriented areas. In 2027, we will once again utilize this unique platform to provide all target groups with valuable impulses for their current and future projects and to transform our exhibition stand into a special networking platform."

Matthias Wunn, Marketing Director, Member of the Executive Board, Grünbeck AG: „The ISH is an important platform for us. At our stand, we were able to present our new products and engage in direct dialogue with our customers. The valuable, long-standing contacts we have with associations and guilds are also very important to us. As an international marketplace, ISH also helps us to keep an eye on general trends and developments in the HVAC industry. “

Frank Wiehmeier, Vice President Sales Central Europe, Hansgrohe SE: "It was once again a pleasure for us to bring our brands AXOR and hansgrohe to life at the ISH 2025."

For us, the ISH is more than just a trade fair - it is the central meeting place where we can strengthen our personal dialog with our retail and trade partners. Here we find out first-hand how our new products are received by the market and how they inspire our customers."

Udo Jung, Member of the Executive Board, Trox SE: "For me, ISH has been my firm communicative anchor in the industry for more than 35 years and remains the central meeting place for our market. Every two years, TROX takes this stage to present our latest innovations to our customers. This one week is far more than a trade fair – it is the highlight everyone looks forward to and the opportunity for us to showcase ourselves with full energy as the heart of the industry."

Thomas Weishaupt, Director, Max Weishaupt SE: "At ISH 2025, we proudly showcased our latest innovations across all product lines and energy sources. As a family-owned business, we're dedicated to fostering strong relationships and long-term partnerships with our customers. There's simply no substitute for the face-to-face conversations we had with our partners from Germany and around the world. We'll be back in 2027 - because when we say we're reliable, we mean it."

Peter Glauner, CEO Wilo Europe: "ISH 2025 was a complete success for Wilo – we demonstrated our innovative strength, made valuable contacts and expanded our market presence in Europe. The feedback confirms: We are ready for the future of building technology and will be back in 2027 with new impetus."

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The next ISH, the world's leading trade fair for HVAC and water, will take place from 15 to 19 March 2027 in Frankfurt am Main. www.ish.messefrankfurt.com

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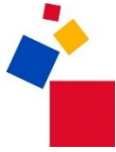
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