

REHAB is a market of opportunities for inclusion and participation

The trade fair is an indispensable venue for experiencing products and interpersonal sharing

Karlsruhe, 25 June 2022 – At long last, live and in person again! The 21st edition of the Trade Fair for Rehabilitation, Therapy, Care and Inclusion (REHAB) came to a successful close today at Karlsruhe Trade Fair Centre. On a total of 35,000 square metres, approximately 350 exhibitors from 18 countries presented their new rehabilitation, orthopaedic and medical technology products as well as innovations for care and therapy. From 23 to 25 June 2022, REHAB Karlsruhe was a showcase for the aids industry and, at the same time, a lively location to experience participation and inclusion in practice. Around 12,000 professional and private visitors contributed to the lively activity and the satisfaction of exhibitors at the barrier-free exhibition halls in Karlsruhe.

“Particularly the topics of participation and inclusion, which are anchored in the strategy of the city of Karlsruhe as a city of law and democracy, are granted undivided attention here at REHAB. With REHAB, Karlsruhe Trade Fair Centre provides valuable impetus for improving the quality of life for people with disabilities. I am very pleased that with REHAB here in the technology region of Karlsruhe, we are able to provide an international marketplace for ideas, technology and research for better quality of life”, summarises Britta Wirtz, Managing Director of Karlsruhe Trade Fair Centre.

The essential interplay between rehabilitation and inclusion was emphasised at REHAB by patron Jürgen Dusel, Federal Commissioner for the Interests of People with Disabilities: “Rehabilitation and inclusion complement each other and good rehabilitation is often a precondition for successful inclusion. That is why rehabilitation must not be an ‘economy model’. REHAB shows how important it is to constantly strive for the highest level of research and development, with the resulting high-quality products and aids.”

An appealing mix of professional and private visitors

REHAB earned high praise from exhibitors, who welcomed a large proportion of trade visitors (61%), while simultaneously making valuable contacts with retail customers. “We reached our target groups at REHAB: dealers from Germany as well as private and international interested parties. The atmosphere here is very good, there is always plenty going on,” says Jan

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Frank from the management of HOGGI, a manufacturer specialising in children's aids.

Leticia Volland Aguilar, Marketing Manager at Sunrise Medical, adds: "At our stand, we welcomed a large number of visitors, who included specialised dealers, therapists and health insurance companies, as well as retail users. The visitors are very curious about the new products. They want to try out the products and they often linger at our stand, which makes us even happier. We are very satisfied."

The overall concept of REHAB earned top ratings

REHAB's excellent reputation is also reflected in the findings of the visitor survey. Overall, 92% of the visitors gave top marks to their visit at the fair. "At the invitation of my medical supply store, I found a care buggy for my twins at REHAB a few years ago. This year, too, I was more than satisfied with my visit. The exhibitors are friendly, they take time to give advice, and I took some great things and ideas home with me. I would be happy to return to the next REHAB", said one satisfied visitor.

REHAB remains a must-attend event for exhibitors who want to reach visitors from Germany and neighbouring countries. The bundling of themes with the tried-and-tested marketplace concept was again very well received by all participants, who gave it top marks. Marco Hessler, Sales & Marketing Manager at Wolturnus, says: "REHAB is a very important trade fair for us. We meet many therapists, retailers, and families here. REHAB has evolved significantly over the past few years in terms of its visitor structure and marketing concept. The marketplaces offer a valuable complement to the exhibition of products. We will surely return to exhibit here again next year."

The CON.THERA trade congress celebrated a convincing premiere

The CON.THERA trade congress for interdisciplinary continuing education in the field of neurorehabilitation was held for the first time parallel to REHAB. Already at its premiere, the congress featured first-rate speakers and attracted approximately 150 experts. Freelance and permanently employed physiotherapists, occupational therapists and sports therapists, speech therapists, physicians, and rehabilitation and orthopaedic technicians underwent interdisciplinary training designed to promote interconnections among the various professional groups involved in therapeutic care. The focus was on the holistic, evidence-based observation and treatment of the consequences of illnesses. The renowned Lamprecht NEURO-Fobis team

was responsible for the content. The physiotherapist Jakube Drame sums up his visit to the congress: "I really like the diverse perspectives of the individual disciplines. I especially appreciated the opportunity to share practical know-how with fellow participants. I will definitely be here again next year."

REHAB is a successful meeting place for the community and celebrities

The guests at this year's REHAB included the actor and author Samuel Koch, the multiple Olympic champion and exceptional athlete Kristina Vogel, the Austrian wheelchair tennis champion Tina Pesendorfer, and the motivational speaker, slammer and mobility ambassador Janis McDavid. As brand ambassadors, they and their fellow presenters showed how aids can promote and enable participation and independence. The presenters also motivated numerous visitors by showing the immense positive strength that they bring to their personal life situations. "REHAB proved once again how important it is to experience personal interdisciplinary exchange and to try out new assistive devices, to become more familiar with them and to test them. After an unavoidable three-year break, we are very happy about the many positive comments that we received from our customers. With next year's event, we will be returning to our traditional biennial cycle, which is welcomed by our community. We are already looking forward to the reunion in June 2023", summarises project manager Annika Gehrmeier.

Numerous industry giants such as Otto Bock, Paravan and Handi-Move have already confirmed their stand reservations for 2023. The next REHAB will take place at Karlsruhe Trade Fair Centre from 15 to 17 June 2023.