

Together for inclusion: Messe Düsseldorf and REHACARE promote social participation

Sports brings people together while driving them to perform at their best. There are few events that stand for inclusion and participation as much as the Paralympic Games taking place in Paris this summer. Messe Düsseldorf and REHACARE, the international trade show for rehabilitation, are honoring the occasion of the event by focusing more strongly on inclusion and diversity and launching the #GemeinsamFürInklusion (#TogetherForInclusion) campaign.

Düsseldorf, June 26, 2024. Every year, REHACARE brings together rehabilitation, prevention, integration and care experts in Düsseldorf for an exchange of information about advances and innovations in mobility, accessible living and workplace design, and aids for people with disabilities. Behind each and every one of these people is a story – and Messe Düsseldorf and REHACARE aim to create a space for these stories with their #GemeinsamFürInklusion (#TogetherForInclusion) campaign. When hundreds of Paralympic athletes come together at the Paralympic Games in Paris this year to compete for medals, they'll at the same time demonstrate what's possible through the power of inclusion and participation. "Inclusion is no longer just an objective, it's the very cornerstone of our coexistence. We are committed to and actively working on breaking down barriers and creating equal opportunities for everyone – in all areas of life," explains Wolfram N. Diener, President and CEO of Messe Düsseldorf.

As part of the campaign, REHACARE will collect inspiring stories of people who are fighting for equal opportunities and inclusion – and against barriers. People with and without disabilities who are advocating for a more equitable world for all are invited to participate, as are companies that promote inclusion and social participation through innovative technologies and initiatives. To ensure that this topic gets the attention it deserves, the stories will be shared across REHACARE's social media channels and published on its websites. As REHACARE Project Director Hannes Niemann puts it, "We are delighted to not only continue the #GemeinsamFürInklusion (#TogetherForInclusion) initiative at REHACARE, but to expand it further. This campaign provides businesses and the entire community with a one-of-a-kind platform to present groundbreaking solutions for inclusion and participation."

Messe Düsseldorf promotes inclusion in sports

Messe Düsseldorf has been hosting the German House at the Paralympics on behalf of Deutsche Sport Marketing since the Vancouver 2010 Games. With this and other similar commitments at trade shows like boot, Messe Düsseldorf is championing an inclusive society.

Besides Messe Düsseldorf and REHACARE, the campaign enjoys the support of numerous leading personalities from the worlds of business, culture, politics, sports and associations. The partners of the campaign include Düsseldorf's Mayor Dr. Stephan

Keller, Fortuna Düsseldorf 1895 e.V. and Borussia Düsseldorf, the para-athletes Mark Lembeck, Kim Cremer (triathlon), David Behre (athletics), Lukas Gloßner (basketball), Dominik Siebenroth (national para-rowing coach), Moritz Brückner (basketball), Philipp Hoefler (Managing Director Sales & Marketing DACH Ottobock), Joachim Schoss (founder EnableMe), Hanna Tümpel (Head Deutsche UNESCO-Kommission e.V. Freiwilligendienst kulturweit), Dr. Stefan Hussy (Managing Director DGUV), Dr. Martin Danner (Federal Managing Director BAG), Dr. Urs Schneider (Head of Medical and Bioproduction Technology Fraunhofer IPA), Thomas Babacan (CEO, Sunrise Medical), Christiane Hennemann (Managing Director rehaKind), Anke Surmann (former State Secretary, Director of the Disabled and Rehabilitation Sports Association NRW / Director of the Disabled Sports Foundation), and many more.

Visit the campaign website to submit *your* inspiring inclusion stories:
<https://www.rehacare.com/en/media-news/together-for-inclusion>

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 70 events. The corporate group's global network encompasses 77 foreign representatives for 141 countries – including seven international subsidiaries.

About REHACARE

REHACARE, the leading international trade show for rehabilitation, prevention, inclusion and care, has been held in Düsseldorf since 1977. As the biggest trade show of its kind, it provides a platform for presenting all types of assistive technology in various fields, such as mobility aids and everyday aids, and promotes the exchange of information between people affected, relatives, experts and manufacturers. Measured by the number of exhibitors and attendees, REHACARE is the biggest trade show of its kind.

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