

**Press Release – Augsburg, May 5, 2024**

**Health as a physical presence: intersana 2024 was an impressive event in terms of quality, variety and experience**

**intersana 2024, the leading health and lifestyle event in southern Germany, came to an end after three days packed with inspiration, information and interactions. The trade fair welcomed over 100 exhibitors and around 4,500 visitors, which marked excellent growth in both exhibitors and visitors.**

Hall 5 was a world of experience over the three days of the trade fair with five themes: medicine, sports, nutrition, family and naturopathy, which are aimed at all those who wish to adopt a health-conscious lifestyle. Visitors showed a high level of interest in the diverse events at the trade fair, whether in the community area, the fitness area, the live cooking area, the stage area, focus area or the start-up area. Motivational talks, health check-ups, live cooking demos, live training sessions and additional highlights made intersana 2024 an enjoyable experience for young and old alike. Exhibitors were also delighted with the trade fair and, in particular, praised the quality of the discussions they had with visitors.

**Statements from the organizers:**

“The exhibitors and visitors are full of enthusiasm, and the positive response confirms the importance of intersana as a leading health and lifestyle event in the region. We are extremely satisfied with the development and growth of the trade fair and are seeing the impact of the new intersana concept,” said Lorenz A. Rau, Managing Director of Messe Augsburg.

“intersana is a high-end trade fair for the health sector, and visitors were able to repeat this experience. Augsburg demonstrated what it had to offer in all aspects of health over the three days, and we’re proud that the trade fair was a huge success again this year,” emphasizes Matthias Schmid, General Manager of Advertising Marketing at the Pressedruck media group.

**Statement from TV chef, Christian Henze:**

“I’m amazed that it was such a huge success and really impressed with the many fans who attended. I had so much fun doing the cooking show at intersana 2024.”

**Statements from exhibitors:**

Miriam Geiger, Rapunzel Naturkost: “The audience is highly engaged and health-conscious. All the age groups are represented, people are trying lots of products and are very keen to buy. Everyone is in high spirits, and intersana is great fun.”

Johannes Dietmann, BLACKROLL: “We were able to have lots of great conversations at intersana and it was so easy to engage with visitors. We’re extremely satisfied. It’s a really good atmosphere.”

Team Dr. Hauschka: “We love the very communal feel at intersana. The audience at this experience trade fair is so diverse. We were amazed at how well the visitors knew our company before they met us, and that enabled to have some good and deep conversations.”

Linda Voll, Bad Bocklet, Bayerischer Heilbäderverband spa association: “We felt so happy and relaxed! All the visitors and the trade fair team are extremely open and friendly! We were really struck by that.”

Oliver Mienert, Absolute Run: “We’re very pleased!” Everything ran really well on the stand! In the truest sense of the word.”

Ganga Mönch, Yoga Vidya: “The visitors are wonderfully open, friendly and fascinated. The quality of the conversations is excellent, and everyone thinks the yoga holiday is a fantastic idea.”

Petra Stössel, CARIA – DIE MENTAL HEALTH KOMPLIZEN: “We feel so happy at intersana. There’s a huge range of things on offer, but it’s all in the same spirit. We want to get the message across that mental health isn’t a ‘nice to have’, it’s a ‘must have’!”

**Save the date:**

We’ll be holding the intersana health trade fair again next year at Messe Augsburg in spring 2025. As before, this will be organized by the winning combination of Messe Augsburg and the Pressedruck media group.