



interlift
14 to 17 October 2025
Messe Nürnberg

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Press Release

World's Leading Trade Fair: interlift community on the rise

Since its beginning in 1991, interlift has grown continuously and, with almost 19,000 visitors from over 110 countries, has cemented its status as the world's leading trade show for the lift industry. 500 exhibitors helped to shape the final edition in Augsburg and are waiting in the wings for the Nuremberg premiere from 14 to 17 October 2025. But numbers alone are not enough to describe the most important platform for the global lift community.

Nuremberg – interlift enables close encounters and in-depth insights – Massimiliano Petrolli, responsible for marketing at the Munich-based lift door specialist Meiller, describes the added value as follows: “In an increasingly digital world, direct dialogue at trade fairs like interlift remains irreplaceable.” No other event or communication platform enables such close encounters and in-depth insights, Petrolli continues. “At the same time, the trade fair offers the opportunity to present products that require explanation in detail in direct dialogue,” he adds, emphasising the important function for industry newcomers to make valuable contacts.

Informal encounters are what make interlift so appealing

Federica Codalli, Marketing Manager at the Wittur Group, with lift component factories all over the world, describes the magic of interlift as follows: “It's the informal encounters with industry players that make the real magic of the show. A chance encounter, an open and face-to-face conversation, and suddenly the seeds of a groundbreaking connection are planted. Business collaborations that have influenced the market often didn't start in the boardroom, but between the glasses raised to toast at interlift.”

Important driver for construction industry and smart infrastructures

The professional sponsor of interlift is the Association for Lift Technology VFA Interlift e.V. It brings together the interests of small and medium-sized lift and component manufacturers. Achim Hütter, Chairman of the Association, comments on the situation in the industry: “Our industry is robust overall. Topics such as urbanisation, accessibility and energy efficiency continue to drive strong demand. Despite geopolitical tensions and volatile supply chains, the industry remains an important driver for the construction industry and the development of smart infrastructures.”

More relaxed hotel situation in Nuremberg

Michael Gubisch, Deputy Chairman of the association, describes the function of interlift as follows: “Due to its size and internationality, interlift can be described as the leading global trade show for the lift industry.” He expects more than just a more modern infrastructure and a more relaxed hotel situation from the move to Nuremberg. “The excellent international connections will noticeably improve accessibility,” says Gubisch. And the larger space will create added value for everyone involved with more spaciousness and new services. The change of location was discussed in advance with all important partners.

Even more international appeal for interlift

The exhibitors also have high hopes for Nuremberg. Federica Codalli from Wittur, for example, believes that the overall experience for exhibitors and visitors will be improved. “We also believe that the new location will contribute to an even more international flavour of interlift,” says Codalli. Massimiliano Petrolli from Meiller expects optimal conditions thanks to more and more functional space. “The Nuremberg exhibition centre presents itself as an ultra-modern venue with well thought-out logistics and optimal connections,” Petrolli continues.

Great interest in the new Nuremberg venue

Michael Löffler, Project Manager of interlift, confirms the great interest in the new location: “More than 50 companies have travelled to Nuremberg specifically to get an impression of the new home of the leading trade show for the lift industry.” Naturally, the opportunity was also taken to familiarise interested parties with other advantages of the location by taking short tours through the picturesque old town, says Löffler. At the exhibition centre, interlift

is a perfect circuit of Halls 1, 3, 3A, 3C, 4 and 4A. It is accessed via the Eingang Mitte (Central Entrance – for public transport travellers) and the Eingang Ost (East Entrance – for individual travellers).

Broad spectrum of trade visitors

The results of the last visitor survey paint an impressive picture of interlift: 84% of visitors have procurement expertise. 9% of visitors come from North and South America, 71% from Europe, 3% from Africa and 16% from Asia/Australia. The top 3 areas of interest are lift components, doors and lift systems. Controls/regulators, cabins and safety technology are also very popular. The top 3 industries among visitors were lift construction, maintenance/repair and installation. However, lift technology, mechanical engineering and trade were also widely represented.

92% rated the programme as very good to satisfactory - an increase of 9 points on the previous event. A total of 93% confirmed a positive overall impression. At 92%, the recommendation rate and the intention to return are only slightly lower.

Key dates and visitor services

The next interlift will take place from Tuesday, 14 to Friday, 17 October 2025 at Messe Nürnberg. Nuremberg is easily accessible from all directions. Travelling by train is particularly environmentally friendly, with the underground taking travellers from the main station to the exhibition centre in just eight minutes. Nuremberg Airport offers numerous direct flight connections from all over Europe or worldwide via the daily hubs in Amsterdam and Istanbul. For hotel bookings, there are booking portals of the Nuremberg Congress and Tourism Centre and the Nuremberg region.

For detailed information on travelling and accommodation:

<https://www.interlift.de/en/travel-accomodation/>

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