



New Work Evolution: "Here to Stay"

Inaugural trade show celebrated a successful premiere in Karlsruhe

Karlsruhe/Germany, 25 May 2023. In-depth discussions on the modern working world, exciting insights into practical implementation of new ideas and provocative questions all took centre stage at the first New Work Evolution at the Karlsruhe Trade Fair Center. Around 13,500 visitors headed to Karlsruhe to find out about new ways of working and learning at both the New Work Evolution and digital education convention LEARNTEC, which took place at the same time. Exhibitors and speakers agreed that while there is huge interest in the topic, there are varying opinions on the definition of New Work. For three days, New Work Evolution offered attendees the opportunity to share ideas and experiences, and learn from each other. Furthermore, exhibitors benefited from an open-minded audience of professionals from all over Germany who were specifically looking for New Work solutions.

"I am delighted that with New Work Evolution we have created a platform where companies can find and share inspiration around the megatrend New Work," says Britta Wirtz, Managing Director of Messe Karlsruhe. "The new trade fair perfectly showcased the advantages of Karlsruhe as a location, as it is a thriving economic hub with a high level of innovation, especially in digitalization. Equally important is the fact that many companies in the region are already pioneers in terms of modern working culture."

"Is this New Work or can it be removed?"

"Freedom, happiness, family, empathy, morality - these are the goals that move the young generation," said keynote speaker and Generation Z expert Felix Behm, who opened the three-day lecture programme of 40 speakers. If young people do not find these in a company, they quickly decide to change jobs, he said. As a result, there is a severe shortage of employees in many industries.

"Is this New Work or can it be removed?" was the question posed by keynote speaker Saskia Eversloh: Companies that have discovered New Work for themselves often only scratch the surface in order to conduct employer branding. In sectors such as public transport or healthcare, which are desperately seeking skilled workers, individual measures can lead to significant improvement. It is important to ask employees directly what they really need in order to work well, and then work collaboratively to implement the corresponding measures, according to Eversloh. Keynote speaker Dr. Lysander Weiß explained that extrinsic motivation such as salary or bonuses would be less likely to lead to long-term success than creative solutions designed to improve co-determination, appreciation, or meaningfulness of work. Julia

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Bühler, from smart Europe GmbH, commented: "I attended many presentations and gained a lot from the programme: good impulses and a great deal of input, simply to see what is possible, how others do it, where there is potential for the future and innovative new ways of working."

New Work: Many paths to success

The exhibitors showcased their innovative strength in the field of modern working culture and demonstrated that companies can implement New Work on their premises by adjusting a number of parameters. A perfect match for the trade visitors, who stated in the visitor survey that they came to New Work Evolution to find inspiration (44 per cent), to learn about new products (41 per cent) and to get an overview of the topic, and further training (both 33 per cent). Like Kyra Kafunke, from Deutsche Glasfaser: "We want to learn about new methods and ways of thinking to see what we can implement at our company to continually optimise our strategies."

The exhibitors confirmed the attendees' interest in a new work environment: Nehru Papic, Regional Sales Manager at Bachmann: "We are more than satisfied with the trade show experience. We had such a large crowd that we couldn't even take a breath at times. We were surprised by the audience and the quality of the conversations." Simone Lafargue, founder and CEO of Amaze Growth from Stuttgart, was not only happy about promising leads, but also about the location of the trade fair: "I think it's great that this format is emerging here in southern Germany." "I would say the New Work Evolution has arrived in Karlsruhe to stay," added Frank Skrzypczyk, managing director of Improdo, at whose booth visitors were able to immerse themselves (almost) in their office of the future via VR glasses. "The audience listened attentively, lingered and, as a result, we were able to have long and good conversations."

In the area of consulting and coaching, companies such as Return on Meaning and Work4Purpose explained their strategies for helping companies reshape their culture, structure and mindset in a comprehensive transformation process. Testing and trying things out for yourself was also the order of the day, for example in the workshops at the Drees & Sommer stand and in Framery's state-of-the-art office cubicles. At their joint stand, Steelcase and feco-feederle presented examples of how the office can become an oasis of well-being that combines individuality with functionality. Gabriele Künzig-Hoffmann, Sales Manager at feco: "We were able to have several high-quality conversations, with many getting deeply into the topic and very interested in New Work." And the exhibitors were able to convince with their content too: Around one-third of the visitors stated in the survey that they would close a deal after the trade show.

Synergistic effects between New Work Evolution and LEARNTEC

The decision to hold New Work Evolution and LEARNTEC in parallel due to their thematic proximity proved to be a good one judging by the interest shown by LEARNTEC visitors in the new worlds of work: 40 per cent of them said they took advantage of the new trade show and the diverse lecture programme at New Work Evolution too. Next year, New Work Evolution will once again be co-located with LEARNTEC from June 4 to 6. Frank Roth, CEO of AppSphere AG, who launched New Work Evolution 2018 as a congress, and Frank Thieme, Director Market Area I, Messe Karlsruhe, were thrilled with the new marketplace for solutions around New Work: "What originally started as a one-day summit now complements the portfolio of Messe Karlsruhe as a three-day trade fair with a top-tier lecture programme. We are thus literally taking the event to the next evolutionary level to continue to meet growing interest in the topic, and ensure it remains highly relevant."

More comments on New Work Evolution:

Sven Mylius, Senior Manager, Drees & Sommer (exhibitor): "New Work Evolution offers a fine mix of product manufacturers and service providers, all with a wide range of perspectives on the world of work. Many visitors had an idea of New Work, but when they walked away from our booth, they had a completely new idea."

Karsten Franz, New Work Scout, Work4Purpose (exhibitor): "Great contacts made with open-minded people who are positive about being approached in a pleasant way at New Work Evolution."

Ivo Hossnofsky, Area Sales Manager, Framery (exhibitor): "We made very good contacts and had great discussions. There was a lot of interest in our booth and in the topic of New Work. [...] Sometimes we had to explain the topic in depth. And that's really good, because you can give people completely new insights."

Rolf Gerlach, Managing Director, Chairholder (exhibitor): "New Work is a topic for many companies that are looking for solutions, impulses and suggestions. [...] New Work Evolution is a good place to get answers from different people in one central place."

Duc Nguyen, emplify GmbH (visitor): "The topics were highly relevant. We moved from a small office to a bigger one and here we found ideas on how to optimize workplace design. Since some may prefer to work from home, it's also important to design the office in a way that makes it an attractive proposition for employees."

Joy Lienert, Ärztekasse Genossenschaft (visitor): "I come from the field of e-learning and was thrilled with the exciting range of products at the fair, and the presentations."

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Steffen Grunert, procedes i-d (visitor): "We have already rediscovered old contacts here and networked with new ones. The lectures are also important to us; the topic of New Work really attracted us to the fair."