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## **Future Friday becomes 'Sound of Future'**

### **EUHA and BVHI change the name of the future format of the International Congress of Hearing Aid Acousticians and Industry Exhibition**

**(Münster/Frankfurt am Main, 23 June 2025)** Future Friday becomes 'Sound of Future'! The future focus of the EUHA Congress is getting a new name. The organisers, the European Union of Hearing Aid Acousticians (EUHA) and the Federal Association of the Hearing Aid Industry (BVHI), have set themselves the goal of constantly integrating new, modern formats into the event in order to increase its appeal.

Tobias Bartels, Managing Director of EUHA e.V.: "The look of the event has been revamped, the new EUHA Live Area has been created as a networking and stage platform and topics such as best practices in the hearing care industry have been included in the programme of the EUHA Live Area. We want to offer hearing care professionals an attractive package". 'It is important to us that more visitors from hearing care businesses take part in the industry event,' confirms Dr Stefan Zimmer, Managing Director and Chairman of the BVHI.

In October, when the EUHA Congress takes place from 22-24 October 2025 at the Nuremberg Exhibition Centre, top experts will present the future trends in the industry. From Thursday, 23 October 2025, the short presentations on the topics of the future will start in the EUHA Live Area in Hall 7. Friday, 24 October 2025, is the Sound of Future day.



The absolute highlight will be the two keynote speeches by futurologists Tristan Horx and Anja Kirig. Tristan Horx will speak on Friday, 24 October at 12:30 on the topic of 'How we will work in the future - attracting and retaining young talent with future skills' and Anja Kirig in her keynote speech afterwards at 13:15 on the topic of 'Health as a resource: the future of prevention in hearing acoustics'.

For the first time, the presentations will take place on the stage of the EUHA Live Area in the centre of the industry exhibition. This will enable visitors and exhibitors to take part in the programme without having to travel long distances. The presentations in the EUHA Live Area will take place on all three days of the event with a silent system via headphones. Simultaneous translation German-English and English-German will be provided. The presentations in the EUHA Live Area are a supplement to the Scientific Lecture Programme, which will take place in NCC East.

The stage programme of the EUHA Live Area and the scientific lecture programme will be published shortly at [euha.org/en](https://euha.org/en).

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