

Press Release

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NORTEC 2026: A strong start for the new trade fair year

First German trade fair of 2026 for manufacturers has started / NORTEC promoting guidance and communication in the industry

With a clear message championing fresh starts and successful collaborations, NORTEC 2026 threw open its doors today in Hamburg – the first trade fair for manufacturers to take place this year and a source of inspiration for the industry in challenging times. It will be held from 3 to 5 February 2026 under the motto "Production. Innovation. Future."

NORTEC 2026: Confidence replacing stagnation

The manufacturing industry is facing a challenging financial year and, as always, there is a trade fair to reflect the current situation and professional mood. The opening of NORTEC 2026 has sent a clear message: this is where the industry can work together on finding solutions, as well as provide guidance for navigating the year ahead. "The industry needs events like NORTEC right now. Places where people can come together, share ideas and build confidence," explained Roland Bleinroth, President of Messe Stuttgart, on Tuesday morning. "Hamburg stands for innovation, research and a strong industrial base, which is exactly what NORTEC has to offer."

The trade fair is also an important barometer for the machine tool industry. Dr. Markus Heering, Managing Director of the VDW (German Machine Tool Builders' Association), is feeling optimistic about the financial and trade fair year ahead: "As 2026 kicks off, it has already become clear that the German machine tool industry is on course to succeed, despite the many challenges. NORTEC, too, is reflecting the positive outlook of those in the industry. Visitors are invested, keen to find new solutions and using the trade fair as an opportunity to share information and explore new directions." According to Heering, the importance of NORTEC for Hamburg should not be underestimated: "It is far more than just a trade fair, it is a catalyst for the entire production technology sector in the north of Germany and demonstrates how the combination of tradition, quality and innovative spirit can successfully make an impact."

Efforts bolstered by regional and transnational perspectives



Trade Fair for Manufacturers

Trade Fair Center Hamburg
03 - 05 February 2026

www.nortec-hamburg.com

In cooperation with



German Machine Tool
Builders' Association (VDW)

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NORTEC 2026 will see a new cooperation with the German-Danish Chamber of Commerce and the international influence this brings for the trade fair. There is great potential in such a collaboration, explains Andreas Wenzel, CEO of the German-Danish Chamber of Commerce: "Cross-border cooperation is key to driving innovation in industrial production. It fast-tracks marketable ideas and ensures companies in both countries mutually benefit from each other, while remaining internationally competitive - exactly what we need for the industry of tomorrow."

Dr. Dirk Lau, Deputy Chief Executive of the Hamburg Chamber of Commerce and member of the NORTEC trade fair advisory board, emphasised the positive opportunities provided by the Hanseatic city and the north of Germany at the opening of the trade fair: "The cosmopolitan region of northern Germany is a logistics node that boasts superb international connections. Green energy, shipping waters and the availability of basic products create ideal conditions for industrial production - for everyone from the hidden champions to innovative SMEs. The entire scope of industrial value creation can be found in Hamburg, and there is potential for more - especially in the energy-intensive sectors. NORTEC has secured a strong industrial location in Hamburg and is providing the production of tomorrow with a platform to amplify the industrial strength of northern Germany and develop it further."

The opening of this event has made one thing clear: NORTEC 2026 is providing the platform required for cohesion and innovation, as well as the courage to explore new directions that go beyond industrial and international boundaries.

NORTEC 2026 with greater focus and varied programme

Celebrating 20 years of NORTEC this year, the concept has been further refined for 2026. "The trade fair is more focused now, providing a compact programme over the three days that ensures visitors are provided with the best possible experience," explains Bleinroth. "The entire spectrum of production will be on display in Hall A4, where 175 national and international exhibitors will present their latest innovations. In cooperation with our twelve network partners, we are building on the strong programme from 2024. More than 40 programme highlights, from panels to practical workshops, will provide visitors with the space they need to share information and explore new perspectives." The entire programme can be found at: [NORTEC 2026 Programme](#)

About NORTEC

Production. Innovation. Future. NORTEC, the Trade Fair for Manufacturers, provides a platform for industry in Hamburg every two years. The key exhibition areas are machine tools, production systems, precision tools, measurement and testing technology, robotics, automation, software and IT solutions, parts, components and accessories, operating materials and consumables, logistics, operating equipment and services. The trade fair is jointly organised by Messe Stuttgart and the German Machine Tool Builders' Association (VDW).