



Press release

Light + Building 2026

Electrical trades combines proven attractions with new and interactive event formats

The joint stand of the electrical trades in Hall 11.0 (C07/D07) will once again be the meeting place for the electrical industry and an information platform for guild companies. The electrical trades are focusing on interaction and exciting new event formats. But proven highlights such as the Architects' Forum are also part of the six-day electrical trades program again. The main topics will be "marketing to young talent" and "digitalization."

Frankfurt am Main, 24. November, 2025: At the joint stand of the electrical trades in Hall 11.0 (C07/D07) at Light + Building 2026 (March 8-13), everything will revolve around the most important industry topics, including "marketing to young talent" and "digitalization." As a one-stop shop for information and exchange, the booth invites visitors to find out about new topics and discuss trends and developments with colleagues and representatives from electrical wholesalers, industry, association-related organizations, and sister trades. The E-House, which offers new features and highlights, is also an integral part of the joint booth.

"The world's leading trade fair is 'the' platform for information and networking. This is where the electrical industry meets to look to the future together. And we want to emphasize this 'togetherness' even more by making our presentation more interactive," reveals **Stefan Ehinger, President of the Central Association of German Electrical and Information Technology Trades (ZVEH)**: "This will be reflected both in our general stand concept and in new formats such as the 'Master Craftsman's Breakfast' and hands-on activities."

Young talent as a central theme

One new feature, for example, is that the 'Werkstattstraße' (workshop street), which is popular with young visitors to the trade fair and now operates under the name POWER Festival, will be more closely linked to the joint stand of the electrical trades and the E-Haus, as well as to the highly sought-after occupational safety seminars. 'Bringing these three locations and events closer together is an obvious step and offers the opportunity to attract even more trainees and young electricians to the stand and engage in conversation with them,' says the ZVEH President. The next generation is also making its presence felt in the E-Haus der E-Handwerke. For the first time, this is being supervised by trainees in the new profession of 'electronics technician for building system integration'.

And that's not all: an E-Zubi Corner will invite visitors to network and exchange ideas on topics relevant to young professionals. Young craftspeople can look over the shoulders of E-Zubis working on projects, join in, or test their climate score using virtual reality glasses, learning more about future technologies in a fun way. Collaborations with e-craft influencers and content creators are also in the works.



Another focus is on the topic of “digitalization.” Visitors can not only learn about different digital solutions and tools for e-craft businesses but also experience some of them in practical application. Construct-X, an innovative data room project launched in 2025 and funded by the Federal Ministry of Economics and the EU with ZVEH participation, will also be featured at the booth. It illustrates how processes in the construction industry are to be digitized without media discontinuity in the future and, above all, what concrete benefits this has for e-craft businesses.

Mix of proven and new event formats

The ZVEH is breaking new ground next year with regard to some event formats. For example, 2026 will see the introduction of a brand new “Master Craftsman Breakfast,” where master craftsmen and women from all over Germany will have the opportunity to discuss key issues from their everyday working lives with ZVEH President Stefan Ehinger and other honorary officials. Also new to the event calendar is the presentation of the E-Mark Award to a company that has distinguished itself in the field of E-Mark communication.

Female electricians, as well as their male colleagues, are invited to exchange ideas with the “Elektroheldinnen” (electric heroines) on International Women's Day (March 8). The newly founded initiative will be a guest at the joint stand, where it aims not only to show that electrical trades are also attractive and an exciting career option for women, but above all to give female electricians the opportunity to talk to each other and network better.

Architect forum, partner meeting & co.

Those who enjoyed attending the presentations at the electrical trades stand during the world's leading trade fair will have to reorient themselves, at least in terms of location, because the presentations, which will continue to address important topics such as “News from Standardization,” will now take place in cooperation with the trade journal “de” at its stand.

Last but not least, two classic e-craft events are a must in the Light + Building program: the “Architects' Forum” (March 12), which next year will be held under the motto “Light, Life, Future: Innovative Lighting and Energy Management for Tomorrow's Architecture.” And, of course, the big ZVEH partner evening on the Monday of the fair (March 9), when everyone who is anyone in the industry will gather in Hall 11.0 for a convivial get-together.

In addition, exciting interactive formats and competitions are planned, as well as a major trade fair attraction. We can reveal this much: as part of Light + Building 2026, the electrical trades invite you to experience the trade fair from a whole new perspective.

The ZVEH: The Central Association of German Electrical and Information Technology Trades (ZVEH) represents the interests of 48,178 companies in the three trades of electrical engineering, information technology and electrical engineering. With 516,709 employees, including 46,481 apprentices, the companies generate an annual turnover of 84.3 billion euros. Twelve regional associations with 313 guilds belong to the ZVEH as the federal guild association.