

# Circular Valley Convention

Uniting Industries for a  
Circular Tomorrow

12-13 March 2025

Düsseldorf, Areal Böhler



Circular Valley Convention 2025 – Press Release No. 1 / July 2024

## Circular Valley Convention 2025: The new global platform for the circular economy

*The circular economy relies on reuse, recycling, and innovative business models extending product life cycles. In this way, it helps conserve resources, protect the environment, and mitigate climate change. At the same time, it supports companies in increasing their sustainability, efficiency, and competitiveness. Good reasons, therefore, for the topic of circular economy to take centre stage by gathering all players in one place: at the Circular Valley Convention, which will celebrate its premiere on 12 and 13 March 2025 at Areal Böhler in Düsseldorf.*

The Circular Valley Convention is a new trade fair format organised by Messe Düsseldorf in cooperation with the non-profit Circular Valley Foundation and with scientific support from the renowned Fraunhofer Institute for Environmental, Safety, and Energy Technology called UMSICHT.

The convention looks at the circular economy from a holistic perspective: across industries and materials – and all phases of the circular economy, from smart circular design to the reuse and further utilisation of products.

As a central global platform for the circular economy, it brings together decision-makers and experts from business, academia, politics, and society in one place. Under the motto "Uniting Industries for a Circular Tomorrow", it promotes their networking in order to present and jointly develop circular solutions and processes and drive forward the transformation towards a circular economy.

### Strong partners and ideal location

Messe Düsseldorf is contributing its many years of expertise to the Circular Valley Convention stemming from a wide range of trade fairs such as *K*, *interpack* and *drupa*, which are closely related to the circular economy. "With trade fairs such as *K*, *interpack*, and *drupa*, Messe Düsseldorf has been demonstrating the path towards the Circular Economy for years. This expertise in circular solutions and our network are now being incorporated into the cross-industry Circular Valley Convention", says Wolfram N. Diener, CEO of Messe Düsseldorf GmbH. The non-profit Circular Valley Foundation, the cooperation partner of the convention, has a comprehensive understanding of the circular economy and a large network. The scientific support provided by the Fraunhofer Institute for Environmental, Safety, and Energy Technology UMSICHT and the associated expertise round off the extensive professional support.



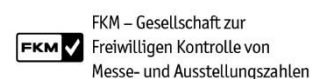
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The Circular Valley Convention takes place in the heart of the Rhine-Ruhr metropolitan region and the Circular Valley which is located there. Numerous leading global companies, innovative start-ups, and renowned research institutions focussing on circular solutions are based here. Circular Valley sees itself as a centre and starting point for the global transformation towards a circular economy, just as Silicon Valley is for the platform economy.

The venue, the Alte Schmiedehalle at Areal Böhler in Düsseldorf, is an event location in a former steel production hall. With its industrial past and the unique reuse character of the location, the Areal Böhler reflects the central mission of the convention.

## Circular economy in all dimensions

The Circular Valley Convention covers all phases of the circular economy: from the use of renewable raw materials to product design, manufacturing, logistics, and operations all the way through to collection, sorting, and recycling, featuring solutions for different material classes and value chains. The convention combines applied research and practice and is a content hub for top decision-makers and experts. With the guiding theme "Enabling Circular Economy", the focus is on three central topics that enable the transformation towards a circular economy:

- **Enabling Value Chains:** the implementation of efficient, sustainable, and cross-industry circular solution strategies to maximise the use of resources and make business models fit for the future.
- **Enabling Technologies:** the transfer of circular competencies such as redesign, refurbish, remanufacture & recycle. The goal is to optimise products and processes using technologies that comply with the principles of the circular economy.
- **Enabling Materials:** the promotion of the efficient use and recycling of various materials, aiming for the extension of product lifespans and the integration of cross-material circular strategies for the sustainable use of resources.

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## **A convention with conference, expo, and networking event**

In line with its holistic and cross-industry approach, the Circular Valley Convention offers a three-part event format consisting of a conference, an expo, and an exclusive networking event on the evening of 12 March 2024. Over 100 high-calibre speakers are scheduled to attend the conference. More than 130 exhibitors and partners are expected to attend the expo, the marketplace for future-oriented circular solutions, which offers insights into new trends, innovations, and best practice examples.

The trade fair opens up excellent opportunities for marketing innovative circular economy solutions, as well as for exchange, networking, and cooperation to make new circular ideas ready for business. "The Circular Valley Convention shows market-ready Circular Economy solutions and gives an outlook on the next generation of future circular solutions", emphasises Dr. Carsten Gerhardt, Initiator of the Circular Valley Foundation.

"The Circular Valley Convention is the meeting place for everyone who wants to actively shape the transformation towards a circular economy. As a global community platform for the circular economy, it offers the opportunity to present circular solutions in a marketplace and to provide important impulses for a sustainable and resource-efficient economy", says Philip Scheffler, Project Lead Circular Valley Convention at Messe Düsseldorf GmbH.

Whether exhibitor, partner, or participant: spaces for booths and tickets for the Circular Valley Convention are now available. For partners and exhibitors, the convention offers attractive packages with different stand sizes and marketing services tailored to the needs of partners and companies. Visitor tickets are all-inclusive and offer full access to all areas of the convention: the conference with two stages, the expo and the start-up area as well as the exclusive evening event on 12 March 2025 with an inspiring programme. A high-quality catering offer is also included and will be provided throughout. Through 15 November 2024, there is an early bird discount on the ticket price (549 euros instead of 649 euros for the Corporate Ticket and 449 euros instead of 549 euros for the Science Ticket).

## **About the Circular Valley Convention**

The Circular Valley Convention is the new global platform for the circular economy, with an innovative event format combining a conference, an expo, and an exclusive networking event. It brings together decision-makers and experts from business, science, politics, and society to drive forward circular solutions and the transformation to a circular economy. The fair aims to promote sustainable, efficient, and cross-industry value chains and to present innovative technologies and materials. The event is organised by Messe Düsseldorf in cooperation with the Circular Valley

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Foundation and with the scientific support of the Fraunhofer Institute for Environmental, Safety, and Energy Technology UMSICHT.

Further information about the Circular Valley Convention can be found at [www.cvc-duesseldorf.com](http://www.cvc-duesseldorf.com).

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