

Press release

Zurich, 31 March 2023

Successful HR Festival europe 2023

The second HR FESTIVAL europe took place on the 28 and 29 March at the Messe Zurich. The event attracted over 4800 HR professionals, an increase of 20 percent compared to the previous year. Visitors expressed their enthusiasm over the renowned speakers, the panel discussions on how to face the new challenges of the working world and the exchange with the around 200 HR service providers. The next HR FESTIVAL europe will be held on the 26 and 27 March 2024.

The HR FESTIVAL europe 2023 featured international keynotes from top speakers such as Japanese robotics researcher Prof. Dr. Hiroshi Ishiguro, organisational culture and equality expert Dr. Michelle King and German entrepreneur and blogger Gero Hesse, known for his recruiting and employer branding expertise. French philosopher Julia de Funès was able to attend and spoke on the absurdity within the way companies operate.

The festival covered 15,000 square metres at the Messe Zurich. The 200 exhibitors offered decision-makers and HR managers countless opportunities for exchange on site as well as the opportunity to engage with innovative products, HR solutions and the latest trends in HR services.

Work, relaxation and indulgence

For those who had to work, soundproof working booths were provided. Many took advantage of this opportunity for a quiet retreat. The festival also offered plenty of opportunities to relax and enjoy: HR professionals could get a massage or do a cover shoot at the HR Today stand. Visitors also flocked to the HR Today stand to enjoy delicious Curly Ice Cream, join a raffle and discover the new «Membership» offer of the leading Swiss magazine on HR management.

Almost 200 invited VIP guests took their time to the HR FESTIVAL europe and many of them also took advantage of the opportunity to exchange ideas with peers and the keynote speaker Dr. Michelle P. King over an exclusive brunch.

The agenda of the HR FESTIVAL europe is unique to Switzerland, and also sustainable: The event was organised entirely without the use of PET bottles. Festival partner «Fill me Bottle» supplied 2000 glass bottles daily, which visitors and exhibitors could fill at water dispensers by Kärcher and return at the end of the day, so they could be reused.

The first day of the event ended with the 10th Randstad Award, which selects the most attractive employers in Switzerland. Google took first place, ahead of Rolex and Swatch.

Fourth place went to another traditional Swiss company, Pilatus Flugzeugwerke, while the Swiss Foundation for Paraplegics came directly after in fifth.

Around 700 visitors then attended the BREAK THE NORM networking party, where the singer Marc Sway and his band celebrated late into the night in front of an animated audience.

Future of the working world

Topics such as artificial intelligence, staff shortages or employability of older workers were addressed in panel discussions and panels on the Action stage. Other highlights were the 50 instructive workshops in five different domes as well as the Newstar start-up stage for HR newcomers.

Innovative HR projects

HR FESTIVAL europe ended with the presentation of the Swiss HR Award. For the fourth time, the most innovative projects in HR management were awarded. Participation was open to all organisations – from SMEs to large corporations, from start-ups to established companies. "Almost 40 HR projects were submitted in four categories by qualified HR professionals" states co-jury president Pascal Scheiwiller. The «probably toughest jury in Switzerland" nominated 8 projects for the live pitches. The Swiss HR Award is a mix of jury and public evaluation. The expert jury left the final decision to the interested audience attending the award ceremony at HR FESTIVAL europe. (swisshaward.ch)

The winners of the Swiss HR Award 2023 are:

Category Finding Talent:

Solino, the senior citizens' centre in Toggenburg

Category Retaining Talents:

Zurich Airport AG

Category Start-up:

Raydesk

Category Out of the box:

Wiesner Gastronomy

The conclusion of ALMA Medien Managing Director Tobias Mengis: "All in all, a first-rate event with a festival atmosphere, enthusiastic HR professionals, motivated and innovative exhibitors and a positive ambience."

HR Today / ALMA Medien AG, organiser of HR FESTIVAL europe, draws a positive balance and looks forward to the next edition.

Save the date: 26 and 27 March 2024

About HR FESTIVAL Europe

The HR FESTIVAL europe provides inspiration on 15,000 square metres in four halls, with international speakers on three stages, 50 interactive workshops in five domes and more than 200 service providers of the European HR industry. Internationality is taken into account: The presentations of the keynote speakers are simultaneously translated into German, English and French. HR FESTIVAL europe connects visionaries, pioneers and the movers and shakers of the world of human resources with each other and provides spaces for networking.

HR FESTIVAL europe is organised by HR Today, the widest-reaching and best-known trade magazine for human resources in Switzerland.