

The focus topics of insureNXT 2026:

AI in practice, customer-centric growth and future viability in focus

Congress trade fair for the insurance industry on 20-21 May 2026 in Cologne

insureNXT 2026 focuses on the transformation of the insurance industry. It centres on three topics that will shape the industry in the coming years: the use of artificial intelligence as a competitive advantage, customer-centric growth through new sales and service approaches, and the creation of resilient and sustainable organisations. The aim is to classify current developments, discuss concrete solutions and provide impetus for a resilient insurance ecosystem.

Topic 1: Winning with AI

Over the past year, artificial intelligence has made the leap from pilot projects to productive applications. Insurers now face the challenge of unlocking the full potential of these technologies - including new approaches such as agentic AI. The focus is not only on boosting efficiency, but also on developing data-driven business models. The key lies in seamlessly integrating AI solutions into existing processes and making them scalable. Real-world examples show that clear objectives, a strategic roadmap and a robust governance framework are crucial for success. At the same time, transparency, fairness and regulatory requirements must be taken into account. This enables the use of AI that delivers operational benefits, builds trust and secures long-term competitive advantage.

Topic 2: Driving Customer-Centric Growth

Shifting customer expectations are forcing insurers to realign their growth strategies. Hyper-personalisation is seen as the key: only those who understand and meet the individual needs of their customers with precision can build sustainable relationships. This requires the intelligent combination of a diverse sales and communication mix. Direct sales, brokers, embedded insurance models and partnerships with FinTechs and InsurTechs open up new access routes. The challenge lies in connecting channels and avoiding breaks in the customer journey. Data-driven insights and digital platforms provide valuable guidance in this process. Those who consistently translate these findings into practice enhance customer satisfaction, tap into stable sources of growth and strengthen their market position.



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www.insureNXT.com

Your contact for enquiries:
Volker De Cloedt

Phone:
+49 221 -8212960
E-Mail:
v.decloedt@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Deutschland
Telefon +49 221 821-0
Telefax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Management board:
Gerald Böse (Chairman)
Oliver Frese

Chairperson of the Supervisory Board:
Mayor
Henriette Reker

Seat of the company and
Place of jurisdiction: Köln
Amtsgericht Köln, HRB 952

Conceptual sponsor & co-organiser:



Topic 3: Shaping Insurance of the Future

The conditions for insurers are more volatile than ever. Market changes, falling price levels, geopolitical uncertainties and new risk areas such as cyber threats or climate impacts present the industry with complex challenges. At the same time, pressure is growing to comply with regulatory requirements and to build resilient IT landscapes. Resilience is therefore becoming a core strategic competence. But it is not just about risk management: demographic change, shortages of skilled workers and the “war for talent” demand intelligent HR strategies - combined with modern technology and clear transformation plans. Successful companies combine experience with innovative strength and foster a corporate culture that sees change as an opportunity. This is how the insurance of the future is created: robust, adaptable and customer-focused.

“[insureNXT] is international, innovative and personally enriching for me. And this whole mix of all participants and all topics makes [insureNXT] unique in my eyes.”

– Clemens Vatter, Member of the Board, SIGNAL IDUNA

About insureNXT

insureNXT is an international congress trade fair for innovation in the insurance industry. It offers a forward-looking stage for insurance companies, start-ups, insurance service providers, industry partners and universities. In 2025, around 3,500 participants, 150 partners and exhibitors as well as a line-up of over 200 speakers were on site in Cologne. insureNXT is looking for cross-industry solutions, new partnerships and business models that overcome the challenges of digital transformation and cultural change in the insurance industry. Together with the community of established insurance companies, start-ups and cross-industry partners, the event paves the way for a new generation of insurance products, innovative services and business models. insureNXT is a joint event organised by InsurLab Germany e.V. and Koelnmesse GmbH. insureNXT 2026 will take place on 20 and 21 May 2026 in Cologne.

More information on insureNXT at <https://www.insurenxt.com/en/>.

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