

Sonia Prashar receives Germany's Order of Merit

- **Managing Director of NürnbergMesse India receives the highest German Order of Merit at the German Embassy in New Delhi**
- **Ambassador Dr Philipp Ackermann honours Sonia Prashar's dedication to Indo-German relations**
- **Under her leadership, the Indian subsidiary of NürnbergMesse has developed into one of India's leading events organisers**

New Delhi/Nuremberg, 15 April 2024 – Sonia Prashar, Managing Director of NürnbergMesse India, has been awarded the Order of Merit of the Federal Republic of Germany for her decades of outstanding commitment to Indo-German relations. Ambassador Dr Philipp Ackermann officially presented the successful exhibition manager with the highest order of merit on the premises of the German Embassy in New Delhi.

The decoration was the Federal Republic of Germany's acknowledgement of Prashar's commitment to German-Indian business relations. "With her 28 years of service and dedication to Indo-German relationship, Sonia Prashar has contributed immensely to the outstanding development of our ties. A truly remarkable achievement!", said Ambassador Dr Ackermann.

"We as NürnbergMesse Group congratulate Sonia Prashar on this great honour and are delighted with her," says NürnbergMesse Group CEO Peter Ottmann. "Thanks to her many years of experience and expertise in Indo-German relations, she was a real stroke of luck for the management of our new subsidiary when NürnbergMesse India was founded in 2013. With a great deal of passion and commitment, she has made NürnbergMesse India one of the leading exhibition organisers on the subcontinent and thus contributed to strengthening Indo-German trade relations."

NürnbergMesse India: One of the leading exhibitions organizers

Under her leadership, the young exhibitions firm quickly evolved into one of the top exhibition organisers on the Indian subcontinent. Its trade fair portfolio has grown from four events in 2013 to 18 today. Last Indian fiscal year, NürnbergMesse India and its offices in Delhi, Mumbai and Bengaluru generated sales of more than EUR 6 million.

Sonia Prashar is also a member of the Board of Directors of EXPONOVA, a joint venture between Vincentz Network and NürnbergMesse; a Director of INSILCO (a group company of Evonik Industries Deutschland); a Director of car maker FORCE MOTORS LIMITED; a member of the Executive Committee of the Indian Exhibition Industry Association (IEIA) as Past President; a Board Member of the Asian Federation of Exhibition and Convention Associations (AFECA); and a member of the Board of Directors of the Global Association of the Exhibition Industry UFI.

About the NürnbergMesse Group

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. The Group employs more than 1000 people at eleven

locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. The company has also been incorporating more and more aspects of sustainability into its trade fair concepts. Its events secure more than 12,000 jobs and generate billions of euros each year in purchasing power and tax revenue, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole. As an employer and organizer of major events, NürnbergMesse assumes responsibility for people and the environment. It shapes its corporate actions in accordance with the 17 UN Sustainable Development Goals (SDGs) with the aim of achieving climate neutrality by 2028.

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