NürnbergMesse as a hub for new ideas

HOT SPOT FOR CREATIVE MINDS
Nuremberg – a city where inventiveness flourishes
Dear Readers,

To this day, the Franconian metropolis of Nuremberg has lost none of the legendary ingenuity for which its inventors and craftsmen were famed in the late medieval period. This creativity and spirit of inquiry are recurring themes that make their presence felt throughout the entire city. And they’re also being appreciated and recommended by outsiders: Nuremberg ranks among the best cities in the EU’s newly-established “Cultural and creative monitor”.

In this issue of Messe+Co we’ll be exploring the city’s innovation hubs. Quite apart from the very obvious concentration of universities specialising in science and research, there are numerous other venues in Nuremberg that welcome all kinds of creativity (pages 16/17). The same is true of NürnbergMesse, a genuine hub for new ideas where trending topics are identified, concepts developed and successful networks created (from page 6). With this background, it actually makes perfect sense that Nuremberg has been home to iENA, the inventors’ fair, for the last seven decades (pages 14/15).

The city itself is also a very popular destination for more and more visitors from all over the world (pages 18/19).

We hope that you enjoy this issue of our magazine.

Yours sincerely,

Dr Roland Fleck             Peter Ottmann

www.nuernbergmesse.com
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Gathering place for the international organic sector

BIOFACH INDIA 2017 – which is set to take place from 9 to 11 November at the India Expo Mart (IEM) in Greater Noida near New Delhi – is a very special occasion for organic experts and decision makers from all over the world. Because they can also look forward to the 19th IFOAM Organic World Congress that’s being held at the same time and at the same venue. The congress is organised every three years by IFOAM, the International Federation of Organic Agriculture Movements, which is also the patron of the six international BIOFACH trade fairs. The importance of the two events has been underscored by India’s Prime Minister Narendra Modi, who has announced his participation.

Interzoo finds long-term home in Nuremberg

Good news for the pet industry: Interzoo organiser WZF (service company for the pet industry) and NürnbergMesse have renewed their collaboration agreement ahead of schedule. As a result, the world’s leading exhibition Interzoo will be staying in Nuremberg until at least 2036. For Herbert Bollhöfer, Managing Director of WZF GmbH, the signing of the contract sends out an important message: “Interzoo is performing extremely well in Nuremberg, and so we intend to continue on this successful path for the long term. The next Interzoo will take place in Nuremberg from 8 to 11 May 2018.”

Strong partnership in India

NürnbergMesse India is collaborating with Zak Trade Fairs & Exhibitions, a leading congress and exhibition organiser responsible for 520 events in Asia. The first fruits of the collaboration will be three trade fairs for the door, window and façade sectors: “Doors & Windows”, “Glass Technology” and “Aluminium Extrusions” will take place concurrently in Mumbai from 7 to 10 December. The world’s leading exhibition for these segments, FENSTERBAU FRONTALE in Nuremberg is organised by NürnbergMesse. The goal of the partnership is to strengthen the position of both companies in the market for window construction fairs in India and to grow together in this sector.

Anniversary highlights

The exhibition centre will be the place to be for lord mayors, municipal agency chiefs and department heads when the tenth round of KOMMUNALE takes place on 18 and 19 October 2017. Germany’s largest trade fair for municipalities will offer a wealth of highlights to celebrate the tenth anniversary of the event, including the premiere of the Municipal IT Professional award. The concurrent congress hosted by the Association of Bavarian Municipalities will explore issues such as cooperation between local authorities, the digital school, and the value added tax law. More than 300 exhibitors and 5,000 visitors from all over the country are expected at the event.
Growing international participation at it-sa

The internet knows no borders, and this is certainly the case at Europe’s biggest IT security fair, where international experts work collectively to achieve greater IT security. At this year’s it-sa from 10 to 12 October, the spotlight will be on three countries in particular: French, Israeli and Czech companies will be hosting their own pavilions to showcase the expertise of their respective IT industries. With roughly 500 exhibitors – including about 100 from outside Germany – Europe’s biggest IT security fair last year reached the capacity limits of its exhibition space. As a result, it-sa will make use of Halls 9 and 10 to accommodate the more than 580 exhibitors expected at this year’s event.

When winning strategies gain traction

CEOs Dr Roland Fleck and Peter Ottmann presented new record results for NürnbergMesse at the company’s annual results press conference in July: Sales of EUR 288 million, more than 30,000 exhibitors for the first time and more than a million square metres of exhibition area had generated a profit of approximately EUR 15 million by the end of the 2016 financial year. The company hosted 172 events that attracted 1.4 million visitors. There were significant impulses from outside Germany: “Our events have never had such an international flavour, and this underscores the appeal of our exhibition concepts. To make sure that it stays this way, we’re going to continue to invest heavily in the future,” says Fleck. Ottmann continues: “To reach the next stage in our success story, we’ve taken some important strategic steps in the first half of 2017.” These include the collaboration with Messe Frankfurt in Russia and the construction of the new Hall 3C, which is on track and on budget.

The current fiscal year is dominated by a cyclical phenomenon that occurs only every 12 years, when major exhibitions like BrauBeviale and FachPack are on their break year at the same time. For 2018 there were already clear indications that the company’s positive development in 2016 would continue with drive, said Ottmann.
A hub for new ideas

Bicycles for Brazil, the safety and security of drones and an international network for the craft beer scene: NürnbergMesse identifies trending issues and designs platforms for knowledge transfers.

NürnbergMesse organised 172 events worldwide in 2016, including 24 trade fairs that have only been developed in the last five years. The topics they cover are diverse and range from gardening and landscaping in Shanghai to die-casting technology in India and medical technology in Nuremberg. The new event concepts pick up on trending topics and are always developed in close collaboration with partners from the various industries.

Craft beer is quite literally on the tip of everyone’s tongue. Beers like pale ale, porter and IPA have outgrown backyard breweries and are rapidly making inroads into trendy bars and restaurants in major cities. There are about 10,000 craft beer breweries around the globe. “Hand-crafted beverages using high-quality ingredients in a wide range of flavours – not just in beer – are gaining ground worldwide,” says Andrea Kalrait, Director Exhibition BrauBeviale, who is responsible for international product management within the Beviale Family.

“Through its organisation of BrauBeviale, NürnbergMesse has established itself as an experienced international event organiser with extensive industry expertise in beverage technology,” explains Kalrait. As an offshoot of the capital goods exhibition for the beverage industry, craft beer evolved into separate trade fair concepts: CRAFT BEER CHINA in Shanghai, which took place for the second time in 2017, and CRAFT BEER ITALY, which makes its debut in Milan in
CRAFT BEER CORNER

Photo credits: NürnbergMesse/Heiko Stahl (6), Brasil Cycle Fair (6)
November – showing that there’s no stopping the new culture of craft brewing, even in a traditional wine-producing country like Italy.

The craft beer trade fairs are designed to be hands-on events with a focus on learning, says Kalrait: “The key element is training and professional development, which is supported by various formats, from accompanying events to an event with the features of a trade fair.” NürnbergMesse receives support from renowned industry partners VLB (Research and Teaching Institute for Brewing) in Berlin and the Doemens Academy in Gräfelfing (in Bavaria).

**All-rounder drone**

Fascinating technology, child’s play to operate, and suitable for a wide range of tasks: It’s these characteristics that absolutely make drones a trending issue – and give them plenty of appeal for NürnbergMesse. “There’s been a lot of coverage of drones at several of our trade fairs: drones for security purposes at Enforce Tac, transport drones at FachPack and drones for land surveys at GaLaBau,” explains Thomas Preutenborbeck, Director Exhibition at NürnbergMesse.

With a view to developing a UAV (unmanned aerial vehicle) event, Preutenborbeck participated in conferences and workshops that were dominated by one issue in particular: “In conjunction with drones, there’s a need for a lot of discussion about safety, defence and detection,” he says. While private and commercial use of UAVs is increasing rapidly, municipalities and companies are still worrying about the safety and security of their premises. NürnbergMesse has well-established expertise in safety and security in its existing range of events. “This is how the idea for the trade fair was born, by putting together ‘unmanned technology’ and ‘security’– as U.T.SEC!” says Preutenborbeck.

Key partners in defining the content and structure of a network are the VfS (Association for Security Technology) and UAV DACH, the German-speaking association for unmanned aircraft, which deals primarily with legal issues relating to the use of drones. “What we don’t want is for the terrific drone technology, which offers huge prospects for the future, to become discredited due to safety issues. That’s why U.T.SEC is an important and necessary element for the transfer of information,” says Dr Norbert Lohl, Chairman of UAV DACH. Wilfried Joswig, Director of the VfS, believes that the use of UAVs is just at the beginning of a dynamic development: “It’s important to discuss the issues with acknowledged experts in the field. U.T.SEC, with its exhibition and specialist presentations, offers the ideal platform for this kind of forum.”

“For many companies, drones continue to be uncharted territory,” says Preutenborbeck. This is why during its second round in March 2018, U.T.SEC should not only be a forum for vendors and buyers, but should also show the direction in which the sector is developing: “We want to sketch out a model for the future, showcase visions and make know-how transfer possible,” Preutenborbeck adds.

**Bikes for Brazil**

Even 200 years after the invention in Germany of the “dandy horse,” the precursor to the bicycle, there’s still a lot to be learned about this popular mode of transportation. While there’s much talk about bicycle superhighways in German cities, and the bike is enjoying multiple uses – from high-tech sports equipment to a lifestyle accessory – a change in thinking has also begun in the mega-cities of South America. “People no longer see the bicycle as just...
We need to talk: the best premise for a trade fair like U.T.SEC, which focuses on unmanned technologies and security.
a piece of leisure equipment. For many, it’s their basic means of transportation,” says João Picolo, Managing Director of NürnbergMesse Brasil.

In the largest and most populous country in South America, where NürnbergMesse has a subsidiary in São Paulo, there are more bikes than cars and motorcycles – no less than 70 million. More and more cycle paths in cities and increasing environmental awareness mean that the bicycle market is constantly growing. “We conducted a thorough analysis of the bicycle market in order to understand the needs, requirements and difficulties in the sector,” explains Picolo. In the process, contact was established with Aliança Bike, the association of the Brazilian bicycle industry, which had previously organised the Brasil Cycle Fair in São Paulo. “We were seeking a partner with experience in organising major events to improve and market the Brasil Cycle Fair. NürnbergMesse Brasil has a highly-dedicated team, and we have high hopes for the success of the fair,” says Marcelo Maciel, President of Aliança Bike.

Picolo and his team gained important insights from their conversations with shop owners, suppliers and manufacturers: “We realised that bike manufacturers in particular wanted to have even more contact with their consumers.” says Picolo. The supporting programme for the bicycle fair features attractions like the Levorin International Mountain Bike Cup and a BMX championship. The Managing Director expects no less from the premiere than the “biggest and best bicycle event in Latin America.”
Ultimately, trade fairs have to deliver results. For trade fair organisers, what are the greatest challenges in creating a successful event?

Walter Mennekes: Let’s put it this way: Trade fairs can work miracles. They turn innovations into useful products for practical, everyday use, and last but not least, into profits. As a result, they aspire to be the key highlights in an industry’s economic life. Everyone – organisers, vendors and customers – can expect to have the opportunity for wide-ranging and in-depth contact with customers at trade fairs that showcase new kinds of products. That’s why the most challenging issue for all stakeholders is to produce an event of premium quality. This requirement is met when trade fairs are organised under the best possible conditions: in other words, professionally. It goes without saying that a trade fair has to deliver the desired outcomes. And the criteria for evaluating the results are crystal clear.

Would you say that a good idea will automatically turn into a good trade fair? And in this regard, how important is the human factor?

Walter Mennekes: First of all, you need to maintain a balance between what’s worked well in the past and what’s new. It’s never easy to translate the good ideas you might have into a perfect equivalence. And the “human factor” can’t simply be reduced to a few catchy phrases. That’s exactly why – unlike just clicking the mouse a few times when you shop online, for example – the invaluable advantage of trade fairs is that interested parties can meet and interact with one another offline, face-to-face and in person, using all their senses: which means being able to be sensitive to the requirements and intentions of the other party. This is how trade fairs offer a great opportunity for lasting partnerships to form.

Trade fairs are constantly exposed to competition from other media platforms and international events. How well do you think German trade fairs and trade fair companies are performing in this respect?

Walter Mennekes: Despite all the competition, I’m firmly convinced that trade fairs have a bright future ahead. After all, the way things and products improve isn’t by moving toward perfection, but by moving away from something that’s still unfinished. If you appreciate this nuance, you’ll understand that trade fairs are a showroom for innovative products that you can literally hold in your hands, and a venue for professional vendors to convey their expertise. A company that shies away from trade fairs – for example for cost reasons – runs the risk that its productivity, that’s to say its competitiveness, will stagnate.

Every trade fair thrives on innovations and the smart seizing of the latest trending topics. Where is the trend in the trade fair market heading in Germany and worldwide?

Walter Mennekes: Megatrends are impacting society in general through technical advances that are leading to both workload reduction and work intensification, as well as greater diversity and efficiency. These developments will keep the markets and their associated trade fairs on their toes. In this scenario, trade fairs continue to be an indispensable sounding board for better and better products. As trade fair organisers, our aim remains for the “Made in Germany” quality label to apply not only to our branded products but also to the top quality of our trade fairs.
PADDLEexpo and the Street Food Convention (SFC) are two of the lifestyle events that have been developed at the Nuremberg exhibition venue in recent years. One is the world’s leading trade fair for the entire paddle sports industry, the other is the first B2B event for street food, food trucks and mobile catering. And they’ve turned the lives of their respective founders completely upside down, at least in the early days. “Mr Foodtruck,” Klaus P. Wünsch, describes the months from making the decision to the execution of the first SFC as something of a “daredevil ride,” while for Horst Fürsattel, slipping into the role of an event manager was akin to “jumping into the deep end.”

The initial support they received from the trade fair professionals in Nuremberg was the decisive push for the two career-changers. “It was only later that I really became aware of the necessity and value of this initial support,” says Fürsattel, “and I remain very grateful for it.” As a former exhibitor with a natural understanding
of trade fairs, the sports goods manufacturer was forced to concede that organising an exhibition is a huge challenge. “Because the PADDLEexpo brings together two realities that couldn’t be more different,” says the former entrepreneur and developer of life jackets. “On the one hand, you have a lot of administration work, and then you’re also dealing with adventure sports, the surfer lifestyle and flip-flops.”

Klaus P. Wünsch came up with the idea for the SFC at the right place and the right time: It was in January 2015, during one of the food truck roundups he’d initiated at the entrance area to NürnbergMesse. Vendors and producers signalled their interest, and NürnbergMesse CEO Peter Ottmann was also enthusiastic about the idea. From then on, it all went very quickly. In the very same year, the first SFC took place as part of the BrauBeviale.

Incidentally, the first PADDLEexpo at NürnbergMesse was not a premiere at all. And Horst Fürsattel also never wanted to be a trade fair organiser: “The canoe segment, which for many years had been happily part of the outdoor community, had been displaced. So someone needed to sort out a separate gathering for it. And at the time, that job was down to me.” Today Fürsattel is a full-time exhibition director and has since sold his manufacturing company. In 2006, the Kanumesse (canoe fair) — as it was called at the time — took place on the exhibition venue, and in 2011 it merged with the SUP-Expo (Stand-Up-Paddling Expo) to become PADDLEexpo. By 2017, the world-leading trade fair for kayaking, canoeing and stand-up paddling was booked out so early that there was a waiting list.

Their success highlights another characteristic that the two trade fair founders have in common. Neither claims all the credit; rather, they emphasise team spirit, each in his own way. Whereas for foodie Wünsch, “A fantastic team in the front line and behind the scenes can only flourish and grow with many “small helpers” and advocates.” Klaus P. Wünsch
Founder Street Food Convention (SFC)

Horst Fürsattel
Exhibition Director PADDLEexpo

The entire sector has a vital interest in a high-performing marketplace, so everyone pulled together and the implementation of the event went smoothly.

A delicate bloom like the SFC can only flourish and grow with many “small helpers” and advocates.

Klaus P. Wünsch
Founder Street Food Convention (SFC)

Quality guaranteed: The Street Food Convention (SFC) is entering its third round.

Website: All the information you need about PADDLEexpo
Ideas, inventions and innovations: There’s no limit to the creativity on display at the most important international trade fair for inventors.
Tinkerers and visionaries

Every year, everything is new at iENA in Nuremberg, the interface between global invention and the market. It’s a trade fair where innovative ideas mature into products that go on to enrich all of our lives.

Swim armbands, retractable dog leads and the folding bike are all items that we buy and use today as a matter of course. But before they started their triumphant advance on the market, they made their debut at iENA, which is organised by AFAG Messen- und Ausstellungen GmbH. These are just three examples from a long list of inventions that have made the leap from the iENA springboard to the shop shelves. And it’s no wonder, because in Nuremberg, inventors, entrepreneurs and licensees find themselves in good company, year after year. At the last round of the exhibition in 2016, more than 700 new products from 30 countries were displayed to trade visitors from 40 nations. And every third exhibitor was able to close a specific business deal.

In the seven decades of this event in Nuremberg, ingenuity has always found its way from the trade fair to the market in the form of products like shade sails for outdoor tables, moist toilet-tissue wipes and carpet cutters. Far in excess of 25,000 products presented to the public for the first time at iENA subsequently became established on the market. Attention-grabbing inventions like the laugh-in-a-bag and love-in-a-bag novelties from Walter Thiele, a 1970s German media star, the bird shower, and the flexible bathtub were items that generally made it into the press and were good for circulation.

Initially a show for the weird and the wonderful, then a popular venue for the inventor scene

It was only in the early years that the trade fair assumed the character of a showcase for the weird and wonderful. In 2007, the “Germany – Land of Ideas” initiative included iENA Nuremberg among its “selected locations.” Former Federal President Horst Köhler acknowledged it as an example of innovative ideas, creativity and visionary thinking. Today iENA is not just the only German inventor fair of international standing, it’s also the No. 1 gathering place for the international inventor community. There are also no limits on the creativity on display: You’ll find just about everything here, from an autonomous water-body analysis system to wiper blades for motorcycle helmets. The thematic range is also extensive, covering environmental protection and agriculture, mechanical engineering, energy and medical technology, IT/electronics, promotional items and household articles.

“Invention never sleeps” was the headline of a whole-page newspaper article about the 52nd iENA at the turn of the millennium. This seems to apply in particular to the venue for the trade fair, the city of Nuremberg. It’s a place where inventiveness has had a permanent home throughout the centuries, from the time of the Behaim globe in the Middle Ages to the present day.

The Central Franconia region and Nuremberg itself once again live up to their reputation as a “powerhouse of ideas,” as a closer look at the Chamber of Commerce and Industry report “Patents in Bavaria 2016/2017” shows. This document publishes the latest figures from the “Patent Innovation Index,” which measures the innovation performance of various regions. Whereas the mean value for Germany and Bavaria is 1.0, Central Franconia scores an excellent 2.6. The result for the category “Analysis or synthesis of language; speech recognition” is excellent, with 69.7 percent of all patents in this area coming from Central Franconia. Within Bavaria, Nuremberg takes a clear lead (56 percent) for patents in the technology segment “Shafts; single components of crankshaft drives; bearings.” A genuine accolade, because according to the European Patent Agency the majority of Bavaria’s patent registrations are in four of the top European technology segments.

Website: All the information you need about iENA (2 to 5 November 2017)
Science, research and development are very much at home in the Nuremberg metropolitan region. With more than 30 universities and in excess of 150,000 students, the input is huge and the output is also impressive. The city is home to Nobel prizewinners and offers an intelligent networking of science with business. Many of the best and most talented graduates are now equipping regional companies to meet current challenges like global change, shortages of resources and digitalisation.

And so it’s no surprise that especially in Nuremberg, “Smart Mobility” is high on the agenda. Driverless underground trains, electric cargo bikes, connected cars and package drones – there’s more development and testing going on at this innovation and technology hub than anywhere else. Also not surprising is the large number of energy and environmental technology firms that employ more than 70,000 people in the metropolitan region. Doing business sustainably is the unequivocal focus. A CO₂ monitoring system and a modern heat accumulator in the municipal cogeneration plant are just two of the many smart solutions developed in Nuremberg, a centre of scientific excellence.

Inquisitive minds and the joys of experimentation

The gateway to the world of science is already open for the next generation. For the first time this summer, a science camp was held for the city’s children. But there’s one event...
for friends of experimentation of any age that’s already been happening for years. The three-day creativity and technology festival “Hack & Make” welcomes everyone, from tinkerers to computer nerds. The event features exhibitions, presentations, workshops and a hacking centre and always promises to be both quirky and instructive.

For the rest of the year, innovative thinkers of any age can indulge their curiosity in the FABLAB, at the soldering station, laser cutter or 3D printer. The non-profit organisation Urban Lab actually goes a step further: All over the city, it encourages residents to help shape their neighbourhoods with projects they’ve developed themselves.

The entire city is a melting-pot for ideas. This is something that’s also reflected by Nuremberg Web Week. “It’s an excellent example of how the Franconian region is at the top of its game as a place to live and do business,” says Web Week participant Christian Klemenz, founder of the St. Erhard Bierotheke beer store in Bamberg. Once a year the city becomes the gathering place for the web scene and a magnet for the latest trends. Robert Hackner, who heads the city of Nuremberg’s online office, sees “A great opportunity to obtain a lot of new ideas and inputs in a short time.” Networking certainly brings many benefits. Users, developers, designers, bloggers, start-ups and entrepreneurs are all here, and everyone is welcome. The organiser is absolutely clear about the objective: Nuremberg will be a trailblazer in the digital economy.

Equally welcome and just as ambitious is Josephs, an innovation lab at the Fraunhofer Institute located in the city centre. Here you can do more than just follow the development processes of products and services; you can also help improve them, because feedback goes directly to the developing companies. If you’re short of ideas yourself, then you can learn about one of the many topics offered by the workshops in the Think Tank.

In Nuremberg, being creative is explicitly welcomed at a great many locations all over the city. There are no quotas here, just open doors.
The savvy city

High-calibre events, the special atmosphere of a medieval town
and a strong commitment to sustainability – long-standing traditions
and new ideas give Nuremberg a quality of life that’s loved by visitors.

Nuremberg can look back proudly on a first-class summer of music. Because the weather gods smiled kindly on the city, the Luitpoldhain park twice became “Europe’s biggest concert hall” during the Klassik Open Air classical music festival. A crowd of 80,000 people turned out to bid an emotional farewell to Alexander Shelley on his last appearance as chief conductor of the Nuremberg Symphony Orchestra. And for the Bardentreffen world music festival, the entire city provided the stage for 92 concerts attended by more than 200,000 people over a three-day period.

Record-breaking numbers! So yes, Nuremberg has rhythm but it also nurtures its traditions.

Preparations are already underway for the “Christkindlesmarkt,” the oldest Christmas market in Germany, which welcomed around 2.5 million people in 2016 and is popular with visitors from around the world. The statistics for overnight stays also show that Nuremberg is becoming more popular as a destination. They were up almost seven percent last year, and a further increase is anticipated in the first half of 2017. Yvonne Coulin from the Congress and Tourism Centre knows why: “Market research findings show that our visitors appreciate the atmosphere and flair of Nuremberg. Everyone who comes here becomes a temporary citizen. In Nuremberg, you can experience history in an authentic way. The city conveys vibrancy and a sense of identity that quickly make visitors into friends.”

That’s why city tours are also experiencing a real boom. Last year, the “History for All” association conducted no fewer than 7,600 such tours. So that supply can keep up with demand, the “City Tour Guides” association is currently training 22 new staff members. And they’ll have plenty to do, because in the meantime Nuremberg has become a fashionable destination recommended in a large number of online travel blogs, where insider tips spread like wildfire.

Like “Love Island” (Liebesinsel), an oasis of calm in the old town district that’s recommended by the “Budget Traveller” website. It’s described as being garnished with typical Nuremberg specialities like “beautiful architecture, magnificent museums, craft beer, tasty delicacies and very friendly people.” Shortly after posting, this tip was retweeted to his roughly 270,000 followers by Melvin Bücher, CEO of the platform “Traveldudes.”

But it’s not just on the internet that the news of the city’s excellent commitment to sustainability is spreading. Nuremberg can officially call itself a fair trade city and organic metropolis, with numerous businesses and restaurants offering fair trade products. Not to mention the annual “Experience Organic” ("Bio erleben") festival on the main market square, the “organic in the city” initiative and the world’s leading trade fair BIOFACH at the exhibition venue. As a result of all these activities, Nuremberg won the German Sustainability Award in 2016.

The city’s image is also shaped by world-famous brands like Playmobil. At the moment, it’s doing so with the just 7.5 centimetre-high figures of Martin Luther, the leader of the Protestant Reformation. More than a million have been sold to mark the 500-year anniversary of the Reformation, making it one of the most successful figures to date from one of the best-known companies in the Nuremberg region.
Museums, the medieval and the modern: Visitors to Nuremberg appreciate the city’s great diversity.
### BUSINESS GROWS WHEN THE WORLD COMES TOGETHER

#### International exhibition year 2017

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<td>BIOFACH ° World’s Leading Trade Fair for Organic Food</td>
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<td>VIVANESS ° International Trade Fair for Natural and Organic Personal Care</td>
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<td>FeuerTRUTZ Trade Fair with Congress for Preventive Fire Protection</td>
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<td>ACREX India (Greater Noida/Delhi, India)</td>
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<td>FENSTERBAU FRONTALE INDIA International Trade Show, Window, Door, Facade Technologies, Components, Prefabricated Units</td>
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<td>FIRE &amp; SECURITY INDIA EXPO (Greater Noida/Delhi, India)</td>
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<td>Enforce Tac ° International Exhibition &amp; Conference - Law Enforcement, Security and Tactical Solutions</td>
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<td>IWA OutdoorClassics High performance in target sports, nature activities, protecting people</td>
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<td>European Coatings Show Adhesives - Sealants - Construction Chemicals</td>
<td>04.04. – 06.04.</td>
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<tr>
<td>SMT Hybrid Packaging System Integration in Micro Electronics - International Exhibition and Congress</td>
<td>16.05. – 18.05.</td>
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<tr>
<td>PCIM Europe ° Power Electronics Intelligent Motion Renewable Energy Energy Management</td>
<td>16.05. – 18.05.</td>
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<tr>
<td>CRAFT BEER CHINA * (Shanghai, China)</td>
<td>17.05. – 19.05.</td>
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<tr>
<td>FCE Cosmetique (São Paulo, Brazil)</td>
<td>23.05. – 25.05.</td>
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<tr>
<td>FCE Pharma (São Paulo, Brazil) International Exhibition of Technology for the Pharmaceutical Industry</td>
<td>23.05. – 25.05.</td>
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<tr>
<td>BIOFACH CHINA (Shanghai, China) International Organic Trade Fair and Conference</td>
<td>25.05. – 27.05.</td>
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<tr>
<td>AUTOMOTIVE ENGINEERING EXPO Car Body Process Chain - from concept to final assembly</td>
<td>30.05. – 31.05.</td>
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<tr>
<td>SENSOR+TEST The Measurement Fair ° International Trade Fair for Sensors, Measuring and Testing Technologies with concurrent Conferences</td>
<td>30.05. – 01.06.</td>
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<tr>
<td>Greenerly &amp; Landscaping China (Shanghai, China)</td>
<td>07.06. – 09.06.</td>
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<tr>
<td>BIOFACH AMERICA LATINA – BIO BRAZIL FAIR (São Paulo, Brazil) International Trade Fair of Organic Products and Agroecology</td>
<td>07.06. – 10.06.</td>
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<tr>
<td>MT-CONNECT Inside Medical Technology</td>
<td>21.06. – 22.06.</td>
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<tr>
<td>CHINA DIECASTING (Shanghai, China)</td>
<td>19.07. – 21.07.</td>
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<tr>
<td>IT-SA BRASIL (São Paulo, Brazil) The IT Security Conference and Corporate Networking</td>
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<tr>
<td>Pet South America (São Paulo, Brazil) International Trade Show for Pet Industry Suppliers in Latin America</td>
<td>15.08. – 17.08.</td>
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<tr>
<td>BIOFACH AMERICA – ALL THINGS ORGANIC (Baltimore, USA)</td>
<td>14.09. – 16.09.</td>
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<tr>
<td>URB - Trade Fair for Urban Lifestyle (São Paulo, Brazil)</td>
<td>22.09. – 23.09.</td>
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<tr>
<td>Brasil Cycle Fair (São Paulo, Brazil)</td>
<td>22.09. – 24.09.</td>
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<tr>
<td>Analítica Latin America (São Paulo, Brazil) International Exhibition of Laboratory Technology, Analyses, Biotechnology and Quality Control</td>
<td>26.09. – 28.09.</td>
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<tr>
<td>Insights-X ° * your stationary expo</td>
<td>05.10. – 08.10.</td>
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<tr>
<td>It-sa The IT Security Expo and Congress</td>
<td>10.10. – 12.10.</td>
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<td>BROADCAST INDIA (Mumbai, India)</td>
<td>12.10. – 14.10.</td>
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<tr>
<td>International Powder &amp; Bulk Solids Processing Conference &amp; Exhibition* (Shanghai, China)</td>
<td>16.10. – 18.10.</td>
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<tr>
<td>SAE China Congress &amp; Exhibition (Wuhan, Shanghai, China)</td>
<td>24.10. – 26.10.</td>
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<tr>
<td>iENA ° International Trade Fair Ideas Inventions New Products (Shenyang, China)</td>
<td>02.11. – 05.11.</td>
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<td>EV-Tec (Shenyang, China)</td>
<td>08.11. – 09.11.</td>
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<tr>
<td>BIOFACH INDIA together with INDIA ORGANIC (Greater Noida/Delhi, India)</td>
<td>09.11. – 11.11.</td>
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<tr>
<td>CHINACAST (Suzhou, China)</td>
<td>16.11. – 18.11.</td>
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<tr>
<td>China International Pet Show (Shanghai, China)</td>
<td>16.11. – 19.11.</td>
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<tr>
<td>CRAFT BEER ITALY (Milan, Italy) Conference and exhibition on technologies, raw materials and marketing</td>
<td>22.11. – 23.11.</td>
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<tr>
<td>SPS IPC Drives ° Electric Automation Systems and Components</td>
<td>28.11. – 30.11.</td>
<td></td>
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<tr>
<td>RETRO CLASSICS BAVARIA</td>
<td>08.12. – 10.12.</td>
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* For trade buyers with legitimation only  ° by external organizer  ** Date has not yet been determined at the time of publication.

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