INDIA IS RAISING THE BAR
Top country for investment and growth

NEW TRADE FAIRS IN INDIA
NürnbergMesse India expands in anniversary year
Dear readers,

economically speaking, India is in the fast lane. Bolstered by billions invested in infrastructure and digitalisation, and with the macroeconomic support of the “Make in India” initiative, the Indian subcontinent is forecast to experience greater growth over the next five years than any other area in the world.

Over the last five years, NürnbergMesse India has also been developing at breakneck speed, with 15 exhibitions at three different locations, and three premieres this year alone and the acquisition of a trio of trade fairs. It’s a success story that is only possible thanks to a combination of industry expertise, strong local partners and dedicated staff. It’s also making a significant contribution to strengthening German-Indian economic relations. Conversely, Indian expertise is also in demand in Germany. It is skilled workers from India who are most commonly working in German companies under the “blue card” system. Already, every fourth skilled worker from outside the EU comes from India. IT engineer Naveed Ulhaq is one of them. Apart from his professional expertise, he has also imported his passion for cricket to Nuremberg. This issue of Messe+Co puts the spotlight firmly on the subcontinent.

We hope that you enjoy this issue of our magazine.

Yours sincerely,

Dr Roland Fleck  Peter Ottmann
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Rapid growth

India is currently the strongest-growing economy in the world. Its most important trading partner in the EU is Germany. The success of NürnbergMesse India on the subcontinent is a model for other companies.

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Woodworking trio

Sonia Prashar, Managing Director NürnbergMesse India, and Pradeep Devaiah, Managing Director of PDA Trade Fairs, are very pleased about the acquisition of the three “woodworking events.”

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Innovative dialogue

In 2019, researchers, suppliers and manufacturers will provide fascinating insights into innovative health applications at the new MedtecLIVE trade fair in Nuremberg.

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Indian premieres

With three trade fair premieres and the acquisition of a trade fair trio, NürnbergMesse India is expanding in 2018 in one of the most attractive growth markets in the world.

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Welcome

A “blue card” enables skilled workers from outside the EU to work there. In Germany, a quarter of all “blue card” holders come from India.

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Crack cricketers

Thanks to the Nuremberg Cricket Club, which has existed in the Franconian capital since 2012, India’s national sport is poised to move beyond its exotic status.
Chillventa continues on the road to success

From October 16 to 18, 2018, Chillventa will transform the Nuremberg exhibition venue into the gathering place for the global refrigeration, AC, ventilation and heat pump community. The strong international character of the event, with 68 per cent of exhibitors and 57 per cent of trade visitors coming from outside Germany, underscores the major importance of Chillventa as a leading trade fair. The compact format of the Chillventa CONGRESS, which takes place the day before the trade fair, allows experts from all over the world to learn about current trends and the latest developments in the sector. Around 1,000 exhibiting companies and more than 32,000 trade visitors are expected at this year’s trade fair and accompanying congress.

Annual press conference: innovation drive leads to record-breaking revenue

Positive signal from annual press conference: With revenue at EUR 205.5 million, NürnbergMesse closed out 2017 with the highest earnings in an odd-numbered year in the company’s history. At 177 events worldwide, more than 27,800 exhibitors met with some 1.2 million visitors in a total exhibition space of about 830,000 square metres.

“This result is well above our expectations,” says CEO Peter Ottmann. NürnbergMesse had actually been bracing for the “cyclical phenomenon” in 2017. This is something that only occurs every 12 years, as a result of the scheduled suspension of several major international trade fairs in Nuremberg. For Ottmann, the reasons for the company’s success are “the ongoing positive economic climate, the increasing internationalisation of NürnbergMesse and the continuous improvement of our event and infrastructure quality.”

This is why “innovation” is also the recurring theme in the company’s latest financial report. Overall, more than EUR 42 million was invested in 2017 alone, the bulk of it for the construction of the new Hall 3C, which will open its doors for the first time in November 2018. This capacity for innovation is also reflected in 17 new events in Nuremberg and around the world.

The key figures for events for the first half of the year are also very gratifying, and the company is expecting another bumper year in 2018. As Ottmann confirms, “If everything goes to plan, then we ought to be able to once again improve on our record-breaking year of 2016. We are all working enthusiastically toward this goal.”

Digital Summit to take place in Nuremberg for the first time

NürnbergMesse regularly becomes the hot spot for digitalisation during it-sa, the world’s largest trade fair for cybersecurity in terms of exhibitor numbers, and embedded world, the leading international fair for embedded systems. On December 3–4, 2018, the exhibition centre will once again put the issue of digitalisation firmly centre stage, nationwide, when the German government’s Digital Summit takes place in Nuremberg.

The theme of the 12th round of the summit is “Artificial Intelligence.” In combination with an appropriate process, the digital summit is the key platform for collaboration between policymakers, business, the scientific community and society in general to shape the digital transformation in Germany. In addition to German Chancellor Angela Merkel and numerous cabinet members, around 1,500 high-calibre representatives of companies, universities and the media are expected to attend the event in Nuremberg.

Thanks to its strong portfolio of digitalisation-themed trade fairs, NürnbergMesse was the obvious choice as a venue, as the German Minister for Economic Affairs and Energy, Peter Altmaier, emphasises: “Nürnberg has been supporting the digital transformation for years in its capacity as host and organiser of major trade fairs and congresses in the IT and electronics segments.”
Special international keynote at it-sa

it-sa, one of the leading exhibitions for IT security, will continue on its impressive growth track in 2018 with approximately 700 exhibitors from Germany and abroad. As a special highlight, Paula Januszkiewicz, world-renowned IT security expert and founder and CEO of the consulting company CQURE Inc., will deliver the special keynote address. Januszkiewicz is an Enterprise Security MVP (Microsoft Most Valuable Professional) and one of the few individuals worldwide who has access to a source code of Windows. In her speech, “Attacks of the Industry: A View into the Future of Cybersecurity,” she will reveal possible gateways for espionage and sabotage. She will take her place on the list of renowned speakers that dates back to 2015, when Edward Snowden gave a live address.

SPS IPC Drives in Nuremberg for the long haul

SPS IPC Drives, the leading fair for smart and digital automation, has found a long-term home in Nuremberg following an agreement between event owner Mesago Messe Frankfurt and NürnbergMesse as the host venue. The contract extension will benefit the event itself, the exhibition centre and, above all, exhibitors and trade visitors. “Our customers want to be able to make long-term plans in a positive framework, and they will find both at SPS IPC Drives in Nuremberg,” says Martin Roschkowski, Managing Director of Mesago Messe Frankfurt. SPS IPC Drives is an excellent thematic fit for the technological capabilities of the city and metropolitan region of Nuremberg, says Peter Ottmann, CEO of NürnbergMesse Group. “Nuremberg lies at the heart of ‘Automation Valley,’ where there is a concentration of companies and research establishments that are propelling ‘Industrie 4.0’ worldwide.”

Last year, more than 70,000 trade visitors attended SPS IPC Drives to learn about the innovative solutions presented by 1,675 exhibitors on a display area measuring 130,000 square metres. As a leading trade fair, it covers the entire spectrum of industrial automation.

More than 70 million.

That’s how many bikes there are in Brazil, more than the combined total of cars and motorcycles. NürnbergMesse Brasil has added an important industry event in the Brazilian market to its trade fair portfolio. The Brasil Cycle Fair, which was already hosted in 2017 by NürnbergMesse’s Brazilian subsidiary, has been relaunched in August 2018 with a new owner and the new name Festival Bike Brasil. “With Festival Bike Brasil, we are giving the market something that it hasn’t seen before,” says João Picolo, Managing Director of NürnbergMesse Brasil. This is the first event organised by NürnbergMesse Brasil that is designed for both the B2B and B2C segments.

NürnbergMesse Brasil has added an important industry event in the Brazilian market to its trade fair portfolio. The Brasil Cycle Fair, which was already hosted in 2017 by NürnbergMesse’s Brazilian subsidiary, has been relaunched in August 2018 with a new owner and the new name Festival Bike Brasil. “With Festival Bike Brasil, we are giving the market something that it hasn’t seen before,” says João Picolo, Managing Director of NürnbergMesse Brasil. This is the first event organised by NürnbergMesse Brasil that is designed for both the B2B and B2C segments.
Today, the newest international subsidiary of NürnbergMesse Group is already one of the leading trade fair organisers on the subcontinent. “As a result, it’s making a significant contribution to strengthening German-Indian economic relations,” says Bernhard Steinrücke. The Director General of the Indo-German Chamber of Commerce is full of praise for the company, saying, “NürnbergMesse India is a unique success story and sets an example for other international trade fair companies.”

NürnbergMesse India: industry expertise, strong local partners and a dedicated team
A total of 15 trade fairs and three venues – in New Delhi, Mumbai and Bangalore – represent a result to be proud of and one that is sustained by specialist expertise, strong local partners and a committed team. “We gained a foothold at exactly the right time,” says Peter Ottmann, CEO of NürnbergMesse Group. “Every one of our trade fairs in India is proof that this was the ideal step to take.” After all, the growth potential in India is huge. The country, which has a population of 1.3 billion, is targeting an increase of 7.5 per cent in its GDP for the current fiscal year, which runs through the end of March 2019. No other major economy can compete with that. And this

The “Make in India” initiative is giving the country an enormous development boost. The growth of NürnbergMesse India since it was founded five years ago has been similarly rapid.
NürnbergMesse India

1990s
NürnbergMesse is active in India for the first time

2009
First event of its own: BIOFACH INDIA

2013
Establishment of NürnbergMesse India

2018
Acquisition of the “woodworking events” and five-year anniversary of NürnbergMesse India

Skyline of Bangalore: The capital of the South Indian state of Karnataka is the centre of the Indian high-tech industry and NürnbergMesse India’s third location, alongside New Delhi and Mumbai.
is unlikely to change in the next five years. The prestigious data institute CEIC (Center for Global Economic Data, Indicators, Charts & Forecasts) has forecast growth of 8.2 per cent for 2023. Ravinder Sethi, Vice-President of the Indian Exhibition Industry Association (IEIA), the Indian equivalent of AUMA (the Association of the German Trade Fair Industry), is even more optimistic: “I predict that we will exceed 8 per cent as early as by the end of 2018.”

**Ravinder Sethi, IEIA Vice President:**

**three indicators for India’s rapid growth**

Sethi has identified three indicators for the country’s rapid growth: “The goods and services tax, introduced in 2017, is almost where it is supposed to be, and there’s a significant increase in direct foreign investment.” And in the same breath he adds, “We are having good monsoons.” The fact that it is raining a lot is important for agriculture, which employs more than half of the population and continues to be an important economic segment. India is one of the world’s largest producers and exporters of grain products. This particular strength of the Indian economy is also on display year after year at BIOFACH INDIA. This exhibition, which is part of the BIOFACH World product family, will take place for the tenth time October 25–27, 2018.

**Modi’s government: billions invested and “Make in India” initiative**

But these factors alone will not sustain the giant country on its way to becoming an economic powerhouse. Prime Minister Narendra Modi has therefore launched an ambitious programme designed primarily to improve the country’s infrastructure. US$ 108 billion are flowing into the “Bharatmala” project to build almost 85,000 km of roads and motorways in a five-year period. Another US$ 68 billion is going to the digital transformation. In Phase 1 of the “BharatNet” project, more than 100,000 km of fibre optic cable was laid by the end of 2017. And in 2014, Modi launched the “Make in India” campaign, which invites companies from all over the world to produce in India. In June 2018, five days of G2B discussions took place between Indian government representatives and almost 50 companies in three cities in Japan. There’s a sense of positive change in the air and this is leading to measurable successes.
A new star in the trade fair constellation

Sonia Prashar, Managing Director NürnbergMesse India, was voted “Superwoman of the Indian Exhibition Industry” and is a long-standing member of the board of the Indian Exhibition Association (IEIA). In 2017, she and her team won the “Corporate Excellence” Award. These two accolades are an acknowledgement of excellent work that produced a success story in just five years. Sonia Prashar reveals her recipe for success: “A focus on highly-specialised trade fairs and a cooperative approach to exhibitors, event partners, associations and staff.” The result: 15 trade fairs at three locations. This makes NürnbergMesse India an important player in the Indian exhibition market. In 2017, some 68,000 visitors attended 10 events, the number of exhibitors increased fivefold to around 1,500 compared with 2013 and the display area of 35,700 square metres is seven times as large. Following the acquisition of the “woodworking events” INDIAWOOD, DELHIWOOD and MUMBAIWOOD and the addition of newcomers like it-sa India, CRAFT DRINKS INDIA and REFCOLD INDIA, further growth is virtually predestined in 2018.
One thing that the ambitious country has already gained is the confidence of foreign investors, who poured almost US$ 62 billion in direct investments into the country in the most recent fiscal year (2017/18). That’s the highest amount in India’s history and represents an increase of 72 per cent over 2013/14. As its seventh largest foreign direct investor, Germany is one of the major players in India. “German companies plan well into the future,” says Bernhard Steinrücke, “which is perhaps why they are more successful than others in India.” The figures speak for themselves. Whereas in the millennium year the trading volume between the two countries was EUR 4.5 billion, it had more than quadrupled – to around EUR 19 billion – by 2017. Today, Germany is India’s most important trading partner in Europe. There are more than 1,600 Indo-German partnerships and in excess of 600 joint ventures. About 1,800 German companies are located in India. One hub of collaboration between the two countries is Pune, for example, where around 250 German companies are based as well as some 600 Indian companies that maintain business relations with Germany.

Indian investments in Germany are also on the rise; more than 200 Indian companies are doing business in Germany. It's a trend that NürnbergMesse wants to continue to promote. “India and Germany have become close partners,” says Sonia Prashar, Managing Director NürnbergMesse. “In the next few years we will maintain the momentum of our growth and internationalisation strategy here in India.” At the same time, and as a result, this will pave the way for Indian exhibitors and visitors to head to Europe, America and Asia. “It’s a partnership in which everyone is a winner.”

“Investments from Germany in India and from India in Germany are growing each year. And there is still huge potential. As our prime minister said, ‘If you look at the major synergies between Germany and India, then it’s like these two countries are simply made for one another.’”

Sugandh Rajaram, Indian Consul General in Munich
INDIAWOOD, DELHIWOOD and MUMBAIWOOD along with HOLZ-HANDWERK in Nuremberg have been combined to form a new product family for “woodworking fairs.” NürnbergMesse India is taking over the three Indian “woodworking events” from PDA Trade Fairs. A conversation with the two company heads, Sonia Prashar (NMIND) and Pradeep Devaiah (PDA).

Ms Prashar, how important is the acquisition of the three “woodworking events” for NürnbergMesse India?
This acquisition represents a huge boost in growth for NürnbergMesse India. In one stroke, our portfolio is growing by three events with about 1,500 exhibitors and some 90,000 trade visitors. As a result, NürnbergMesse India is growing to be one of the largest and most successful foreign event organisers in India.

The three “woodworking events” have immense potential: The woodworking industry is undergoing an unprecedented level of change, principally due to the huge demand and supply gap which is resulting in exceptional innovation and new product development. This is the perfect business environment for NürnbergMesse India to become the leading provider of events that serve the woodworking sector.

Ms Prashar, why are the three “woodworking fairs” so interesting for the NürnbergMesse India portfolio?
INDIAWOOD, DELHIWOOD and MUMBAIWOOD are a perfect fit for the NürnbergMesse Group portfolio. All events will benefit from the connection between HOLZ-HANDWERK in Nuremberg and its spiritual sister events in India. Of course, we are looking forward to the impetus from Nuremberg.

Mr Devaiah, how do the “woodworking events” benefit from NürnbergMesse?
With its worldwide network, NürnbergMesse should definitely increase the international presence and add to its growth. With NürnbergMesse’s global connections, many more country pavilions and group participations can be expected.

Ms Prashar, what are NürnbergMesse India’s goals for the “woodworking events” in the coming years?
Our goal is to make INDIAWOOD, DELHIWOOD and MUMBAIWOOD stronger, larger and more international. We want to make the events more relevant for companies from throughout South Asia, and to achieve continual quality improvements for exhibitors and visitors.

Mr Devaiah, what can exhibitors and visitors in India expect from NürnbergMesse?
Visitors can look forward to a larger display of the latest machinery, technologies and services from around the globe. In the last edition of 2018, INDIAWOOD represented 35 countries, with a tremendous scope for increase in the next edition. More important, what exhibitors and visitors are expecting is the same professionalism, industry connections and empathy that characterised PDA Trade Fairs, and which I am sure will be provided by NürnbergMesse India!
Modern medical technology:
Sensors in clothes measure vital signs for sports and health.
Taking the industry’s pulse

The health applications of tomorrow grow out of a dialogue among researchers, suppliers and manufacturers – and they’re all presenting their innovations at the new MedtecLIVE.

Researchers in Erlangen (near Nuremberg) have already brought off the feat once before: in the 1990s, they were the ones who developed the MP3 digital audio coding standard. That technology’s worldwide ascendance is now a familiar fact. The researchers at the Fraunhofer Institute for Integrated Circuits (Fraunhofer IIS) are currently tinkering with a new development that might enjoy similar success in the consumer market.

Intelligent clothing for sports and health could turn out to be a major hit. The Fraunhofer researchers have equipped T-shirts with mobile sensors to read the body’s signs and send the data digitally via a transmitter to recipients like doctors and fitness trainers. “There are a lot of conceivable scenarios for using it. Our ‘FitnessSHIRT’ is intended for leisure and high-performance athletes; the ‘CardioSHIRT’ serves for preventive health support and to monitor patients at risk,” explains Matthias Struck, Group Leader for Medical Communications and Biosignal Processing at Fraunhofer IIS.

For health and sports

The Fraunhofer Institute’s ‘FitnessSHIRT’ and app, developed by the ambiotex company in Tübingen (near Stuttgart), have the right stuff to become the sportswear of the future. Marketed as a “Smart T-shirt for clever athletes,” it uses textile or polymer electrodes to measure the electrical activity of the heart muscle; an elastic measurement strap around the chest to register the typical movements of the rib cage as an athlete breathes in and out; and an acceleration sensor to detect how the athlete is moving. The athlete can use the collected data to develop performance diagnostics and enhance their training efficiency.

The ‘CardioSHIRT’, a mobile ECG device, is extremely interesting to the healthcare industry. The T-shirt incorporates a six-channel electrocardiogram sensor that measures the wearer’s cardiac activity and transmits medical-quality data to a smartphone via Bluetooth technology. That makes it possible to detect changes – for example, from heart disease – at an early stage. Its wireless data transmission means the shirt is suitable for continuously monitoring cardiac function for telemedical applications.

A megatopic: telemedicine

A shortage of medical specialists in rural areas, combined with an aging population and increasingly powerful technical capabilities, are making telemedicine a megatopic in the healthcare industry. Using digital technologies to counsel and treat patients across great distances is one of the many topics at the new MedtecLIVE, which will make its debut in Nuremberg from 21 to 23 May 2019.

The new medical technology trade show is enjoying broad support from major sector and industry associations. Besides the Forum MedTech Pharma, organisations like BVMed, the German Medical Technology Association, the ZVEI, the German Electrical and Electronic Manufacturers’ Association, the Medical Valley Cluster Region of the Nuremberg European Metropolitan Region and the VDI, the Association of German Engineers, have all been helping MedtecLIVE to do the best possible job of addressing the industry’s needs and its companies’ extensive interests. Medtech regions from all over Europe – including Life Sciences Austria, Human Technologies Styria and Medical Technology Holland – are also taking part. At the EU level, the EIT Health association is also lending its support.

A glance at the development laboratories shows that a lot is already technically feasible. But until digital aids become widespread in sports and the healthcare industry, more work will have to be done on persuasion, as Struck is well aware: “When marketing digital aids, we and our licensees have to build acceptance for collecting parameters relevant to health, and we’ll also have to demonstrate that this is medically effective and has benefits in terms of health economics.” Yet another reason that the development team from Fraunhofer IIS will be attending the new medical technology show: “We’ll be presenting at MedtecLIVE with the goal of recruiting partners for further development, production, and marketing,” Struck says.
Officer’s Choice, McDowell’s and Imperial Blue are three excellent brands of whisky that the well-regarded IWSR spirits database ranked third, fifth and ninth in 2017. But their makers are neither Scots nor Irish – they’re from India. IWSR projects that the subcontinent will see the world’s most vigorous growth in this segment for the next five years.

With a market volume of some 40 billion US dollars a year, India is already the world’s third-largest market for alcoholic beverages. Beer consumption, at an estimated 22 million hectolitres, looks rather modest by comparison, at least for now.

Brewing beer in India: dynamic development

“All the same, this rising economy is also a promising future market for the brewing industry,” says Olaf Hendel confidently. The head of the PR and publishing department at Berlin’s VLB Experimental and Teaching Institute for Brewing has his ear to the ground: “Lately we’ve been getting a relatively large number of enquiries from India about brewing beer. That shows us that developments are proceeding dynamically there, especially among craft brewers.”

VLB Berlin has been a regular presence in India for more than 10 years, conducting extensive training courses in local breweries and even some brewing seminars of its own. At the beginning of July, VLB was also an exhibitor at CRAFT DRINKS INDIA, where more than 1,000 industry
professionals viewed the latest product technologies and trends in the wine, spirits and beverages market. The Bangalore trade fair is the latest addition to the Beviale Family, the international product family for the beverage technology industry.

Its equivalent in the refrigeration and air conditioning field is REFCOLD INDIA, the first edition of which will be held in Gandhinagar from 22 to 24 November. This show is likewise serving a market of the future – because the Cold Chain industry in India is expected to see average annual growth of 19 per cent to 2022.

Given the subcontinent’s gigantic investments in the digital sector, it’s no surprise that the premiere of it-sa India in Mumbai in May 2018 was a hit – even for German exhibitors like signotec GmbH from Rodewald in Lower Saxony, known for its high-quality products and solutions for the secure electronic recording of signatures. “Our booth was heavily frequented,” exulted Silke Schomburg, head of Marketing and Communications. “India is a highly-interesting sales market, if only because of its immense population and vigorous economic growth.”

The woodworking product family
The expansion of product families like these at NürnbergMesse has been vigorous – by now they’ve reached 11 in number. An entirely new addition this past March was the woodworking product family – with the acquisition of three “woodworking events,” INDIAWOOD, DELHIWOOD and MUMBAIWOOD. These are the three market leaders among India’s “woodworking trade shows”; they attract some 1,500 exhibitors and 90,000 visitors to 85,000 square metres of exhibition space. “This offers immense growth potential for all involved,” says Sonia Prashar, Managing Director of NürnbergMesse India. And companies like Germany’s LEUCO Ledermann GmbH & Co. KG – a North Rhine-Westphalian maker of quality tools for processing wood, board and composites – are counting on that. “I attended INDIAWOOD in 2012 and 2018,” said Marketing head Wolfgang Maier: “It has evolved very nicely, and the number of qualified visitors has grown over the years.”

Like many other sectors, the wood industry in India has immense potential. The Indian wood and furniture industry has annual revenues of some 20 billion US dollars and employs over 300,000 people. An import volume of more than 225 million US dollars has enticed international companies from more than 67 countries to India.

“India is a highly-interesting sales market, if only because of its immense population and vigorous economic growth.”

Silke Schomburg, signotec GmbH

www.nm-india.com

NürnbergMesse
has been
a presence
in India for
more than
5 years

The NürnbergMesse India portfolio
includes 15 trade fairs

2018 newcomers to the trade fair roster:
Successes in the woodworking, beverage and IT security sectors.

www.nm-india.com
Welcome to Franconia!

Well-filled order books – but not enough skilled workers.

To attract experts from outside the EU, the Nuremberg Metropolitan Region has evolved a diverse culture of welcome.

Albrecht Dürer Airport in Nuremberg, one Saturday a few weeks ago. Indian IT specialist Arvind, 34, has just landed and is welcomed by a Silbury employee. Arvind’s new apartment underwent a virtual walk-through a while ago and has been leased for him. His arrival also includes guidance to the nearest supermarket as well as a Silbury welcome box with a company laptop, backpack, office supplies and other accessories. Silbury currently has five Indians in its employ who hold an EU “blue card.” The company, based in Fürth, Bavaria, advises global players about the digital transformation.

Working in Germany: a trend
The “land of poets and philosophers” is more popular around the world than ever. According to Decoding Global Talent, an international study, Europe’s leading economy has risen to second place among countries worldwide as an attractive workplace – immediately after the USA and ahead of Canada. Andrea Brinkmann, who heads the EU “blue card” national contact office at Nuremberg’s Federal Office for Migration and Refugees, knows even more. Brinkmann has noted that “more than 85 per cent of all ‘blue cards’ issued throughout the EU have been issued in Germany.” Of all Germany’s states, Bavaria has been making the most use of this opportunity since it was introduced five years ago. It issues one out of every five “blue cards” in Germany.

At the moment, more than 50,000 experts in Germany hold “blue cards”; the figure in Bavaria is almost 12,000. As in other recent years, India leads the countries of origin, with more than one-quarter of all holders. China, Russia, the USA and Ukraine follow at a considerable distance.

Experts from abroad can find an initial orientation at the “Make It in Germany” portal online. The Federal Ministry of the Economy, the Federal Ministry of Labour, and the Federal Employment Agency offer extensive information there about working and living in Germany, with more than half a million job openings. Experienced specialists from abroad are in demand just as much among big corporations as among typical German small or medium-sized enterprises, which include a large number of “hidden champions.” For example, the “Denkfabrik IAB” – the “thinking factory” at the employment ministry’s Institute for Employment Research – calculates that the country has an annual need for 300,000 skilled workers nationwide. According to consulting firm PwC, it’s a shortage that comes at a high price: It’s holding back economic growth by about 65 billion euros a year among small and medium-sized enterprises alone. The personnel shortage is becoming the most significant risk to growth for nearly 60 per cent of Germany’s family firms and medium-sized businesses.

Nuremberg Metropolitan Region sets an example
That’s why the Nuremberg Metropolitan Region, for instance, has adopted an “exemplary culture of welcome” as part of its mission statement. “Immigration has historically been one of the foundations of life for the Nuremberg Metropolitan Region,” says Dr Christa Standecker,
Managing Director of the Nuremberg Metropolitan Region Association. More than 160 nationalities live in the region. In collaboration with the local “Alliance for Skilled Workers” cooperative, the association has developed a WelcomeCard and a welcome package along with a Living and Working digital welcome platform.

Sportswear giant adidas has almost 100 “blue card” employees at its headquarters in Herzogenaurach, Middle Franconia. Its Relocation Package includes perks like apartment-hunting, all the formalities for health and other insurance as well as childcare. A broad range of athletic options help the new employees get to know their colleagues.

But even a relatively small employer like Silbury has developed a number of measures “to ensure fast onboarding,” as “Feel Good” Manager Sandra Fritsch reports.

There’s active assistance with doctor visits, insurance, job searches for a partner and finding a kindergarten.

“Yes, I feel good,” says IT expert Guy from Cameroon. One year ago, holding a “blue card,” he joined software developer Adorsys in Nuremberg and Eschborn. He had met Adorsys company head Francis Pouatcha while working on a software project for banks in Cameroon. Seven of the company’s 90 employees in Nuremberg have a card – and four of them are from Cameroon.

Guy was persuaded to come while he was still back in Cameroon, and he says he doesn’t regret it. Pouatcha himself even picked him up at the Nuremberg headquarters. “It was great,” he recalls about the support he received. His German is still a little hesitant, but he’s hard at work learning vocabulary and grammar in his spare time. Help with this is also a part of the culture of welcome.
NUREMBERG

Number One in Bavaria – it may be only a dream for Bundesliga returnees 1. FC Nürnberg, but another Nuremberg team has made it this year: the crack players of the Nuremberg Cricket Club.

They come from India, Pakistan, Afghanistan, Sri Lanka and England. They live and work in the Nuremberg Metropolitan Region. But their weekends are devoted to a sport from somewhere else: cricket. That is, unless 1. FC Nürnberg is playing to rise into the Bundesliga as it did last season. “I was at the stadium a few times,” Naveed Ulhaq confesses. The 36-year-old captain of the Nuremberg Cricket Club came to Germany from India in 2005, took his master’s degree at Munich Technical University, and then moved to Nuremberg in 2007, where he was hired as an engineer at Intel Mobile Communications. In the football club’s ascendancy season, he became a fan of 1. FCN, suffering along with their defeats and exulting in their victories. “The season finals were exciting. And when we moved up, the whole city was on a gigantic high.”

“It’s almost a religion”
In India, people get as emotional about the national sport cricket as people do here about football. The pool match between India and Pakistan for the 2015 Cricket World

A cousin of baseball named “cricket”:
Naveed Ulhaq (top) as wicket keeper, comparable to the goalkeeper in football.

Red and black: Rising Bundesliga team 1. FC Nürnberg plays in the same colours as the Nürnberg Cricket Club.
Cup drew about one billion TV viewers – about as many as the finals for the 2014 Football World Cup between Germany and Argentina. “Cricket is played everywhere in India, and it’s the sport with the biggest audience” says Ulhaq. “For many, it’s almost a religion.” There are also parallels with football in terms of team size – each has 11 players – and origins. Because both cricket and football count England as their homeland, and both have spread throughout the entire world.

A two-time Bavarian champ
Cricket was already being played in Germany in the second half of the 19th century, but it never caught on here as a mass-audience sport. True, there’s a German national team, but in world rankings it’s just as much an “also-ran” as the Indian national football team. It may be the complicated rules: Cricket is a forerunner of American baseball. Or it might be the length of the games. A “test” match takes five days. “One day” might last eight hours or more – which is why the faster-paced, more action-packed “T20” version was introduced after the turn of the millennium.

And yet Nuremberg has been playing more than just passably. Founded in 2012, the Nuremberg Cricket Club quickly rose to become Bavarian champions in 2013 and 2016, and it reached the quarter- and semi-finals in the competition for the German national title. The speed of the team’s success is also due in part to the people in charge of the ATV 1873 Frankonia Nürnberg sports association. Ulhaq is still thrilled that it all went so easily: “They didn’t just establish the new cricket segment, they also helped us get equipment.” A bigger task was finding a suitable playing field, because a cricket field is twice the size of a football pitch. The right field finally turned up in the Nuremberg district of Werderau.

Now it’s all about strikers, innings and runs – terms and rules of play that are similar to those of baseball. Differences include the larger bats, the pitching technique – the ball has to be “bowled” overhead with a straight arm but a bent elbow – as well as the scheduled tea breaks when a game lasts all day. “I’d be happy to explain it all to anyone who wants to watch a practice or a game, or who wants to learn how to play,” Ulhaq promises. “We’d also like to set up a women’s team and feeder clubs.” The new Franconian and two-time 2018 derby winner against Munich and Augsburg has no shortage of plans and dreams. It may even be that this club fan will be on hand as a lucky mascot rooting for the football team during the derbies at the Max Morlock football stadium.

“We’d also like to set up a women’s team and feeder clubs.”
Naveed Ulhaq,
Captain, Nuremberg Cricket Club
### BUSINESS GROWS WHEN THE WORLD COMES TOGETHER

International exhibition year September 2018 to September 2019

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>Galabau</td>
<td>12.09. – 15.09.</td>
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<td>BIOFACH AMERICA – ALL THINGS ORGANIC (Baltimore, USA)</td>
<td>13.09. – 15.09.</td>
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<td>VE Latino Americano (São Paulo, Brazil)</td>
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<td>FachPack</td>
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<td>URB 360 – Festival for Urban Culture (São Paulo, Brazil)</td>
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<td>Insights-X * *</td>
<td>04.10. – 06.10.</td>
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<td>PADDLEexpo *</td>
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<td>It-sa The IT Security Expo and Congress</td>
<td>09.10. – 11.10.</td>
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<td>POWTECH India (Mumbai, India)</td>
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<td>Chillventa</td>
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<td>International Powder &amp; Bulk</td>
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<tr>
<td>Conference &amp; Exhibition (Shanghai, China)</td>
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<td>EVTec (Shanghai, China)</td>
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<td>BIOFACH INDIA (New Delhi, India)</td>
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<td>BROADCAST INDIA (Mumbai, India)</td>
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<td>iENA *</td>
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<td>BrauBeviale</td>
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<td>CHINACAST (Suzhou, China)</td>
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<td>REFCOLD INDIA (Ahmedabad, Gujarat, India)</td>
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<td>SPS IPC Drives *</td>
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<td>ALUCAST (Greater Noida, Delhi/NCR, India)</td>
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<td>Spielwarenmesse **</td>
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<td>BIOFACH *</td>
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<td>VIVANESS *</td>
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<td>Beviale Moscow (Moscow, Russia)</td>
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<td>FeuerTrutz</td>
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<td>embedded world</td>
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<td>ACREX India *(Mumbai, India)</td>
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<td>FIRE &amp; SECURITY INDIA EXPO <em>(Mumbai, India)</em></td>
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<td>Enforce Tac *</td>
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<td>U.T.SEC</td>
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<td>IWA OutdoorClassics *</td>
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<td>DELHIWOOD <em>(Greater Noida, Delhi/NCR, India)</em></td>
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<td>HPCI India IN COOPERATION WITH The Indian Care Chemical Convention <em>(Mumbai, India)</em></td>
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<td>European Coatings Show</td>
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<td>CRAFT BEER ITALY <em>(Milan, Italy)</em></td>
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<td>POWTECH</td>
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<td>SMTconnect</td>
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<td>CRAFT BEER CHINA <em>(Shanghai, China)</em></td>
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<tr>
<td>BIOFACH CHINA <em>(Shanghai, China)</em></td>
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<tr>
<td>FCE Cosmetique <em>(São Paulo, Brazil)</em></td>
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<td>FCE Pharma <em>(São Paulo, Brazil)</em></td>
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<td>MedtecLIVE</td>
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<td>Greenery &amp; Landscaping China <em>(Shanghai, China)</em></td>
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<td>AUTOMOTIVE ENGINEERING EXPO</td>
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<td>BIOFACH AMERICA LATINA – BIO BRAZIL FAIR <em>(São Paulo, Brazil)</em></td>
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<td>SENSOR+TEST *</td>
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<tr>
<td>CRAFT DRINKS INDIA <em>(Bangalore, India)</em></td>
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<tr>
<td>Analitica Latin America <em>(São Paulo, Brazil)</em></td>
<td>24.09. – 26.09.</td>
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</tbody>
</table>

Extract from the programme of events (subject to change)

* For trade buyers with legitimation only  * by external organizer

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