LIVEABLE NUREMBERG
Second in city ranking and first in the hearts of its residents

A CALL FROM EXILE
Edward Snowden speaks to the it-sa community
Focus

A CITY WITH CHARM

Nuremberg’s citizens love their city. Many of them find it to be a nostalgic place located halfway between the Middle Ages and modern times. A place where you just feel good.

Now the city’s residents have it down in black and white how very good the quality of life is in their hometown. An international ranking of cities has put Nuremberg second in the world, after Canadian capital, Ottawa.

People

CHANGE AND VISION

Trousers, shirt, jacket, eyeglasses – Karim Rashid has worn only white since 2000. He’s a pop star among designers.

This keynote speaker at FACHPACK in Nuremberg makes packages that arouse good feelings and appeal to people’s emotions. But he also has a vision: a better life using fewer resources – “We have to save the world”.

NürnbergMesse

IDEAS AND INVENTORS

A marketplace for ideas, a home for inventive minds – that’s the NürnbergMesse today. And that’s what Nuremberg has been for centuries.

The city was already a home to crafts and high-tech in the Middle Ages – Nuremberg, the city of clever hands and clever minds. The city has always been a place where ideas are whipped into shape before they find their way into the wider world as sustainable inventions.
Dear Reader!

Two men who want to save the world. One of them, Edward Snowden, the initiator of the NSA affair, has gone into exile for his convictions. The other, Karim Rashid, a pop star among designers, is fighting for a better way of life that uses fewer resources. Both have a clear message, and both were keynote speakers for events at NürnbergMesse this fall. You can find out what they had to say on pages 10/11 and 14/15.

A city that surprises the world. Nuremberg, famous for its sausages, lebkuchen, and Christmas market. A citadel of tourism, but also an oasis of well-being. The city’s residents love living in a city that balances attractions, bustle, and sociability. And where the price-performance ratio is right – second place in a worldwide ranking of cities, just after Ottawa.

More about this liveable, lovable city on page 6.

A gathering place for the whole world – the most active patent applicants, people with inventive minds, a steady eye, and an adroit hand. NürnbergMesse is a home to crafts and high-tech, a marketplace for forward-looking technological products and services (pages 12/13).

Enjoy reading!

Yours sincerely,

Dr. Roland Fleck
Peter Ottmann
Darren Guo, Managing Director of NürnbergMesse China

His career has been tied to NürnbergMesse from the start. He became Interim Managing Director of NürnbergMesse China in March and officially took charge of NürnbergMesse’s oldest subsidiary in August. As International Sales and Business Development Manager Asia Pacific, Darren Guo (32) was responsible for developing the trade show company’s Asia business from 2011 to February 2015. “His linguistic and intercultural skills make him an ideal link between Nuremberg and Shanghai”, said NürnbergMesse Group CEOs Dr Roland Fleck and Peter Ottmann. Guo speaks fluent German, English, and Chinese.

3plus1 – a New Talk Show from NürnbergMesse

“10 Years in the Nuremberg Metropolitan Region”, “Digitalisation”, and “Training to Combat the Skilled Labour Shortage” were the topics of the first three series of 3plus1, the new video programme from TV Bayern and NürnbergMesse. Among the participants so far: Bavarian Finance Minister Dr Markus Söder, Bavarian Minister for Social Affairs Emilia Müller, Datev CEO Prof. Dieter Kempf, and NürnbergMesse CEOs Dr Roland Fleck and Peter Ottmann.

Four times a year, major figures from business, politics, and society at large will come together to discuss business and social issues. 3plus1 reaches up to 2.5 million viewers per episode. It’s broadcast from the NürnbergMesse, from a set that has already attracted praise with the imposing Hall 3A in the background. The individual episodes of the talk show can be watched on NürnbergMesse’s YouTube channel: www.youtube.com/user/NuernbergMesse
EUROGUSS Expects Large Exhibitor Gains

The EUROGUSS trade show is expanding. It expects 550 exhibitors in Nuremberg from 12 to 14 January 2016 (a gain of 17 per cent from 2014). So Hall 6 will also be opening to make enough room for exhibitors and the expected 11,000 visitors from the trade. EUROGUSS is Europe’s meeting point for the die-casting industry. About half of the exhibitors are international, mainly from Italy, Turkey, Austria, Switzerland, Spain, France, and Slovenia. The surface treatment technology pavilion will be new in 2016: here vendors will present equipment for processing and finishing light metals.

BIOFACH AMERICA: Big Gains, Happy Exhibitors

With 26,842 trade attendees from more than 100 countries, the paired trade show BIOFACH AMERICA – ALL THINGS ORGANIC and Natural Products Expo East at the Baltimore Convention Centre gained a substantial 14 per cent in attendance from last year. During the event’s three days, 159 exhibitors from 23 countries presented organic raw materials and ecologically manufactured products from both the food and nonfood sectors. And they were happy with the results right down the line. “Our attendance at the show was a complete success”, said George Bois, International Brand Manager at Organic Bridges Inc. in France. “BIOFACH AMERICA is an annual Must for me”.

ConSozial: Providing Impetus for Socially-Aware Business

“It’s the big inspiration for managers and experts in socially aware business”, said Bavarian Minister for Social Affairs Emilia Müller about the 17th ConSozial at NürnbergMesse. A total of 238 exhibitors appeared in nearly 4,700 square meters of space. Just as last year, more than 5,000 visitors attended the trade show and related presentations. Since 1999, ConSozial has been organised by the state’s Ministry for Social Affairs with support from governmental and charitable organisations that pursue the common good. Müller: “Its high quality and diversity this year proved once again that this is the field’s leading event in German-speaking Europe”. 

BrauBeviale: SFC Premiere at the “Industry Regulars’ Club”

A broad international attendance, concentrated skill, and a highly-successful premiere were the main features of BrauBeviale, this year’s most important capital goods show for the beverage industry at the NürnbergMesse fairgrounds. Over 90 per cent of the more than 37,000 trade visitors are involved in their business’s investment decisions. They came from 132 countries: mainly Germany, but also Italy, the Czech Republic, Austria, Switzerland, the Netherlands, Belgium, and the UK. Filling about 6 per cent more exhibition space than last year, 1,083 exhibitors from 49 countries presented their wares. They were led by companies from Germany (580), Italy, the Netherlands, Belgium, Austria, and Switzerland. The Frankenhalle, with 45 exhibitors, held the first SFC Street Food Convention. More than 1,500 participants from Germany, as well as guests from Austria, Switzerland, the UK, Italy, Greece, and Slovakia, highlighted the need for direct exchanges of ideas about the street food scene. “The link-up with BrauBeviale livened things up a lot”, said the event’s initiator, “Mr Foodtruck” Klaus P. Wünsch. “I’m proud to have created an official platform for the industry at SFC”.

Vegan: a major theme at BIOFACH AMERICA – ALL THINGS ORGANIC in Baltimore.
"The most beautiful little metropolis in the world": that’s how Nuremberg author and humourist Klaus Schamberger whimsically described his home town in an article a few years ago.

It’s a good place to live, as even non-Nurembergers will confirm – for example, the authors of a worldwide comparison of cities, who asked, “Where can you live well at low cost?”

That’s Nuremberg. In terms of price-performance ratio, the Franconian city comes in second only to Canada’s capital, Ottawa.

Finanzen 100, a Focus Group news portal, compared two rankings of more than 200 cities published annually by US corporate consultants Mercer. The first study compared prices for a theoretical basket of goods including rent, clothing, food, transportation, and culture. Nuremberg ranked as the 169th most expensive city. The verdict: affordable. The second survey compared quality of life: political stability, security for residents, healthcare and education system, and transportation. Nuremberg came in 25th. The two scores combined place Nuremberg on a winner’s pedestal. Except for Ottawa, the Franconian metropolis left every other city well behind – even the German ones, although several made it into the Top 20: Stuttgart (3), Leipzig (6), Hamburg (12), Düsseldorf (12), and Berlin (17). Comment from the Finanzen 100 editors: “Who’d have thought?”

Happy Nurembergers give their town high marks

Well, the Nurembergers, that’s who’d have thought: they agree with the result. Three-quarters of the respondents in the “Life in Nuremberg 2013” residential and household survey said they were “happy” to “very happy” with their current living situation. With a score of 7.2 on a scale from zero to 10, they were above the German average for general quality of life (7.0, according to the “Happiness Atlas 2014”). They score their city even higher (7.3). Why? Nurembergers are proud of their traditions. Like the Christkindlesmarkt Christmas market, whose opening on 27 November attracted photo coverage all over the world. There had already been considerable press attention weeks before, when a jury chose attractive 18-year-old Nuremberg high school student Barbara Otto as the new “Christmas Child”. The pre-Christmas attraction in the city’s Main Market Square has been a tourist magnet year after year, and it’s also a beloved institution among city residents. As are the city’s famous exports – the unique lebkuchen cakes, and of course, original Nuremberg bratwurst sausages. Even Goethe had some of these sent to him in Weimar, and Franconian author Jean Paul wrote: “The sausages are a lovely memento of Nuremberg for my tummy”. Time to go to town? You bet.

Nuremberg is a good place to be, as almost every resident agrees. For the “Nürnberg-Barometer”, students at Friedrich Alexander University surveyed more than 1,000 people whose primary residence and voter registration was in Nuremberg. And 94 per cent of them were happy or very happy to be living here in the heart of Franconia. That’s not just a result of the 160 hectares of Old Town, with its short distances and stylish blend of Middle Ages...
Colourful Nuremberg: residents are especially fond of the city when it’s bathed in colour – whether dark-blue night, clubbing at the Rathaus, or fireworks at New Year’s.
and modernity. Nuremberg is more than its castle, sausages, and bull’s-eye glass windows. It’s a successful balance between lively business activity and the ability to take a break – whether you take a quick detour through the Rosenau Park, down the stairs to the Hallerwiese meadow, into the Garden of the Hesperides, or to the Dutzenteich lake. Over 480 hectares of public parks and green space and 370 hectares of water bodies invite a visit. And the city knows how to party, too – in countless neighbourhood and street parties, open-air concerts on the Luitpoldhain, or clubbing at the Rathaus. And it’s a city that loves sports, where residents are enthusiastic fans of major events that included bicycling, tennis, touring car racing, and gymnastics this year. But Nurembergers themselves also like exercise, and nearly 1,000 sports facilities provide something for everyone.

Nurembergers are no less active when it comes to the quality of life for future generations. For example, they are converting empty lots into community gardens and raising organic fruits and vegetables. Urban gardening enhances the urban quality of life. The city has earned itself a reputation as Germany’s organic capital, with BIOFACH, the world’s leading trade show for organic products, and the “Organic in the City” initiative. A variety of events and campaigns encourage residents to participate. That too is quality of life.

And it’s something people intend to hold on to. The long-term “EnergieVision Nürnberg 2050” strategy is based on climate protection and adapting to climate change. Good air for a pretty city. It’s a good place to stay.

**Work and home: Nuremberg’s a good place to live**

But it’s also a good place to come to, whether for study, work, or living. Nuremberg is a European leader in the information and communication sector. It’s a significant centre for research, energy, and technology. And it’s the hub of a metropolitan region with more than 30 university-level educational institutions that host over 150,000 students. There’s also good news for those who want to stay on: it’s cheaper here to buy a home than to rent. According to the latest study from the Postbank, you can save up to 200 euros a month by having your own home. There are affordable family homes outside the city centre; professional couples can find especially economical properties in the southern and eastern part of town. Singles can do well in the southern belt around the inner city.

In any case, Nuremberg is a place that arouses powerful feelings. The Old Town is a place of nostalgia for many. Many nostalgic locations all over town have been appearing since 2014 in a growing photo community on the Instagram online photo platform. The “Igers” have already uploaded hundreds of photos. A winner is announced every week. The first exhibition was held in October. Beautiful subjects and extraordinary views of the city, all of them telling the viewer: this is a good place to live.
“In this case, there’s something to it.”

Dr Ulrich Maly, Mayor of the City of Nuremberg and Chairman of the Supervisory Board of NürnbergMesse

M+C: Nuremberg placed second after Ottawa as the city with the best price-performance ratio. People say, “Who’d have thought?” Would you have thought this to be the case?

Dr Maly: To tell you the truth, in rankings like that anything’s possible, from all the way in the lead to all the way at the end. Which is why I’ve made a habit of not celebrating the good scores – then I don’t have to find excuses for the bad ones. But in this case, there’s something to it.

M+C: What makes the city so appealing to you?

Dr Maly: Quality of life – meaning affordability, a manageable size, attractive cosmopolitanism, a good social structure, good universities, interesting jobs, beautiful countryside, a high standard of security in public spaces, and an active civil society.

M+C: Do you have a favourite place in town where you especially like to spend time?

Dr Maly: If we set aside my kitchen at home, I’d say the Kreuzigungshof at Heilig-Geist-Spital.
Karim Rashid

“We need to save the world!”

He wears white trousers, a white shirt, and a white jacket. He’s worn only white ever since 2000 – though sometimes in combination with a little pink. His striking white-framed eyeglasses round out the image of an exceptional artist. When Karim Rashid enters a room, people notice. He’s considered a pop star among designers, and not just because of his appearance. With more than 3,000 designs produced and more than 300 international awards, he’s one of the most productive designers of his generation. His work is on display at art and design museums in more than 40 countries.

A perfect marriage of beauty and functionality
Karim Rashid would like to change the world. No small ambition, but that’s exactly the title of his 252-page monograph from 2001: “I Want to Change the World”. The aim of his future design world: everyone should be able to realise themselves as individuals, whether or not they fit into some pattern. This new-age interpretation of Frederick the Great’s famous words (“Every man must get to heaven in his own way”) and his futuristic designs distance him from the way space used to be conceived: “The world we live in was created in 2D. Grids define our lives. But if you look at nature, these straight, static, rigid lines and structures don’t exist. As people, we’re completely organic and symmetrical, and it’s odd – even sad – the way we build our world to fit in grids”. That idea is reflected in his designs – they’re often colourful, rounded, soft, organic in shape, yet never overloaded or disordered. Why is that? Karim Rashid puts functionality first. His aim is to create a world that puts the focus on people. “Design can only justify its existence when it enriches people’s lives”. He wants to get through to
people, to influence their senses. That’s closely linked with a product’s beauty, because beauty only exists when it’s combined with functionality. As far as he’s concerned, the two are inseparable.

**Design in a digital age**

Rashid – who speaks not only Arabic and English but fluent French and Italian – was born to an Anglo-Egyptian couple in Cairo in 1960. He grew up in Canada, where he eventually studied industrial design at Carleton University in Ottawa. His designs include furniture, clocks, home accessories, perfume bottles, wallpaper, and packaging. Even though he’s fond of looking as though he stands alone, traveling the world as a one-man show, he’s surrounded by a creative team. His interdisciplinary studio in New York City includes industrial designers, graphic designers, architects, and interior architects working closely together to create a product that functions as a whole. Rashid doesn’t derive the ideas for his designs from activities like analysing existing works – he explores things by trying and testing them himself. He researches human experience. How does the thing feel when we take it in our hand? How can we best use it? Is it visually appealing? Those are questions that inspire him. “Packaging has to arouse feelings and appeal to the emotions”, he emphasizes. But at the same time, design has to keep evolving, and has to help beautify and improve society. For Rashid, the reason to digitalise our life, with the associated savings of raw materials, is obvious: “We have to save the world”. His vision: a better life using fewer resources. And he encourages everyone to join in. “We live in a digital world, and each of us can change the world: we just have to do it”.

A lot of white, a little pink: a trademark of Karim Rashid, a pop star among designers.
The ten most active German patent applicants of 2014 were companies that had made more than 20 appearances at trade shows in Nuremberg over the preceding year. And the NürnbergMesse is also a melting pot for patent people: smart, practical, and forward-looking. Many trade shows make quite a display of highly-developed crafting skills in tandem with lively imagination. Nuremberg as a site for trade shows is a patent success, in more than one sense.

With 1,754 applications filed with the European Patent Office in 2014, the clear head of the pack was Siemens AG, a leader in patent applications for machines, pumps, and turbines. The company, with the most jobs in the Nuremberg metropolitan region, operates its largest trade show booth anywhere in the world at the world’s leading show for its field, SPS IPC Drives in Nuremberg. This is the prime marketplace for forward-looking technologies. But after all, the Franconian city has a long history as an attractive destination. The Free Imperial City’s location in the centre of Europe was benefiting traders as long ago as the late Middle Ages. And this is how products from Nuremberg’s craftsmen found their way to the most important cities all over the continent. In return, knowledge and technology from every corner of the world found its way back to Nuremberg. The city’s craftsmen – more than half the population at the time – did a lot right with this situation. They improved their own products, put new ideas into action, and also knew how to find the right market price for their inventions. Competing cities were taken aback, but had to confess their respect. And so was born the term “Nuremberg wit”, a synonym for inventiveness.

**Exchanging ideas and inspiration**
Knowledge and technology from all over the world still travel to Nurem-
Nuremberg today. An international spectrum of experts exchange ideas and inspiration at trade shows and conventions – as the international die-casting industry does at EUROGUSS, where craft went high tech long ago. For example, in making engine blocks and other components for today's motor vehicles. Crafting is also a major draw at BrauBeviale, held in Nuremberg since 1978. That’s because craft beer is symbolic of both traditional crafting and a creative beer culture – as is impressively demonstrated, year after year, at the European MicroBrew Symposium and Craft Beer Corner. And once again, people are doing things right. At this show the brewers don’t keep to themselves; rather, they maintain a constant dialogue with international experts from machine and plant construction, the packaging industry, retail, and food service. Crafts were one of the driving forces in Nuremberg’s economic growth in the late Middle Ages. That past laid down a tradition, which is also an obligation for the future. Where will it be possible to attract young people into crafts work, if not in Nuremberg? IFH/Intherm and eltec, the two construction craft shows of guest organiser GHM, Gesellschaft für Handwerksmessen mbH, do just that, with such offerings as a TechnoCamp and a Practical Parkour, as well as the opportunity to watch over the shoulder of Bavaria’s best young craftspersons. “Vocational students, journeymen, and young masters can make direct contact with their industry here”, says Dieter Dohr, Managing Director at GHM.

The fairgrounds: where the past lives on into the future
Dr Roland Fleck and Peter Ottmann, the NürnbergMesse Group’s CEOs, think the fairgrounds represent an ideal marriage of past and future. “We still find ourselves involved today in the tradition of Nuremberg wit’. Because anything of any importance in patents and technology will show up at events at the NürnbergMesse”. Not least of all, at the iENA inventors’ show organised by the group’s partner AFAG.

Nuremberg wit went by many names over the centuries: Martin Behaim (the oldest surviving globe of the world), Peter Henlein (inventor of the pocket watch), Sigmund Schuckert (Germany’s first electric street lighting), and so many more. They also include Oskar Rosenfelder, who invented something everyone has used: the disposable paper handkerchief. He registered the “Tempo” brand name with the Reich Patent Office in Berlin back in 1929. A patent success in more than one sense.
Much ado about nothing?
Just the opposite. Edward Snowden had a great deal to say as a keynote speaker in Nuremberg.
The Snowden effect

“Defence against the Dark Arts”. To title his keynote speech at it-sa in Nuremburg, Edward Snowden – world’s most sought-after interview partner – borrowed a phrase from best-seller “Harry Potter”. Via a live feed from his Russian refuge to the Paris Hall at NCC West, the former NSA employee convincingly alerted more than 700 IT security specialists to the serious responsibility they bear.

June 2013: Edward Joseph Snowden, 29, an analyst with the US National Security Administration, takes off for Hong Kong with a million secret documents in his backpack. In a hotel room there, he comes clean to journalists about worldwide surveillance and espionage practices, triggering the NSA affair. The wrong middle name on an arrest warrant obtained by the FBI saves him from arrest at the airport in Hong Kong. With assistance from Julian Assange, founder of WikiLeaks, he succeeds in fleeing to Moscow. After spending a month in the transit area of the international airport there, Snowden is finally granted asylum – the end, for the moment, of a thriller that gripped the whole world.

“You’ve changed the world for the better”
October 2015: Snowden, still in asylum in Russia, expresses his satisfaction that the European Court of Justice has invalidated the Safe Harbour Agreement. In that treaty, the EU and the US had agreed that companies could transmit personal data from EU countries to the US. The Court of Justice decision was “a milestone for EU citizens’ basic rights”, according to German data privacy expert Andreas Schurig. But Snowden stayed modest. Via Twitter, he congratulated 28-year-old Austrian data privacy activist Max Schrems, whose lawsuit against Facebook had got the affair under way: “You’ve changed the world for the better”.

Snowden knows whom to thank. And he knows whom his message about a better world has to reach: those who are in charge of IT security. That’s why he was willing to be the keynote speaker at it-sa in Nuremburg. This is where the IT industry meets to find out about the state of the art in security solutions and services. “Alongside the shows in San Francisco and London, it-sa in Nuremburg is an event of international standing”, says Dr Roland Fleck, CEO of the NürnbergMesse Group. A trade show that is clearly on a growth track. This year: 428 exhibitors (2014: 385) and more than 9,000 experts and professional users (2014: 7,390). Two days after the Safe Harbour decision, 700 of them filled the Paris Hall to hear Snowden via live feed from Russia. He talked inside secrets, called things by their real names, and appealed to those present to always remain aware of their great responsibility amid an increasingly digitally networked society.

And that networking has taken on massive dimensions. In 2014, 3 billion Internet users sent 204 million e-mails, uploaded 72 hours of YouTube videos, input more than 4 million search terms into Google, wrote 2,460,000 Facebook entries, downloaded 48,000 apps, spent 60,000 euros on Amazon, sent 277,000 tweets, and uploaded 216,000 new photos to Instagram – every minute! Snowden made an appeal for alertness, speaking of the “Dark Arts” as a threat. And not just from powerful secret police services, but also from hackers operating sometimes as single individuals, sometimes in huge worldwide networks. German Telekom customers were painfully reminded of that fact in October of 2015, when bank accounts were hacked and mobile TAN numbers were stolen.

At the end of his 20-minute discussion – which can be viewed on the NürnbergMesse YouTube channel and on www.nuernbergmesse.de – the man who always emphasizes that “I’m not so important” seemed moved by the roar of applause from the IT experts. He said thanks a number of times. At the time he could not know that he would enjoy yet another success that very month. On 29 October, a resolution from the European Parliament would demand that EU countries provide protection for the “whistleblower and international human rights defender”. By a vote of 285 to 281, Snowden’s extradition was to be prevented. A blow against the US government? Not for Snowden, now 32. It was “an open hand extended by friends”, he said – on Twitter, where he’s been active only since this past September, and already has more than 1.5 million followers after just a few weeks.
Nuremberg has the film knack

It’s not Hollywood. It’s not even Munich, Hamburg, or Berlin.

But Nuremberg is the “film location of the year”, a new prize awarded by a jury of the Filmset Bavaria Initiative for special quality in film work.

Like the new “Franken-Tatort” series, whose premiere attracted an enthusiastic audience.

Another quality event in Nuremberg: an international human rights film festival.

And astute promotion of talents – not without a certain trace of Hollywood, after all.

Jürgen Schopper is Professor of Film & Animation at the Georg Simon Ohm Technical University of Nuremberg, and the inventor of the Ohm-Rolle, a once-a-year film event where his students present their work to the press and the public. The films show in three theatres at Cinecittà Nürnberg – one of Europe’s largest multiplexes, with nearly 5,000 seats. Tickets for the 30th edition of the talent show sold out within a few hours just a couple of weeks ago, a standard occurrence for every year’s Ohm-Rolle. The German film and TV industry, agencies, film production companies, and representatives from digital post-production have been paying attention. Schopper’s work is prized. He knows his trade: he learned it at the Nuremberg institution, but was raised to the ranks of nobility in Hollywood. In 1996, the blockbuster “Independence Day” – and Jürgen Schopper – won an Oscar for best visual effects.

Two other major film productions that dealt with Nuremberg’s history have also won awards. In 2000, the TV film Nuremberg, by Canadian Yves Simoneau, which also saw a
theatrical release, won two Emmys. Even more successful: Stanley Kramer’s *Judgment at Nuremberg*, a film with an all-star cast: Spencer Tracy, Burt Lancaster, Richard Widmark, Marlene Dietrich, and Judy Garland. The 1961 world premiere was held at Berlin’s Kongresshalle. It was a breakthrough for young actor Maximilian Schell, who won both an Oscar and a Golden Globe as best leading actor for his performance as lawyer Hans Rolfe.

**Nuremberg and humanity: an international film festival**

If those two famed film documents deal with Nuremberg and the human spirit, this is a theme where the city has been making its mark for years. For one thing, with the International Nuremberg Human Rights Award, which the city has presented since 1995. And also, since 1999, with the Nuremberg International Human Rights Film Festival – Germany’s largest and oldest film festival on human rights, held at Filmhaus Nürnberg. The main prize for 2015 went to the film *Maidan*, in which Ukrainian-raised director Sergei Loznitsa documents the events in Kiev in the winter of 2013-14. “Our aim is to bring Nurembergers international film art with political and social aspirations”, says Festival Director Andrea Kuhn. “Nuremberg has been a ‘city of peace and human rights’ for many years, and is also the home to Filmhaus Nürnberg, one of the most-lauded municipal cinemas in Germany”.

“**Franken-Tatort**: première a complete success”

Since 2014 Nuremberg has also been the home of a police unit for the successful series *Tatort* (“The Scene of the Crime”). The popular crime series, which has been running since 1970, is a mandatory appointment for German TV fans every Sunday at 20:15. But last year was a first for the new Franconia-based version of the show. A total of 12.11 million viewers tuned in for the premiere, helping boost “Heaven Is a Place on Earth” to sixth place among the most successful *Tatort* premieres of the last 20 years. The case to be solved by investigators Paula Ringelhahn and Felix Voss was a hit on social media. Traffic on Twitter, Facebook, et al. was heavy during the broadcast month of April – actually in first place. And the tone was definitely positive: “#not bad at all, really beautiful!” someone tweeted in Franconian dialect. The show’s “Franconia Power” – its use of dialect and local colour – has been one major reason for its success, according to Focus magazine news: production on the team’s second case, “The Right to Be Worried”, wrapped in August and is slated for broadcast in spring of 2016. Not bad at all!
Brazil  Feliz Natal!

“Secret Santa” is a popular pre-Christmas game in Brazil. People exchange gifts, but don’t know who they’re buying them for. Santa Claus is the one who puts the presents under the Christmas tree. Trees are set up and decorated as early as 1 December. Cities are festively lit – in São Paulo, that especially means along Avenida Paulista, one of the city’s most important streets, and in Ibirapuera Park, which has an enormous Christmas tree each year. The family feast on Christmas Eve traditionally includes rabanadas (known elsewhere as French toast or eggy bread), cheese, turkey, and crab cakes – a specialty brought over by the country’s Portuguese conquerors.

China  Shèngdàn jié kuàilè

China doesn’t officially celebrate this Christian holiday; most Chinese are Buddhists. Yet a holiday atmosphere still pervades in places. In many cities you’ll now see Christmas trees, Christmas lights, toys, and Santa Claus in streets and store displays. In Western countries, Christmas Eve is a traditional time for giving gifts – but in China you could call it a day for heavy shopping. And young Chinese especially take ample advantage of the situation. They like to visit Christmas markets. More and more large cities like Beijing and Shanghai have been holding these events – even including glühwein, sausages and lebkuchen.

India  Mērī krisamasa

British fruitcake, Dutch jam cookies – Christmas baking in India draws on cultures that were a part of the country in the colonial era. Like so many other places, the subcontinent considers Christmas a time for friends, family, and feasting. Each region has its own customs. In Allahabad, which has a substantial Christian population, Bushy’s bakery is a major destination in the days before Christmas. Customers bring their own ingredients and often spend hours watching their cakes get baked. At the German-Indian Chamber of Commerce in New Delhi, the headquarters of our NürnbergMesse India subsidiary, there’s a German Christmas market every year – with everything on offer from glühwein to pashmina shawls.
Christmas in Italy is an important family feast. People celebrate with grandparents and aunts, with friends and relatives. Some serious cooking gets done on Christmas Day, and each region has its own culinary traditions. In northern Italy people eat little meat-filled dumplings in broth (cappelletti in brodo), stuffed turkey (tacchino ripieno) and cake (panettone and pandoro). For Christmas Eve (Vigilia di Natale) the Christmas tree gets decorated and a “presepe” (a manger scene with the Holy Family and animals) is set up – a Neapolitan tradition that dates back to around 1600. The Neapolitans still paint the figurines by hand. Midnight mass (Messa di Natale) is held on Christmas Eve. Presents aren’t given until Christmas Day itself.

**USA Merry Christmas!**

The Christmas spirit is hard to escape in the USA. Christmas lights go up at the very beginning of December. Every house and every street is decorated. Christmas carols play day after day – on TV and radio and in every store. Christmas traditions in the USA are as diverse as the country itself. In Atlanta, the headquarters of NürnbergMesse’s US subsidiary, generations of children for more than 50 years have ridden the “Pink Pig” children’s train through shops, where their dreams get articulated into real wishes. Christmas proper, as in Europe, is mainly a family celebration, when people eat, play games, and chat – just having a good time.

**Austria Frohe Weihnachten!**

Silent Night, Holy Night – the world’s best-known Christmas carol is an Austrian cultural asset. Advent wreaths, the “Barbara Branch” (a cherry branch brought inside so it will bloom at Christmas), St. Nicholas and his scary assistant Krampus are all part of the pre-Christmas festivities, along with baking cookies. Cities and villages hold Christmas markets, where people warm up with glühwein and hot punch. During Advent, children write letters to the Christ child, who tradition says puts their presents under the Christmas tree on Christmas Eve. Midnight mass on Christmas Eve is a must for the mainly Catholic Austrians. Christmas Day and Boxing Day (26 December) are a time for extended visits with relatives.

**Italy Buon Natale!**

Christmas in Italy is an important family feast. People celebrate with grandparents and aunts, with friends and relatives. Some serious cooking gets done on Christmas Day, and each region has its own culinary traditions. In northern Italy people eat little meat-filled dumplings in broth (cappelletti in brodo), stuffed turkey (tacchino ripieno) and cake (panettone and pandoro). For Christmas Eve (Vigilia di Natale) the Christmas tree gets decorated and a “presepe” (a manger scene with the Holy Family and animals) is set up – a Neapolitan tradition that dates back to around 1600. The Neapolitans still paint the figurines by hand. Midnight mass (Messa di Natale) is held on Christmas Eve. Presents aren’t given until Christmas Day itself.
BUSINESS GROWS WHEN THE WORLD COMES TOGETHER

International exhibition year 2016

ACREX India (Mumbai, India) International Exhibition on Air Conditioning, Refrigeration & Building Services 25.02. – 27.02.

ALUCAST (Bangalore, India) EXHIBITION & CONFERENCE - ALUMINUM DIE CASTING 17.11. – 19.11.

American Coatings Show (Indianapolis, Indiana, USA) 12.04. – 14.04.

Beviale Moscow (Moscow, Russia) International trade fair for the beverage industry October


BIOFACH AMERICA – ALL THINGS ORGANIC (Baltimore, USA) 22.09. – 24.09.

BIOFACH AMERICA LATINA – BIO BRAZIL FAIR (São Paulo, Brazil) International Trade Fair of Organic Products and Agroecology 08.06. – 11.06.

BIOFACH CHINA (Shanghai, China) International Organic Trade Fair and Conference 26.05. – 28.05.

BIOFACH INDIA together with INDIA ORGANIC (India) November


Chillventa 11.10. – 13.10.

China International Diecasting (Shanghai, China) 12.07. – 14.07.

China International Pet Show (Guangzhou, China) 10.11. – 13.11.

embedded world Exhibition & Conference 23.02. – 25.02.

E-MOBILITY Technology China Forum (China) June

Enforce Tac * International Exhibition & Conference - Law Enforcement, Security and Tactical Solutions 02.03. – 03.03.


FachPack European Trade Show for Packaging, Technology, Processing and Logistics 27.09. – 29.09.

FCE Cosmetique (São Paulo, Brazil) 10.05. – 12.05.

FCE Pharma (São Paulo, Brazil) 10.05. – 12.05.

FENSTERBAU FRONTALE THE TRADE SHOW, WINDOWS - DOORS - FACADES 16.03. – 19.03.

FENSTERBAU FRONTALE INDIA (Mumbai, India) International Exhibition & Conference Window, Door and Facade Technologies, Components, Prefabricated Units 25.02. – 27.02.


Glass South America (São Paulo, Brazil) International Exhibition of Design, Technology for the Glass Industry 08.06. – 11.06.

GOLZ-HANDWERK European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts 16.03. – 19.03.

HPCI India IN COOPERATION WITH The Indian Care Chemical Convention (Mumbai, India) 10.03. – 11.03.


InterBev Beverage (Chicago, USA) Where Beverage Meets Retail June

International Powder & Bulk Solids Processing Conference & Exhibition (Shanghai, China) 19.10. – 21.10.

it-sa Brasil (São Paulo, Brazil) The IT Security Conference and Corporate Networking September

it-sa The IT Security Expo and Congress 18.10. – 20.10.

IWA OutdoorClassics High performance in target sports, nature activities, protecting people 04.03. – 07.03.

ORGANIC EXPO together with BIOFACH JAPAN (Tokyo, Japan) 10.02. – 12.02.

PADDLEexpo * The Global Paddlesports Trade Show 07.10. – 09.10.

PAINTINDIA (Mumbai, India) India’s proud global event for the paints, coatings, inks, construction chemicals and adhesives/sealants industries 21.01. – 23.01.

PCIM Europe * International Conference and Exhibition for Power Electronics, Intelligent Motion, Renewable Energy and Energy Management 10.05. – 12.05.

Pet South America (São Paulo, Brazil) International Trade Show for Pet Industry Suppliers in Latin America October

Powder & Bulk Solids India, Exhibition & Conference (Mumbai, India) Your one stop event for material handling and processing 13.10. – 15.10.


POWTECH Brasil (São Paulo, Brazil) 10.05. – 12.05.

R+T South America (São Paulo, Brazil) 08.06. – 11.06.

SAE China Congress & Exhibition (Anting, Shanghai, China) 26.10. – 28.10.

SENSOR+TEST The Measurement Fair * International Trade Fair for Sensing, Measuring and Testing Technologies with concurrent Conferences 10.05. – 12.05.


Spielwarenmesse *** 27.01. – 01.02.

SPS IPC Drives * 22.11. – 24.11.

VIVANESS * International Trade Fair for Natural Personal Care 10.02. – 13.02.

Extract from the programme of events (subject to change)

* For trade buyers with legitimation only

* by external organizer