TRENDS “MADE IN NUREMBERG”
Leading exhibitions with the power to attract an international community.

PEOPLE FIRST
Real job opportunities at Hotel Anders by practising inclusion.
Focus

THE TRENDSETTERS
Leading exhibitions are trendsetters, but they do not run themselves by any means. This is revealed by a look behind the scenes (pages 6–10).

BEAUTY MAKES YOU STRONG
Cosmetics are a big deal in Brazil. And FCE Cosmetique, a trade fair organized by NürnbergMesse Brasil, is an important driving force for the cosmetics business (pages 12–16).

ALL FOR ORGANIC

SMART AND BEAUTIFUL
Top model Eva Padberg is interested in organic foods and natural cosmetics. All of this was revealed by her visit to BIOFACH and VIVANESS (page 17).

TRADE FAIR AND MORE
The trade fair of short channels. At the German Librarians’ Day, Nuremberg once again showed itself from its special side (pages 20–21).

STORM AND STRESS
In 1989: fall of the wall, opening of the East. A crucial time for NürnbergMesse, marking the onset of internationalization (pages 22-25).
Dear Readers!

You visit us at BIOFACH, BrauBeviale or Interzoo. You are a guest at one of our major congresses. Or even the organizer, the honorary sponsor of this event, which has your and our full attention.

Every event is unique, with its very own profile and concept. And it can develop accordingly – often into the number one exhibition in the respective industry, a leading international exhibition, a world leading exhibition. In this booklet, we explore the topic of “leading exhibitions” and answer the question: What makes them so special, unique and often indispensable?

The interplay between the exhibition company and the city is also an important criterion for the success of an event. Accessibility, gastronomy and a host of other factors. The “Bibliothekarstag” (German Librarians’ Day) showed how well this works. With events in the Convention Centre and in the city itself – in the brand new, exemplary city library, among other locations.

Sports also proved exemplary this year. Track-and-field, tennis, cycling: the large events were held in Nuremberg. Like the events at NürnbergMesse, championship followed after championship in the stadiums and arenas. Numerous in number. And each one unique.

Enjoy reading!

Yours sincerely,

Dr. Roland Fleck

Peter Ottmann
BIOFACH CHINA: successful premiere after the move

In May the organic industry gathered for the ninth edition of BIOFACH CHINA, held for the first time at the Shanghai World Expo Exhibition & Convention Centre (SWEECC). The trade fair with the accompanying International Organic Food Market and Development Conference once again scored points with its internationality: 16,742 visitors from all over the world and 341 exhibitors from China and 14 other countries, including Germany, Austria, the Netherlands, Sri Lanka, Australia and Brazil.

Stone+tec: positive exhibitor results and visitor feedback

Among the 446 exhibitors from 31 countries and 15,162 trade visitors in Nuremberg, the compact new hall layout of Stone+tec as the trade fair for modern natural stone processing was extremely well received. “The mood was significantly more confident compared to the previous years,” says Petra Wolf, member of the management board of NürnbergMesse. The attractive accompanying program with awards and special shows was met with great interest as well. For Joachim Grüter, President of Deutscher Naturwerkstein-Verband (German Natural Cut Stone Association), there is no question: “Stone+tec is and remains the central product and service exhibition for the European natural stone industry.”

For 25 years: partnership with a handshake

1,024 exhibitors, 28,481 trade visitors and more than 700 participants from 42 countries at the accompanying congress – this year’s edition of the European Coatings SHOW (ECS), the world-leading exhibition for the production of high-quality coatings and paints, sealing compounds, construction chemicals and adhesives, ended with records. The specialist publisher Vincentz Network from Hanover and Nürnberg-Messe could not have asked for a better birthday present on the 25-year anniversary of their partnership. “The 25-year partnership with Vincentz Network shows how successfully specialist publishers and exhibition companies can work together – for their mutual benefit,” say the CEOs of NürnbergMesse Group, Dr. Roland Fleck and Peter Ottmann. In addition to the flag-ship ECS with additional coatings trade fairs in North America and India, cooperation also continues with the ALTENPFLEGE trade fair and most recently the AUTOMOTIVE ENGINEERING EXPO. CEO Jonas Vincentz describes the shared recipe for success this way: “Instead of focusing on mass events, we purposefully address experts in the respective industries and tailor our events to meet their specific requirements.”
Developer Week with new attendance record

The DWX Developer Week, one of the largest independent developer conferences in Europe, was held in Nuremberg for the third time. Once again with record attendance. More than 1,400 visitors (an increase of 12 percent) informed themselves about the latest trends in .NET, web and mobile programming in the course of 200 sessions and 11 workshops. Around 50 exhibitors and partners (an increase of 25 percent) presented their products and services. For Oliver Scheffert of Microsoft Deutschland, this event is a must: "Developer Week is an important event for us each year, helping us enter into a dialogue with software developers across technologies."

Car body manufacturing summit: AEE is convincing all along the line

"For those who want to inform themselves about current trends and innovations in modern car body manufacturing and anyone who wants an outlook on the future, AEE really is the only destination today. Car body manufacturing experts from around the world come here for their summit," says Dr. Thomas Rudlaff, Head of Preliminary Design Body Shell Structures and Mounted Parts, Daimler AG. 1,022 highly qualified trade visitors and 69 exhibitors from around the world: the AUTOMOTIVE ENGINEERING EXPO hosted by Vincentz Network and NürnbergMesse has grown and its second edition was convincing all along the line. The trade fair and convention examined the topic of car body manufacturing with appropriate technical depth. Innovation Alley and the Presentation Area were additional highlights.

NürnbergMesse Austria: new branch office in Vienna

Second place among foreign trade visitors (18,000, corresponding to 7.9 percent) and number 6 among international exhibitors (around 600, corresponding to 5.6 percent): Austria has assumed an important role at the exhibition centre Nuremberg, and not only in the past year. Reason enough to found a branch office in Vienna with NürnbergMesse Austria (under the management of Inge Tremmel). For Peter Ottmann and Dr. Roland Fleck, CEOs of the NürnbergMesse Group, this is a logical step: "Austria’s economic power and our trade fair portfolio focusing on quality and regional proximity are the best prerequisites for closer cooperation."
Around 180,000 trade visitors and more than 5,700 exhibitors. BIOFACH and VIVANESS, embedded world, GaLaBau and IWA OutdoorClassics – together these four leading exhibitions with their latest events at the exhibition centre Nuremberg achieved two numbers for which they deserve an “A”. Because their makers did their homework over the years and decades, these exhibitions became what they are today: trendsetters.
Organic is trendy and trends are set at BIOFACH. Like “Organic 3.0.” The term first came into focus on the 25th anniversary of BIOFACH 2014. This year the topic has already taken centre stage at EXPO, the world fair in Milan. To be exact, at the Organic Week, presented by NürnbergMesse and BolognaFiere, organizer of the biodiversity park. In 2016, “Organic 3.0” will be the leading topic at the BIOFACH congress in Nuremberg. Motto: “Action for more organic.”

Taking action and defining topics is also a theme at embedded world. The world’s largest exhibition for embedded system technologies is aimed at industries that integrate electronic helpers into their products. They are led by the manufacturers of industrial control units, automobiles, electronic devices and telecommunication equipment. The exhibition participants view themselves as “the” Embedded Community. Richard Krowoza, member of the management board of NürnbergMesse and embedded world man of the
“The most important gathering of the ‘green family.’”

Ursula Heinen-Esser,
CEO of BGL,
at GaLaBau

“The most important gathering of the ‘green family.’”

Bengt Anker,
co-founder, OATLY, Sweden,
at BIOFACH and VIVANESS

not to bend the bow too far,” he observes. “From outdoor you can easily slip into the lifestyle segment – and that creates a feeling of alienation.”

Successful integration and spin-off

Growth happens when a concept is coherent. For example, with GaLaBau, where the specialized sections PLAYGROUND and Deutsche Golfplatztage (German Golf Course Days) were integrated in 2008. With success. Today the exhibition presents the entire spectrum of services for the planning, construction and maintenance of urban, green and outdoor spaces. “We offer a broad spectrum and are strong in all segments,” says Project Coordinator Thomas Grenot. “An exhibition in 13 halls and the presentation area outside, where machines can be tested – there is nothing else quite like it in Europe.” The exhibition in Nuremberg has been developed step-by-step since 1986 in partnership with the Bundesverband Garten-, Landschafts- und Sportplatzbau e.V. (BGL) (Federal Association for Gardening, Landscaping and Sports Field Construction). GaLaBau, an example of successful integration. But it works in the other direction as well. As a spin-off. Since 2007, the natural cosmetics segment is held as VIVANESS in parallel to BIOFACH. Enforce Tac, the specialty trade fair for public security experts, has been in existence since 2012 – held immediately before the IWA OutdoorClassics.
International Toy Fair: four pioneers and a father

Hans Mangold (GAMA), Carl Ehmann (Märklin), Ernst Horn (Arbeitsgemeinschaft Spielzeugindustrie – Toy Industry Consortium) and Arno Drottboom (VEDES – formerly Vereinigung Deutscher Spielwarenhändler – Association of German Toy Dealers). These four pioneers from the industry and trade decided in the autumn of 1949 to launch an independent trade fair for toys in Nuremberg. From 12 to 18 March 1950, 351 exhibitors made the premiere of the German trade fair for toys a success. Pioneers and the first exhibitors worked together, organizing their own trade fair with courage and vision in the difficult postwar years. They were rewarded immediately with a noticeable increase in exports and in the long term with a world-leading exhibition.

The “father of the German economic miracle,” Ludwig Erhard, was a crucial driving force. He was very emphatic in demanding the internationalization of the trade fair. After heated discussions, the general assembly of Spielwarenmesse eG opened the trade fair for international companies starting in 1958. This set the course for the rapid growth of the trade fair.

“Today we have more than 2,800 exhibitors and over 70,000 visitors,” says CEO Ernst Kick. “We consider it our mission to further develop the marketing services into tailor-made participation concepts for exhibitors. Only with a coherent concept for manufacturers and dealers will we succeed in perfectly bringing supply and demand together at the International Toy Fair.”

And in continuing to turn ideas into trends. The new stationery supply expo Insights-X was brought to life in cooperation with paper, office supply and stationery manufacturers. It premieres in Nuremberg from 8 to 11 October 2015. Kick: “Companies can jointly pursue larger objectives. While it is often perceived as antiquated, the idea of the cooperative has become a model for the future.”

Ernst Kick, CEO of Spielwarenmesse eG
Successful examples of change but also of vision. Vision like that of the pioneers of today’s leading exhibitions. They covered niche topics with no guarantee of certain success. Twenty-five years ago, nobody could have anticipated that organic would be one of the few fashionable trends to become a mega-trend. Now it is well on its way to becoming the recognized worldwide standard for nutrition. In addition to the parent exhibition held in Nuremberg since 1999, there are going to be BIOFACH offshoots in North and South America, China, Japan and India as well. At the premiere of IWA 1974 in turn, there was no way to predict that an exhibition with the selection of midsize German gunsmiths would grow into an event attended by trade visitors from more than 120 countries this spring, with 78 percent of the exhibitors coming from outside Germany. Maintaining the “Nuremberg spirit” and inspiring the community again year after year is “always a major challenge,” Thomas Preutenborbeck says. “The concept can be incredible, the architecture of the halls ingenious – but none of this is any good unless the customer stands behind us.” Which is why exhibitors and trade visitors, the industry and associations need to be attended and cultivated: “A reasonable partnership that works. Like the IWA, for example, where many exhibitors have been coming for more than 40 years already.”

Gaining future visitors and exhibitors
Retaining customers and gaining new ones. That is also what was on the mind of Professor Matthias Sturm, Chairperson of the Exhibition Committee for embedded world, networker and creative director. “The idea of the Student Day was developed with him,” Benedikt Weyerer, project manager at embedded world, recalls. According to him, the event is a prime example of problem resolution expertise typical for a leading exhibition. The original problem: a lack of new talent. The solution: an attractive Student Day to attract and bind new talent. The result: a win-win situation. More than 1,000 students from universities in Germany, Austria and the Czech Republic came in 2015. “A multinational mix,” Weyerer says, “because young people from Pakistan, India or the USA are studying at these universities as well.” Future potential for exhibiting companies and for future visitors and exhibitors at embedded world.

Anya Hultberg from Denmark, face of the organic showcase House of Food for Copenhagen’s public kitchens and canteens, is among those who like to keep coming back to Nuremberg. Why does she do that? “I come away with new ideas and contacts when I leave,” says Hultberg, the featured person on page 11 of this magazine. After briefly considering, she adds with a smile: “But more than anything, it is the inspiring and encouraging feeling of being a small part of the global organic community. Organic is still something of a niche in my daily work. But once a year, organic is omnipresent and everywhere – in Nuremberg, that is.”

Lodestars in the industry heavens
Leading exhibitions are like lodestars in the industry heavens, showing the direction and setting the trends. New products, ideas and know-how find their way from them to the markets of the world. And the international industry flocks to them. Exhibitors and trade visitors have a very keen sense for this. They come for the first time, or time and time again. And they form a community with a unique spirit that defines the event. Like the leading exhibitions in Nuremberg.
Organic in public kitchens and canteens. Nutritious, sustainable and prepared with joy. A contradiction? By no means. The Danes show us how. The House of Food was founded in 2007. An initiative of the capital, Copenhagen, responsible for reaching the ambitious goal of 90 percent organic in around 900 day-care centres, schools and retirement homes in Copenhagen by the end of 2015 – with no additional budget. The interim balance: “We are currently at 83 percent and by the turn of the year, we will be able to say ‘We have reached our goal!’,” says Anya Hultberg. She is spearheading a movement that wants to set a precedent.

At the Stadt – Land – Bio (City – Country – Organic) congress premiere as part of BIOFACH under the auspices of German Federal Minister of Agriculture Christian Schmidt at the exhibition centre Nuremberg, she astonished experts on the podium and listeners in the hall equally with her statement, “It works, in the cooking pots and in the minds.” This is in spite of the fact that the BioMetropole Nürnberg (organic metropolis Nürnberg) is among the trailblazers in Germany. The world-leading BIOFACH trade fair is held here and diligent efforts are also being made to increase the proportion of organic food in municipal facilities. Anya Hultberg, a stroke of luck for the convention. But most of all, a stroke of luck for Copenhagen.

The child of a Swedish mother, Hultberg grew up in the Swedish embassy in Moscow. But she only became an organic activist in the Danish capital: “When I started taking to the streets for the environment in my younger years, a few friends and I were those who cooked for the demonstrators.” After that there was no stopping her: as the operator of a publicly owned organic food store that carries products of regional producers, in the development of a concept for the first organic supermarket in Copenhagen and as the owner of an organic catering business. Hultberg: “I’m afraid I’m addicted to organic.” Joining the House of Foods followed in 2008. This is a dream come true for her.

“It may not always be easy,” she says, “but it always makes sense.” 900 kitchens and canteens, 60,000 meals per day and kitchen staff of 1,700 people. Quite a few among them who were skeptical. Along with the change of opinion came success. One example is the operator of a retirement home who at first thought that 60 percent organic was the absolute maximum that could be achieved. Two years later, it was precisely that retirement home that met the targeted ratio of 90 percent. For Anya Hultberg, this is proof that it can work when you dare to do something and break down mental barriers. The formula is simple. Avoid food waste as far as possible, ban processed foods from the kitchen, use seasonal vegetables and serve a bit less meat: “Not even one facility in Copenhagen has had to increase its budget so far.”

A win-win situation. For the kitchen staff, who are discovering a new joy of cooking. For regional producers who are able to be part of the “food chain.” And for consumers, who get healthier nutrition without having to pay more for it. Anya Hultberg works tirelessly to encourage people in favor of an organic revolution. Being revolutionary – only in the closest family circle does the mother of two teenagers occasionally encounter limits with that. Namely, when she wants to try something new at her mother’s house during the summer holidays: “That is when the children usually get their way. They love the classics – grilled eggplant and Halloumi cheese with summer dill potatoes, a garden salad and yoghurt-mint sauce.” All organic of course.
“Make yourself beautiful, then you will feel good.” This is something Brazilians are taught at a young age. And: “If you do something, above all make it beautiful.” Typical for Brazil. They practise it with the samba, the carnival and when the ardently-loved Seleção work their miracles on the green grass. With such a great sense of beauty in the fifth-largest country on earth, it’s no wonder that it is home to the third-largest cosmetics market in the world. Or that the metropolis of São Paulo is hosting one of the industry’s most important trade fairs: FCE Cosmetique, organized by NürnbergMesse Brasil.
Auf allen Kanälen: Entscheider von heute wünschen sich Fachmedienhäuser, die alle Formen der Kommunikation beherrschen.

Samba & carnival: Brazilian women are beautiful and like to show it too.
16,792 trade visitors from 40 countries frequented the exhibition booths of around 500 exhibitors in São Paulo at the 2015 event. FCE Cosmetique presents the entire production chain of the cosmetics industry, from raw materials and chemical substances to modern technologies for manufacturing and packaging to quality control. This attracts industry decision-makers above all others. Scientists and practising experts explore the latest developments at the accompanying convention and address hot topics as well. São Paulo is once again welcoming the world of cosmetics in May 2016.

More than 500 years ago, the Portuguese Conquistadores under Pedro Álvarez Cabral received a warm welcome when they landed north of today’s town of Porto Seguro. This surprised them. They were even more impressed by the beauty of Brazilian women. The chronicler Pêro Vaz de Caminha described them as the “highest wonder of nature” in 1500 AD. With Gisele Bündchen, they have a world-famous “ambassador of beauty” today as well: the 34-year-old Brazilian with German roots is topping the Forbes list of the best paid catwalk models in the world for the eighth time in a row. Annual income: USD 47 million.

The market for cosmetics, personal care and hair care products in Brazil is worth USD 47 billion. Euromonitor is predicting further growth of 37 percent for the next five years. ABIHPEC, the Brazilian industry association, with more than 350 members responsible for 94 percent of the domestic market, announced with pride a year ago: “Our share of the Latin American market is 54 percent, and we hold 9 percent worldwide.” The South American leader ranks third behind the USA and China, and...
the country actually holds first place in the categories of perfumes and deodorants. Every fifth deodorant sold in the world passes the point of sale in Brazil.

A big player in the cosmetics market today, Brazil still played a minor part in the 1990s. Nevertheless, average growth rates of 10 percent were possible for the cosmetics industry in Brazil. This was thanks to the convergence of favorable factors: the increasing buying power of the lower social strata, the willingness of a new middle class to purchase higher-priced products as well, the only moderate increase in the price of new technologies, the continuous development of new products, a higher life expectancy and finally the quickly growing proportion of women in the employment market. More than 80 percent of around 5 million jobs in the cosmetics production chain are filled by women.

**Cosmetics market: big players of the world invest in Brazil**

Good prospects. Not only Brazilian companies such as O Boticario and Natura continue investing in a big way - the US Avon Group, for example, number one in Brazil for make-up with a market share of 26 percent, distributes its products through around 1.65 million door-to-door salespersons. L’Oreal, the largest manufacturer of cosmetics in the world, brought 500 new FCE Cosmetique has been held for 20 years. It is organized by NürnbergMesse Brasil. Acquired in 2009 and integrated into the NürnbergMesse Group as a subsidiary, it is one of the largest foreign trade fair organizers in Brazil. It is headquartered in the city of São Paulo, with a population of 12 million. More than 20 million people live in the metropolitan region. São Paulo is often called the New York of the southern hemisphere. But also the “largest industrialized city outside Germany.” Why? Because some 1,000 German companies have established themselves here. Siemens, VW and Mercedes are among the largest industrial employers in Brazil.

**Kohl, mascara & co.: made in Franconia**

Brazil – fertile soil for companies from central Franconia as well. According to the Nuremberg Chamber of Industry and Commerce, 125 are permanently active in Brazil. In the form of representations, branches, participations and joint ventures. Also with production facilities. Like Faber-Castell, the pencil manufacturer of world renown from Stein near Nuremberg, with more than 2,300 employees in the cities of São Carlos, Prata and Manaus. Every child has seen the pencils of the traditional company that is over 250 years old, and most children learned to write with them. But how many women in Germany know that the eye liner they hold in their hand is most likely a kohl made by Faber-Castell? Or mascara from Schwan-Stabilo Cosmetics, another company in the Nuremberg metropolitan region. Celebrating its 160th anniversary this year, the family operation based in Heroldsberg – like Faber-Castell – is one of the leading private label producers in the world with its cosmetics division.
products to market in Brazil in 2013 and grew faster there than in any of its other markets. The company, headquartered in Clichy, France, is already considering the expansion of its production facilities in Rio de Janeiro and São Paulo.

550,000 beauty salons in Brazil – 30 times more than Germany has

The dimensions of the cosmetics industry in Brazil are vast. Perhaps this is best illustrated by a comparison to Germany, where great emphasis is placed on appearance and beauty as well. Brazil, with an area 24 times (!) as large as the Federal Republic of Germany, “only” has nearly three times the population. But South America’s largest country, with 550,000 beauty salons, has nearly 30 times as many as Germany. A Datamonitor study from the year 2010 illustrates how highly defined the attitude of Brazilian women towards the topic of beauty actually is. Accordingly, nearly three-quarters consider it very important to look good every day. In Japan and the USA, this value only reached 57 and 43 percent respectively. 86 percent of Brazilian women do not perceive beauty products as a luxury. This situation may be different among the poorer population. Be that as it may, their resourcefulness at obtaining the coveted perfume, the desired cream or other beauty items knows no bounds. What are known as “beauty lotteries” are springing up in some communities. Twenty people each pay an equal share of a certain product, and then the winner of the corresponding cosmetic product is drawn at the end of the month.

Not only women are participating in the growth of the industry. Brazilian men are increasingly turning their above-average need for beauty into cold, hard cash as well. According to a Canadian study, the sales of care products aimed strictly at men increased by more than USD 200 million between 2009 and 2012. They already accounted for 10.4 percent of the domestic cosmetics market in 2013. Brazil will soon have a place in the sun worldwide in this segment as well.
Eva Padberg is smart. With that, the most important thing has been said. That she looks good enough to be one of the most popular top models in the world is well known. She is very friendly as well. Smart, friendly, model. And interested in organic foods and natural cosmetics. All of this was revealed by Eva Padberg’s visit to BIOFACH and VIVANESS.

“I only know Nuremberg at night”

Eva Padberg is smart. With that, the most important thing has been said. That she looks good enough to be one of the most popular top models in the world is well known. She is very friendly as well. Smart, friendly, model. And interested in organic foods and natural cosmetics. All of this was revealed by Eva Padberg’s visit to BIOFACH and VIVANESS.

“May I try that, please?” With her long fingers, Padberg picks up a jar of cream and concentrates as she spreads the light substance on the back of her hand. “I used to not be that choosy, but now I pay attention to what I use,” the 35-year-old says. Now she examines the ingredients in the cosmetics – and has her favorites at the exhibition. She and Dr. Hauschka embrace at his exhibition stand. The leading stylist is an old acquaintance. “He has often done my make-up at events before,” Padberg reveals. “That is ultimately how I came into contact with natural cosmetics.”

Appetite for cheese

Becoming a model was never Padberg’s goal, especially not based on her own self-image. “I was terribly thin, others called me ‘beanpole’,” she recalls. In fact her parents were so concerned they sent Eva for treatment at a health resort. Being thin was more of an exception in rural Thuringia. “My parents have a large garden and there are farms all around.” That grounds you for life. Padberg certainly makes a grounded impression at the exhibition. After visiting numerous exhibitors, she announces: “Some cheese would be good now!” The nearby BIOFACH makes it easy. It’s a quick trip to the next hall, where numerous cheese producers conveniently happen to have their exhibition booth, presenting their appetizing goods for the audience to sample in the customary way the world-leading trade fair for organic foods. Eva Padberg savors some samples. And allows photos with her to be taken. The supermodel at the exhibition booth? A moment that needs to be captured! At nearly 1.80 meters and with her tall shoes, she easily towers over most of her fellow humans.

So how do we know she is smart? Perhaps from how she handles questions. The way she thinks for a short time, making a decision: a straight answer (for example when she talks about her beauty secrets or favorite brands) or a statement that covers both sides. An example is her response to a question about veganism versus moderate meat consumption – since she is considered a poster girl for the vegan lifestyle. But apparently that is no dogma for her. “I have to eat Leberkäse on my ski holiday,” she says, deliberately disappointing exclusive vegans, and she also knows the butcher shop from the inside in Prenzlauer Berg. This is where she lives in Berlin. (Leberkäse is a type of meat loaf popular in Germany and Austria.)

She is a regular at the Rakete in Nuremberg as well. The band Dapayk & Padberg, in which the 35-year-old serves as singer and songwriter alongside her husband, with whom she has been for 20 years, has already made numerous appearances at the club for electronic music known across Germany. Padberg takes advantage of the visit to VIVANESS in order to experience the city from a different perspective for a change. “So far I only know Nuremberg at night.”
There is another way

“The work is aligned with the preferences and abilities of the individual.” What may not always be feasible in the regular working world is the guiding principle of the workshops for people with disabilities in the Franconian Rummelsberger Diakonie (Rummelsberg deaconry). But it can work in teams with people without disabilities as well. For example, at the restaurant and hotel Anders (different) in Schwarzenbruck.

“Inclusion is a matter of course here,” says Pia Angele, the manager of hotel Anders. The former Waldhotel has been operating under this name for three years. A lot has changed in that time. Angele manages a highly motivated team of hotel and restaurant specialists as well as people with physical or mental disabilities, and those like Enver Yildirim. The 19-year-old comes from Jugendhilfe, an institution for children and youths in difficult life situations.

He is taking an apprenticeship as gastronomy practitioner at Anders.

Previously he went through a training and orientation workshop and took a course in the vocational training unit. “A normal procedure,” explains Mark Bohn, Head of Education and Employment at the Rummelsberg deaconry. The suitability of each individual is determined through joint discussion. Two questions at the outset: “What do you want to do?” and “Are you able to do that?” If there are exclusion criteria, “we ask ourselves what we can do to perhaps make it work after all.” Mark Bohn points out “the many Gyro Gearlooses among us” who can compensate for numerous disabilities with technical inventions. “The work is adapted to the person.” While some things are not possible by any stretch of the imagination, there are solutions here as well: “Then we just look for a different approach.”

“Everyone has a talent for something”

Things are not all that simple when you consider that the Rummelsberg deaconry currently supports almost 700 people. “We are very flexible,” Bohn says. In plain language: 60 employment opportunities and 45 occupations that require formal training, 35 for people with physical disabilities and 10 for difficult youths. “Everyone has a talent for something, and we want to find what fits together.”

Bohn attests to the authentic friendliness of the apprentice Enver Yildirim: “He has the talent to work in a service occupation and is highly motivated. That is well received by guests in a restaurant. We merely maintain perspective so he does not lose his grounding.” Not only for Enver but for all apprentices, Pia Angele sees great added value: “Their training provides them with a human, responsible component to help them on their way.”

Sponsorship for designer rooms

“The third story is coming up in the winter.” Pia Angele, manager of the integrative hotel Anders, is already looking forward to continuing the renovations – with new sponsors. The ten rooms on the second story have already gone through this procedure. Ten sponsors, ten different designs. From sunset on the beach to snow-covered alpine peaks, from a fairy tale motif to nostalgic images of the race course in Monaco. NürnbergMesse has accepted a sponsorship in the hotel in Schwarzenbruck. For the “Time” room – five clocks with the respective local times of the worldwide trade fair subsidiaries.
Training and (team)work at a high level. Marketing is different too. Visit Waldseilpark! The special feature of this high wire park in the immediate vicinity: even wheelchair users can swing from tree to tree here at lofty heights. Unique in Bavaria, winner of the 2014 Bavarian Inclusion Prize. Renovation work completed in the past year had a positive impact on the occupancy and evaluation of the Anders as well.

Not in the everyday sense, since ten rooms became designer rooms. NürnbergMesse is among the numerous sponsors. This is no accident: they know each other. As a partner at the Werkstätten:Messe and the Kon-Sozial trade fair, two events that are committed to inclusion.

**Emotional togetherness**
Inclusion is practised at hotel Anders. Naturally this cannot always work to perfection. “During peak periods, you do notice that the strain on everyone begins to show,” Pia Angele says. “Then the specialists have to do an even better job of coordinating, always keeping the attentiveness of the employees high.”

Really this is no different from any other team. “Almost better,” the boss corrects, “because we all interact much more emotionally with each other here.”

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*Photos: Heiko Stahl/NürnbergMesse*
“At first I really did not want to go, but now I would have liked to stay.” In just a few words, this example of a tweet from a Hamburg librarian using hashtag #bibtag15 was a telling summary of the 104th Bibliothekarstag (German Librarians’ Day). The message sent out to the world at lightning speed over Twitter: Nuremberg puts you in the mood for more. Trade fair, congress and city – a compact package.

Where the “3 im Wegla” – three Nuremberg Bratwurst sausages served in a sliced roll – are the spiciest. Who makes the tastiest pretzels. In what pub the quitting-time beer is the most quaffable. Culinary tips enjoyed a boom on Twitter and Facebook during the four days of the event in Nuremberg. Even down to the plan for how and when the Nuremberg night life is best explored after the convention party at the PARKS venue in the city park.

A first-hand recommendation, by the way, posted by the local committee for the Librarians’ Day under the leadership of Elisabeth Sträter, Director of the City Library in the Nuremberg Educational Campus, and Konstanze Söllner, Director of the FAU Erlangen-Nuremberg University Library. The same Konstanze Söllner who was elected as the new Chairperson of the Association of German Librarians in the course of the Librarians’ Day.

Short routes make Nuremberg more attractive
From the data highway on social networks to the underground in downtown – short routes made the event in Nuremberg even more attractive. Many were able to reap the benefits: 155 exhibitors and 3,815 participants from 31 countries. A fast-paced program with 389 presentations, podium discussions, workshops, sessions and company presentations in halls and saloons.

Yet time was left over to explore the city. Even between the sessions. For instance, to sample the culinary delights of Nuremberg and get to know its economic and political history in the course of city tours. Or
to participate in events at one of the numerous local libraries. And also to learn more about things that only few people know: for example, that Nuremberg has had the first home library for asylum seekers operated by volunteers since 2012. It promotes language learning and offers fundamental education opportunities for refugees. This "Asylotheque" was nominated for the German Engagement Prize 2014.

“To be honest, more than I expected”

Steffi Hotze, graduate librarian at UB Erlangen-Nuremberg, also wanted to collect experiences. In her blog, titled “bibliotheksrattin,” she compiled her personal impressions of events at the trade fair and congress. It was her first visit and she was correspondingly impressed: “NürnbergMesse is simply enormous. I love how the rooms are labelled with place names. This amused me for four days.” Her conclusion: “It was great! It was interesting! It was well organized! I met a lot of nice people!”

Under hashtag #bibtag15 on Twitter, the summary of another Librarians’ Day participant is similarly positive: “Ciao, Nuremberg. It was worth the trip. To be honest, more than I expected.”

“We are looking forward to coming back!”

Dr. Klaus-Rainer Brintzinger, Chairperson of the Verein Deutscher Bibliothekare e.V. (Association of German Librarians)

M+C: The 104th German Librarians’ Day was held at the Nuremberg trade fair and convention site. Are you satisfied with the host?

Brintzinger: Very satisfied. The generous and very bright convention centre and the trade fair halls lit by daylight were extremely well received by the visitors and exhibitors. Thanks to the shuttle bus, the arrival was really convenient. The only small fly in the ointment was that we had to rent additional space in NCC Mitte on Wednesday, which was very far away from NCC Ost.

M+C: Nuremberg as an event venue – what makes it special?

Brintzinger: Nuremberg is a centrally located, easy to reach city with a professional convention centre. We found this combination as convincing as our visitors did. Thanks to short routes to downtown, many could not resist exploring the Nuremberg nightlife after an intensive day at the trade fair and convention.

M+C: Your conclusion?

Brintzinger: The 104th German Librarians’ Day in Nuremberg was very successful for the organizers, participants and exhibitors. We were especially happy about the great interest of the regional as well as the national media. In 2015, the German Librarians’ Day was once again hosted by Nuremberg after exactly 50 years. We very much enjoyed our time in Nuremberg, and we are looking forward to coming back – sooner than in 50 years.
A sense of elation

In 1989: the wall fell and the Iron Curtain disappeared. There was a sense of elation. In the east, among people who enjoyed the feeling of boundless freedom for the first time in their life.

In the west, where 100 deutsche marks as a welcome payment said “You are welcome here!” At NürnbergMesse, whose entrepreneurial growth was encountering limits because of its geographic location in close physical proximity to Cold War borders.

For decades the Iron Curtain was a barrier between two blocks, only to disappear entirely in just a few months or weeks. Gorbachev’s policy of Perestroika, Hungary cutting the signal fence, the events at the Prague embassy and finally, on 9 November 1989, the opening of the inner-German border. When SED politician Günter Schabowski announced generous rules for travel to the west and spoke those fateful words “to the best of my knowledge, effective right now, immediately”.

When, in response, masses of GDR citizens gathered at several border crossings in Berlin. And finally, when Lieutenant-Colonel Jäger was the first to open the barrier on the Bornholmer Strasse, making history.

Week of German reunification: living history

In the 2014 anniversary year, awareness of these events was being raised again. Older generations at NürnbergMesse still recall the week of German reunification in detail: Stefan Winkelmann from Technical Building Management, for example. He comes from Plauen in the Vogtland, just half an hour by car from Hof in Upper Franconia. Today. They were worlds apart before 1989. “In October the first trains with GDR citizens wanting to depart ran from Prague through Dresden to Hof,” he tells us. Just one month later, the wall fell and the border was opened for good. “I am excited that I was part of these events, allowing me to experience a piece of history.”

What meant the beginning of a whole new life for him and an entire nation was a crucial break for NürnbergMesse on its way to today’s greatness. This is recognized with weighty words by the two CEOs. “The fall of the Iron Curtain marked the beginning of the golden nineties, the first wave of internationalization at the Nuremberg site,” Peter Ottmann...
Electric car and Trabi: the co-CEOs of NürnbergMesse, Peter Ottmann (left) and Dr. Roland Fleck between the past and future.
Naked figures make the extent of development since 1989 especially clear: the number of exhibitors nearly tripled, from 9,828 to 29,449, by 2012 and the number of visitors increased by more than one-third, from 996,000 to 1,356,000. They came first – the visitors. They came in droves, by the bus-load and in convoys of Trabis. Three trade fairs dramatically document the opening of the intra-Germany border.

100 visitors from the GDR came to the BrauBeviale just a few days after the fall of the Berlin wall. The next year this figure rose to 2,500. GaLaBau, the first trade fair on Nuremberg soil after German reunification, welcomed 2,400 people from the new federal states. Finally, at FachPack in the year 1990, 850 people came.

**Visitors and exhibitors today: unthinkable without the east**

While NürnbergMesse was new territory for the visitors from the east, there were already regulars among the exhibitors at the exhibition centre in 1989. Before the fall of the Iron Curtain, 57 companies from the Eastern Bloc countries had their exhibition booths here – 32 from the GDR alone. Today, everyday life at the exhibition centre seems unthinkable without exhibitors from all countries of the former

**Image:**

Perceptible relief: the Iron Curtain first started to fray in May of 1989 in Hungary.

**Image:**

Streams of visitors from the east: at IHF, end of March 1990 in Nuremberg.

**Image:**

A significant increase in the sales figures can be seen in the 90s.
Eastern Bloc. There were fully 2,200 at the exhibition centre Nuremberg in the year 2013. The Czech Republic, Poland and Russia are among the top 20 for exhibitors from abroad. These three countries are also home to the most loyal visitors who do not come from Germany: the Czech Republic comes in third place behind Austria and Italy in this ranking; Poland and Russia assume seventh and ninth place. Certainly NürnbergMesse seized the moment, but it was also very well prepared for the new era. The composition and development of the portfolio proved themselves as important prerequisites for developing new markets, which were now opening up in the east. International representations were expanded. The world economy, the economic situation in the industry and, last but not least, the joining of the Free State of Bavaria did their part: the “golden nineties” were set to begin for NürnbergMesse.

Yet it was more than the ascension as a cosmopolitan city and exhibition site that imbued Nuremberg with a new luster. Thanks to the fall of the Iron Curtain, there was also the remembrance of something that already had a golden glow long before: the old trading route between the imperial city of Nuremberg and Prague, known as the Golden Road or “gulden strasse”. Where the Oberpfälzer Waldverein and Fränkischer Albverein invite you to hike and go biking today, lively commerce was the order of the day as far back as the 13th century. It rose to its great prominence thanks to Emperor Charles IV, who wanted a link between his Bohemian homeland and the imperial city of Nuremberg. Not only of economical but also of political importance.

But history was being written as well. 600 years ago, in 1414, the reformer Jan Hus from Bohemia set out on this road, headed for the fateful council in Constance. Just as people today head for Nuremberg year after year, to a golden venue for flourishing businesses.

“The consequences of German reunification and the changes in Eastern Europe had a major impact on the trade fair industry. From 1990 to 1995, the number of exhibitors and visitors at trade fairs in Germany increased by one-quarter.”

Harald Kötter
AUMA, Head of PR & Trade Fairs Germany
Events carried by emotion. Radiating far beyond the region. Top athletes beat a path to Nuremberg for major sporting events this year. Highlights included the German track-and-field championship, the international WTA ladies tennis tournament and the Handball All Star Game. With the Norisring street circuit, Nuremberg is at the starting line for motor sports as well: this is where the DTM has its only – tremendously challenging – city street circuit around the historic Steintribüne stone grandstand.

Never seen before: the German long jump elite enjoyed a very special venue for the German championships in Nuremberg, known as a fourplex arena – on the Hauptmarkt in the middle of the city. Never before had a championship competition in the long jump been carried out outside the stadium. This is possible in Nuremberg. 4,000 visitors were able to attend on especially constructed grandstands. The view: the athletes, a giant video screen and the Frauenkirche church from 1355 with the world-famous Männleinlaufen mechanical clock.

From Nuremberg to Beijing for the world championship
And that was merely the prelude. After seven years, the German track-and-field elite once again shone in Nuremberg. On 25 and 26 July 2015, the German champions were once again determined in Grundig stadium for the first time since 2008. In addition to the much-sought-after spots on the podium of the German championships, placements for the world championships in Beijing at the end of August were at stake.

At the event: World Champion David Storl (shot-put), Christina Obergföll (javelin throw) and Raphael Holzdeppe (pole vault) as well as the European Champion Christina Schwanitz (shot-put) and Antje Möldner-Schmitt (obstacle course) along with the sprinters around record holder Julian Reus.

Superb sports in Nuremberg this year. And the mood was always at fever
They came, they saw, they ran: German track-and-field athlete at the start.
pitch. For example, at the Handball All Star Game between the German national team and the league’s World All Star team in the arena on Kurt-Leucht-Weg, sold out with 7,622 visitors.

Hot witches’ cauldron: Hauptmarkt as the competition arena
Later in the year with midsummer temperatures, the Hauptmarkt became a witches’ cauldron again as beach volleyball players gave it their all. In the middle of the city! With a historic backdrop! As previously for the track-and-field championship, centre court for the smart beach cup was set up in the middle of the marketplace so that Nuremberg’s living room became the competition arena. None other than the host himself filled the stands at the end of June at the Norisring, the only city circuit of the DTM series. Marco Wittmann from Fürth, reigning champion.

Bumps in the road, tight corners: to win here, you really have to know how to drive. During the race around the historic Steintribüne (stone grandstand), Mercedes celebrated victories again for the first time since September of last year. BMW, as the reigning champion team with Marco Wittmann, at least scored the first podium placement of the season.

French Open, here we come!
Top class international players, 17,000 spectators, nine days of pure tennis: upon drawing the balance, the Nuremberg Insurance Cup is also something to be proud of. The way to the high point of the sand court season in tennis, the French Open in Paris, led through Nuremberg this year – with previous stops in Rome, Brussels and Madrid. Performances in May on the tennis courts at the edge of the

“The anticipation leading up to my home race on the Norisring is always huge. The circuit is just a few kilometres from where I live. My family and friends are always there to support and cheer me on. The atmosphere there is something really special. It is quasi the Franconian Monaco. The Norisring is the only city street circuit on the calendar and driving there is a lot of fun.”

Marco Wittmann, racing driver, DTM Champion 2014
Lorenzer Reichswald forest were correspondingly emotional. Standing ovations for Angelique Kerber, Germany’s number one in tennis: unfortunately, she was unable to compete in the final at the WTA tournament after she was sidelined by a back injury. However, she expressed her thanks “for the incredible energy the audience gives me.” And the tennis ladies will continue performing in Nuremberg ...

One who finally wanted to celebrate his home victory this year mobilized special energy reserves: professional cyclist John Degenkolb. Which is also why the victor in the sprint at the 25th Altstadtrennen race in Nuremberg had tears in his eyes. Degenkolb grew up in Ettenstatt, central Franconia, where he won his first race as a nine-year-old with a borrowed bicycle.

A sport for everyone: you can if you are able!
The Altstadtrennen is the final leg of the Tour of Bavaria, but also an event for ambitious recreational athletes with the Jedermannrennen race which is open to anyone as well as Run and Bike. Competitors are especially well off in Nuremberg. “Nuremberg as a sports city has a lot to offer,” says Peter Pinzer, responsible for sports development in SportService. Nuremberg has had more than 964 municipal and club-owned sports facilities since 2012. An online schedule is also available for them this year for the first time. And there is money. Nearly EUR 2.4 million in sponsorships for clubs has flowed so far in 2015. Lasting support and effective location management are also promised by the Team Nürnberg initiative, established last year. It promotes teams, talent and action with direct sponsoring.

“I really like coming to Nuremberg. The organization of the tournament is outstanding and acceptance by the awesome audience is incredible.”

Angelique Kerber, tennis pro, number 1 in Germany

“For me, Nuremberg is part of my home. This is where I rode my first race as a young boy. I always like coming back to this marvelous city for the Altstadtrennen race. Of course, winning it was something really special this year.”

John Degenkolb, professional cyclist, winner of the Paris-Roubaix 2015
On 18 September 2014, the citizens of Scotland voted on their independence from Great Britain. The Scots are by no means going to lock the place up, quite the contrary: the country wants to open itself to the world. To stand on its own feet economically. And it is able. 94 percent of North Sea oil is on Scottish sovereign territory and tourism contributes four billion pounds annually to the treasury. The whisky industry added another billion in 2012 with a new sales record. But the gold of the north is not only worth the money, it is mainly a matter of identity.

Michael Gradl, a born Franconian who is the owner of Gradls Whiskyfässla in Nuremberg and technical partner of the trade fair organizer AFAG in the conception and design of the Village, could pass for a Scot. Yet he first became familiar with Irish whiskey - spelled with an “e.” When his tobacco shop “got boring,” he expanded his product range with 35 varieties from the Emerald Isle. That was fun, but then came Scotland. “It was love at first sight,” he gushes. “We immersed ourselves in the world of the Scots – a never-ending story.” This was nearly 30 years ago. Whisky presentations followed...
Heavenly joy

Every good Scotsman knows that the Garden of Eden was located on the western islands and the language in which Adam and Eve conversed could only have been that of the highland and island dwellers – Gaelic, of course. “Uisge Beatha” is the name for the water of life; “whisky” is a modification of the word. The art of distilling came to Ireland from China via detours. When it reached the Mull, the cape in the south of the Scottish peninsula of Kintyre, it was clear that the end of the journey had come. Only here does the special spring water flow, and only here are generous quantities of the peat needed to dry barley or other types of grain available. Former Beatle Paul McCartney dedicated a song for eternity to this blessed part of Scotland with “Mull of Kintyre,” something that Scottish whisky burners have provided for. With the “angels’ share,” that is. The angels’ share is the whisky that evaporates through the barrel wall during extended storage. A Scottish proverb states that a Scot has no problem getting into heaven – having already paid the price with the angels’ share.

Franconia goes to Scotland: the Nuremberg Highland Circle in front of the old walls of Tobermory distillery.

the north

in the garden of the Gradls, then trade fairs. Since 2013 in Nuremberg. “This has been brewing inside us for a long time,” Gradl recalls. “There are whisky lovers from Amberg to Hof to Ingolstadt, but no events.” With the professionals and the Events department of the trade fair organizer AFAG, the “project” in Nuremberg was finally realized. The trade fair professionals and Event Managers at AFAG reached deep into their store of ideas and their equipment supplies, conjuring up a concept and an unmistakable presentation all about whisky at the Nuremberg trade fair, which is unrivalled in Germany. Gradl: “We expected two to three thousand visitors and 16,000 came – it was a big hit!”

Colorful audience at the Village Whisk(e)y-Messe

Professionals keep to themselves at whisky trade fairs. AFAG created Scottish and Irish village scenes for the event, creating a very special ambiance with a great atmosphere – exhibitors and visitors alike were thrilled. Positioning the concept of the Village as a specialty event next to the Freizeit (leisure) consumer exhibition and realizing mutual synergies was a great success. “Technical expertise and lifestyle” – that hit the mark.

The Highland Circle with the new edition of the trade fair in Nuremberg was represented with an exhibition stand as well. This select circle of Scotland lovers and whisky connoisseurs based in the Franconian metropolis has existed since 1990 – Germany’s oldest whisky club. The group meets for a whisky tasting once a month and has already visited more than 45 distilleries in Scotland. A city partnership was even established between Nuremberg and Glasgow in 1997. Franconian Tartan is a visible emblem of solidarity between Franconia and Scotland. This special pattern is officially entered in the register of the Scottish Tartan Society. Colors that connect. Among them is amber, the hue of Franconian beer and Scottish whisky.

With or without water is the proper way to drink it, while using mixes is equivalent to a sacrilege. Whisky can have a light, medium or heavy body. There is single malt whisky made of pure malted barley or the lighter blended whisky. Both with countless nuances of flavor. But most of all, “drinking whisky is supposed to be enjoyable,” is how Jim McEwan, one of the leading minds in the Scottish whisky industry, sums it up. “Sláinte mhath!” in Scottish Gaelic is the equivalent of “Cheers!”, but Michael Gradl knows: “Once the tongue gets heavy and pronouncing the ‘l’ becomes even more difficult, you hear a ‘Cheers’ more and more often in Scotland as well.”

Photos: private
BUSINESS GROWS WHEN THE WORLD COMES TOGETHER

International exhibition year 2016

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

ALUCAST Bangalore, India 17.11. – 19.11.
EXHIBITION & CONFERENCE – ALUMINIUM Casting

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

Beverage Moscow Moscow, Russia 10.02. – 13.02.
International Trade fair for the beverage industry

BIOFACH * World’s Leading Trade Fair for Organic Food October

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

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

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

BIOFACH INDIA together with November
INDIA ORGANIC India

BrauBeviale Raw Materials – Technologies – Logistics – Marketing 08.11. – 10.11.
Chillventa International Exhibition Refrigeration – HVAC Ventilation – Heat Pumps

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 04.03. – 07.03.

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

EUROGUSS 12.01. – 14.01.
International Trade Fair for the Casting Industry, Processes, Products

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

FCE Cosmetique São Paulo, Brazil 10.05. – 12.05.
International Exhibition of Technology for the Cosmetics Industry

FCE Pharma São Paulo, Brazil 10.05. – 12.05.
International Trade Fair of Technology for the Pharmaceutical Industry

FENSTERBAU FRONTALE 16.03. – 19.03.
The FURNISHINGS’ Window – WINDOWS – DOORS – FASCADS

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

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

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

HCPI India IN COOPERATION WITH The Indian 10.03. – 11.03.
Care Chemical Convention Mumbai, India

IENA * International Trade Fair for Inventions, New Products 27.10. – 30.10.

InterBrv Beverage (Chicago, USA) June
When Beverage Meets Retail

International Powder & Bulk Solids Processing 10.02. – 12.02.
Conference & Exhibition (Shanghai, China)

Interzoo * International Trade Fair for Pet Supplies September

It-sa Brasil (São Paulo, Brazil) 26.05. – 29.05.
The IT Security Conference and Corporate Networking

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

IWA OutdoorClassics * October
High performance in target sports, nature activities, protecting people

ORGANIC EXPO together with BIOFACH JAPAN (Tokyo, Japan) 10.02. – 12.

PADDLEExpo * the Global Paddlesports Trade Show 07.10. – 09.10.

PAINTININDIA Mumbai, India 21.01. – 23.01.
India’s premier global event for the paints, coatings, ink, construction chemicals and adhesives-sealants industries

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

Pet South America São Paulo, Brazil October
Exhibition for Pet Industry Suppliers in Latin America

Exhibition & Conference (Mumbai, India)
Your one stop event for Material Handling and Processing


POWTECH Brasil São Paulo, Brazil 10.05. – 12.05.

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

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

SENSOR+TEST The Measurement Fair * October
International Trade Fair for Sensors, Measuring and Testing Technologies with concurrent conferences


Spielwarenmesse * 27.01. – 01.02.

SPS IPC Drives * 22.11. – 24.11.

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

nuernbergmesse.de/dates

Extract from the programme of events (subject to change)
* For trade buyers with legitimation only  * by external organizer