DIGITAL EXPERTISE
New congress on law and ethics on the Web

FESTIVAL FOR FANS OF VINTAGE CARS
RETRO CLASSICS BAVARIA brings glamour to the exhibition halls
Dear Readers,

Support systems for cars, such as ABS, ESP, start-stop technology, lane and distance control, and park assists, are now part of the everyday driving experience on roads. In the pubs, living rooms and office corridors, another topic that has long been a subject of heated debate is automated driving. Quite simply, it means that a machine takes control. But who is controlling the machine?

For the first time, interesting questions like these will dominate the debate at a new conference at the NürnbergConvention Center (NCC): Net.Law.S – the name says it all. Is it possible for digitisation, law and ethics to find some common ground? It’s no coincidence that important issues like these are being explored at the NCC. For years, the Nuremberg venue has been demonstrating its digital expertise with an impressive array of trade fairs and conferences (P. 6).

So it’s also no accident that we’re welcoming a keynote speaker to Nuremberg who holds the fate of our digital data in his hand: Max Schrems, the man who sued Facebook (P. 10).

In exciting times like these, do you long for a bit of nostalgia? Then Nuremberg will be the place for you too in December, at the vintage car show RETRO CLASSICS BAVARIA (P. 14).

We hope that you enjoy this issue of our magazine.

Yours sincerely,

Dr Roland Fleck             Peter Ottmann

Publisher: NürnbergMesse GmbH
Exhibition Center,
90471 Nuremberg, Germany
Phone +49 (0) 9 11.86 06-0
Fax +49 (0) 9 11.86 06-82 28
info@nuernbergmesse.de
www.nuernbergmesse.de
Publishing company:
Vincentz Kundenmedien
Postfach 6247, 30062 Hanover, Germany
kundenmedien@vincentz.net
www.vincentz-kundenmedien.de
© Vincentz Network GmbH & Co. KG
Editors: Reinhold Gebhart (V.i.S.d.P.), Geoffrey Glaser, Maximilan Hensel, Claudia Müller, Bertold Brackemeier, Guido Welk
Design: Angelika Jungvogel
Printing: BWH GmbH
Cover Picture: gettyimagesloops7
6 . In the spotlight

Digital worlds

“Industrie 4.0” (the Fourth Industrial Revolution), the Internet of Things and cyber security are buzzwords that are being mentioned in the same breath as NürnbergMesse. Digital worlds feature very strongly in the exhibition company’s calendar, and with the addition of Net.Law.S 2017 they will welcome a kindred spirit to the fold.

10 . People

David versus Goliath?

Max Schrems, lawyer and privacy activist, took on Facebook and campaigns for consumer rights. At it-sa in Nuremberg, he explained the new EU regulations to IT experts and also took part in an interview with Messe+Co.

12 . NürnbergMesse

Looking to the future

The MT-CONNECT trade fair, which will make its debut in Nuremberg in June 2017, will focus on the medical technology of tomorrow. And there’s no better venue for this kind of event, because the Nuremberg metropolitan region is regarded as Germany’s “Medical Valley”.

14 . NürnbergMesse

Vintage legends

A premiere makes for a dazzling finale to the trade fair year in Nuremberg. In the exhibition halls at RETRO CLASSICS BAVARIA, on the second weekend in December, there will be vintage cars as far as the eye can see, providing an absolute feast for aficionados.

16 . Nuremberg

A strong brand

Five years of NürnbergConvention! The Nuremberg congress brand has actively ensured that the NürnbergConvention Center is packed, conference hotels are much in demand and event locations such as restaurants are full.

18 . Nuremberg

Meistersinger “reloaded”

The singing competition “Die Meistersinger von Nürnberg”, which was discontinued in the 1990s, is now back in a modern guise. Artists from all over the world impressed the jurors at the Nuremberg State Opera and an enthusiastic public on the Hauptmarkt (main square).
Chillventa breaks records

With its fifth appearance, Chillventa turned exhibition centre Nuremberg into the world’s largest and most important international gathering for the refrigeration, air conditioning, ventilation and heat pump sector. Roughly 1,000 companies from all over the world showcased their solutions to more than 32,000 trade visitors (including 56 percent from countries other than Germany). The event enjoyed significant growth in display area (up 13 percent) and visitor numbers (up 5 percent). At the Chillventa CONGRESS the day before the trade fair, the many delegates and speakers from 31 countries discussed issues like climate policy and trends in household appliance refrigeration.

FachPack gets greater European focus

With about 1,500 exhibitors in a total of 11 exhibition halls, FachPack continued on its trajectory of success. More than 40,000 trade visitors were exposed to a wide range of products and services covering packaging, technology, finishing and logistics. The trend toward giving the event a more European focus continues, with exhibitors from neighbouring countries like Italy, the Netherlands and Austria making the trip to Nuremberg. In addition, 21 start-ups exhibited their products at two BMWi (German Federal Ministry for Economic Affairs and Energy) pavilions.
Upbeat mood at GaLaBau

In fine summer weather, around 65,000 trade visitors descended on GaLaBau to find out about the latest products and trends for designing, building and caring for green spaces. There was an increased international presence, with one in four of the more than 1,300 exhibiting companies coming from abroad (up 10 percent from the previous event). Among visitors, one in 10 had travelled from outside Germany. For the first time at GaLaBau, there was an expert forum that presented two TED-style talks per hour on topics like the home garden, public green spaces, regulations and standards and business management.

Growth market Bollywood

NürnbergMesse has taken over the Broadcast India Show and is integrating it into the event portfolio of its subsidiary NürnbergMesse India. The acquisition was announced at a press conference on the last day of the event by Peter Ottmann, CEO of NürnbergMesse Group and Sonia Prashar, Managing Director of NürnbergMesse India. “With Broadcast India, NürnbergMesse is positioning itself on the Bollywood growth market. We see potential for enhancing the success of the fair by leveraging the dynamics of the sector”, explained Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group.

The exhibition has been held at the Bombay Exhibition Centre in Mumbai since 1991. During its 26th appearance in October 2016, exhibitors showcased products and services from all segments of the entertainment industry, from cameras to satellite technology and software for visual effects. The event was accompanied by a two-day conference at which technology experts and film-makers discussed the latest developments, including trending issues like video streaming, virtual reality and 4K technology. The next Broadcast India Show will take place in Mumbai from 12 to 14 October 2017.

Design award for CO-REACH[magazine]

CO-REACH[magazine] received the German Design Award 2017. Since last year the event magazine of the trade fair for dialogue marketing has been designed by the agency MBS Nürnberg GmbH on behalf of NürnbergMesse. The agency handles the design, layout and photographic editing of the publication. CO-REACH[magazine] appears twice a year and reports on the activities at the event and current trends in the print, online and cross-media environments. The German Design Award is presented by the Rat für Formgebung (German Design Council), which was established as a foundation in 1953 on the initiative of the German Parliament.
“Industrie 4.0” is a familiar buzzword of our era. Following mechanisation, mass production and automation, we are currently experiencing the fourth industrial revolution. Entire supply chains are being optimised through the intelligent intermeshing of production with modern IT and communication technology. “Industrie 4.0” was also a defining topic when automation specialists, the pioneers of their sector, gathered at SPS IPC Drives at the end of November. Europe’s leading exhibition for electric automation in Nuremberg featured pavilions like “Automation meets IT” and “MES goes Automation”, a cyber security cluster and a dedicated “Industrie 4.0” forum area. “For automation specialists, this trade fair is an absolute must, especially for subjects like the smart factory and ‘Industrie 4.0’”, say visitors and exhibitors alike.

Backbone of the Internet of Things
But digitisation is not just for automation experts. It pervades the trade fair calendar at Nuremberg throughout the entire year – beginning in February, when the who’s who of specialists for embedded systems meet at embedded world, the leading international fair and conference that regularly breaks records with its roughly 1,000 exhibitors and more than 30,000 trade visitors. Every third visitor comes from abroad, with people from all continents flocking to Nuremberg.

The hardware developers in this sector follow the principle “Smaller and smaller but increasingly more efficient”. The products they design – components, modules, operating systems, hardware and software tools – form the backbone of the Internet of Things. And that’s another one of those buzzwords, meaning things in everyday life, in industry and in the service sector that are connected to the Internet.

As early as 2020, there will be 25 billion of these things with a market volume of 1.7 trillion USD, according to figures from prestigious
Automated driving is a much-discussed topic that also inspired the experts at embedded world in Nuremberg.
FOCUS

market research institute Gartner. The smart coffee machine, the refrigerator that automatically orders milk, the outdoor roller blind that can be controlled en route from your mobile phone: there are already many examples, and 5.5 million new items are being added every day.

One of the largest software development conferences in Europe is Developer Week, which takes place in Nuremberg in June. Every year it welcomes more and more delegates who want to find out what the networked world of the future will look like and how it will be achieved. For four days, NCC Ost transforms itself into a test laboratory. This year, 1,600 trade visitors marvelled at mountain bikes equipped with load and force sensors that support product development, at snow groomers that inform the snow-making system about the density and condition of the snow cover and at tractors that determine the moisture and nutrient content of farmland and thus allow more efficient watering and fertilising.

Cyber Security – top experts in Nuremberg

It’s a “brave new world”, but is it also a safe one? Cyber security is an issue that affects both individuals and society as a whole. Data theft, industrial espionage and hacker attacks have become everyday occurrences, so it’s logical that NürnbergMesse would include these issues in its portfolio – for example, every year in October at it-sa, the leading dialogue platform for cyber security. This year, the special keynote address was delivered by Max Schrems, the man of the hour. The data privacy activist famous for having sued Facebook informed hundreds of IT security managers about the latest status of the EU General Data Protection Regulation. In an interview with Messe+Co (Pages 10/11), he called for a kind of “data privacy implementation NGO”.

In 2015, it-sa featured Edward Snowden via live video link from exile in Russia. The whistleblower who exposed the NSA scandal appealed to the sense of responsibility of security experts from all over the world who attended the trade fair – as did Eugene Kaspersky, leading expert on security software, at this year’s embedded world. His remarks were addressed to IT developers, and his message was that security has to be built into the systems from the very outset. These were unequivocal, emphatic messages from three people with their fingers on the pulse of data security who have a lot to say.

In 2013, Chancellor Angela Merkel’s description of the Internet as “Neuland” (virgin territory) went viral, and not just on Twitter. It may have prompted amusement and derision, but in essence she was not wrong. At the 15th Future Congress held at Wolfsburg Palace earlier this year, specialist industrial lawyer Professor Thomas Klindt said: “In a way, we have missed the boat somewhat with this issue.” By “we” he means lawyers and legislative developments. The “issue” is digitisation and the associated legal factors. For many processes, the law as it stands simply has no response. And new questions are constantly emerging: Who owns the data that we generate? Do we need criminal...
Net.Law.S has an ambitious goal: “To bridge the gaps”

Digitisation and the law: a major challenge

The time has come to find the answers – now, because automated driving is getting closer and closer. To this end, German Transport Minister Alexander Dobrindt is making plans for testing areas in six cities, while car manufacturers BMW and Toyota and insurance company Allianz are already collecting data for the development of self-driving cars. Now, because more and more robots are being used in operating theatres and as care assistants, and video consultations with doctors and online outpatient treatment for Internet addicts are a fact of life. And because as a result of the E-Health Act passed at the end of 2015, IT and communication technologies are becoming established in medical care.

The 2017 Nuremberg trade fair year will begin, as 2016 ended, with a digital focus. The new conference taking place on 21 and 22 February is called Net.Law.S, and it will shine the spotlight on the law and ethics of digital networking, which is constantly expanding. At the lectern will be Dr Arnd Haller, Legal Director at Google Germany, just one of numerous experts in this first-class conference programme. So in 2017, NürnbergMesse will once again be joining with its partners and experts from all over the world to proclaim: We are digital!

Net.Law.S has an ambitious goal: “To bridge the gaps”

M+C: We already have natural persons and legal entities. Do we now also need a digital or E-person?

Hilgendorf: We may well need this in the future to ensure that nobody is left sitting on losses caused by an autonomous system. But the discussion about this has scarcely begun, so we have a long way to go yet.

What are your expectations of the new conference Net.Law.S?

Hilgendorf: Net.Law.S has an ambitious goal, to help build bridges between technologists, economists, legal and ethical specialists. Only by working together can the challenges of the digital revolution be mastered.

Professor Eric Hilgendorf, Head of the Research Centre for Robotics and the Law at the University of Würzburg
Just about everyone has heard of Edward Snowden. Max Schrems thinks Snowden is cool. But hardly anyone has heard of Max Schrems. Not even Facebook users, because he doesn’t actually have a Facebook profile. But they would still “like” him, even though the Austrian lawyer – who is just short of 30 and so belongs to the same generation as NSA whistleblower Snowden – is currently striking fear into the heart of social media network Facebook.

After all, everyone is set to benefit from his class action. His first success came early in 2016, when the “Safe Harbor” agreement on data transfer between the EU and the USA was invalidated and replaced by the “EU-US Privacy Shield”. This means better protection for personal data. The new EU General Data Protection Regulation is significant primarily for IT security managers. So there wasn’t a free seat in the auditorium in Hall 12 at the Nuremberg exhibition grounds at it-sa, Europe’s largest IT security fair. Where one year ago Edward Snowden gave a speech via live broadcast from his Russian exile, the IT industry now gathered to listen to Max Schrems to learn first-hand what the new EU regulations will require of them.

Two people who are currently writing history as special keynote speakers at it-sa. Two people who know what they’re talking about and the people that their message needs to reach. And last but not least, two people who are actually not that dissimilar. Edward Snowden constantly emphasises, “I am not that important”, and the only response from Max Schrems to personal questions in his interview with “Messe+Co” was: “Irrelevant!” Otherwise, he did have a lot to say.

Is there actually anywhere that’s a safe place for our data on the Web? After all, they weren’t safe in the “Safe Harbor”...

Schrems: Well, data can certainly be made secure from a technical perspective. But the problem is more about legally admissible state surveillance, as in the USA, or the sheer misuse of data, which many companies have made their stated business model. In the case of state surveillance, we actually need to enforce our fundamental rights and watch that government agencies are only looking around in our data when there is a very convincing reason for doing so. In the case of misuse of data by companies, we also ultimately have to apply and enforce our data privacy laws. Hopefully the new EU General Data Protection Regulation will achieve this thanks to its fines of up to EUR 20 million or 4 percent of a company’s global sales.

How can IT experts better protect us, and how can we better protect ourselves?

Schrems: There are certain areas where you can protect yourself fairly well by choosing the right service providers and technical precautions. But when, for example, credit-worthiness data providers or insurance companies gather data about you, there is actually not a lot you can do, even as an expert. This is where the law needs to step in and you need proper regulations.

“You have changed the world for the better,” tweeted Edward Snowden a year ago, and he meant you. What does praise from someone like that mean to you?

Schrems: My Twitter account crashed that day. I even had to delete the app, because at that time notifications could only be deleted individually on a Blackberry. When I briefly saw the tweet, I thought it must be from a fake account. I didn’t check it until later and was delighted. Generally, I tend to find all the attention and the personalisation of the matter quite amusing, but Snowden was pretty cool.

Lone fighters like you, Snowden, and others versus giant data sponges – is that like David against Goliath or Don Quixote against his windmills?

Schrems: Unfortunately, yes it is. I believe that we urgently need a kind of “data protection implementation NGO”. Lone fighters cannot be our response. The idea is really to be able to pay a decent amount to a few technical and legal experts and then let them proceed in a structured manner at the European level. This would also have the advantage that those who do adhere to the laws are no longer the “suckers” while their competitors simply do what they want. But currently it’s a matter of financing this – a lot of people think it’s a great idea, but ultimately it also has to be funded.

How long did you think about your lawsuit against Facebook? At what point did you say, “Okay, I’m going to do it now!”?

Schrems: Well, at that time the matter was very clear and self-evident. So in the case of the “Safe Harbor” process, it...
also only took one or two days of hard thinking. The rather unorthodox crafting of the complaint (to proceed against a private US company registered in Ireland, and then to indirectly get US surveillance brought up before the European courts) was also very thrilling. When you have this kind of process ahead of you, you virtually have no choice but to click Send.

When all appeals have been exhausted and all amendments are through, how optimistic are you about the time the process will take?

Schrems: In the case of our class action in Vienna, it’s above all about how Facebook data is handled internally. Here we have to craft a kind of “European Class Action”. It’s now being presented by the Austrian Supreme Court to the European Court of Justice. The question is whether this is admissible. If it works, then we’ve found a very good way of giving major companies that use the internal market pause for thought with a class action, regardless of where they are headquartered. That the matter was going to drag on was obvious from the very start, especially because Facebook is naturally doing everything to delay it.
The tunnel that makes our inner life visible: Germany is world champion of MRT investigations.
High tech for life

In a perfect location and superbly networked, the Nuremberg metropolitan area is Germany’s “Medical Valley”, the country’s centre of medical technology.

And NürnbergMesse is the driver of innovation for future issues and products.

Medical technology accompanies all of us through life. Even before we’re born, the sight of our heartbeat on the ultrasound monitor has made our parents’ own hearts beat a little bit faster. Later, X-rays show doctors how good our teeth are or what’s broken in our skeletal system. Hearing aids, insulin pumps and pacemakers are small aids that everyone is familiar with and that a great many people also urgently need in their daily lives.

Hardly anyone wants to go into an MRI tunnel, but a lot of people have to nevertheless. According to the 2011 doctors’ report from the Barmer GEK health fund, in 2009 one out of eight German citizens had one of the two diagnostic procedures that can map internal organs and the brain in 3D: magnetic resonance tomography (MRT) and computer tomography (CT). The report’s heading was “Germany, the world champion of MRT investigations”. The country was rated just behind the USA but miles ahead of all other European countries.

Following the USA and Japan, Germany is the world’s third-largest producer of medical technology. In Germany, 130,000 employees in 1,200 predominantly small and mid-sized companies earned revenues of EUR 28 billion in this sector. According to the industry report published by the Nuremberg-based Forum MedTech Pharma, the European market has a volume of EUR 85 billion, which is almost 40 percent of the global market.

Medical technology made in Germany is in demand worldwide. “Doctors in China prefer to buy German equipment”, says Angela Thyzel, Managing Director of a mid-sized family company in Nuremberg that specialises in laser technology. It’s one of more than 500 companies in the greater Nuremberg region that operate in the medical technology field and enjoy excellent connections with the more than 65 hospitals and over 100 university and non-university research institutes in the area. This concentration of companies is unique in Germany, and the collaborations that run like clockwork are what got Nuremberg’s “Medical Valley” named as the national leading-edge cluster for medical technology by the German Federal Ministry for Education and Research (BMBF).

MT-CONNECT: trade fair premiere in Nuremberg is the innovation platform for the sector

Every two years, doctors and experts in medical technology from all over the world meet at the MedTech Summit at the NürnbergConvention Centre. It is one of Europe’s biggest congresses for pursuing the trending topics in the sector. It’s where ideas are developed that mature into marketable products: high tech for life and for improved patient care in prevention, diagnosis and therapy.

Next year the new medical technology fair MT-CONNECT will makes its debut “as an innovation platform created for manufacturers, suppliers and service providers as well as research and educational institutes”, explain Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group. And it represents phase two of the collaboration established in 2008 with Forum MedTech Pharma, Europe’s largest network for the healthcare industry. Its Chair, Professor Michael Nerlich, dispels one of the fears that many patients express when one of the major issues in the industry comes up: digitisation. “The doctor is not going to be replaced by a robot”, he says. “What there will be, and what we already have, is a reduction in red tape and in routine tasks – for example, in the operating theatre.”

What about “laser treatment on the kitchen table”? Angela Thyzel is convinced that this is equally unlikely. What there will be are the opportunities that digitisation offers users for everyday applications. Like fitness apps on your smartphone that help “create a better awareness of one’s own health”.

“The MT-CONNECT programme will explore what is desirable and practical in diagnostics and therapy. The trade fair shows what is already technically feasible and provides a perspective on the future.”

Dr Thomas Feigl, Managing Director and Chair of the Forum MedTech Pharma, member of the Expert Advisory Committee
In mid-August, a 1955 D-type Jaguar sold for USD 21.8 million at the Monterey Car Week in California. This put the two-seater racing car – described by auction house Sotheby’s as “Undoubtedly the most important Jaguar in the world” – in seventh place among the top 10 vintage cars. Leading the pack is a fast car from famous Italian car manufacturer Ferrari: the 1957 model 335S Spider Scaglietti was auctioned for more than EUR 32 million. The run on classic cars continues.

Perhaps not a run, but more of a leisurely rally also took place this summer in the Franconian countryside. About 80 vintage cars drove in style from one of Bavaria’s most beautiful baroque residences, Dennenlohe Palace in Unterschwaningen, to the Ofenwerk in Nuremberg, which is an Eldorado for fans of vintage cars and modern classics in a charming 1920s industrial complex in the north of the city. It’s not your usual rally; rather, it’s a publicity event for a premiere that the large fan base in this part of Germany for two-wheeled and four-wheeled classics had long awaited: the RETRO CLASSICS BAVARIA.

This event is a consumer fair showcasing vintage legends from all corners of the globe. It features exhibitions and special shows, and it’s where restorers and members of automobile clubs not only get to talk shop with the old hands among vintage car enthusiasts, it’s also where newcomers are made especially welcome. Where prices are called out and the gavel falls. A playground for collectors and tinkerers, but also for anyone who’s mad about cars. Vintage cars as a feast for the eyes, and new investment opportunities in times of low interest policies. Or as an extra-
vagant Christmas present? RETRO CLASSICS BAVARIA, the new kid on the block, is definitely at home in Nuremberg, for three reasons: The first reason is the huge community of enthusiasts in the region. The area is home to a large number of clubs like Automobile Club Stein, Motor Sport Club Nürnberg, 1st Nürnberg Automobile Club, DKW Club Nürnberg, Squadra Franconia Classic and trans-regional associations with branches in Franconia. They all make sure that their vintage cars get out on the road on a regular basis with events like the Metz Classic Rally, Noris Classic Rally, ADAC Süd Rally Historic and the Altmühltal Classic Sprint.

Second, there is the history of the city. For decades during the last century, Nuremberg was the centre of the German bicycle and motorcycle industry. Illustrious brands like Hercules, Mars, Victoria and Zündapp were very popular, especially in the 1950s and ‘60s, and triggered a genuine boom. Even today, models like the “green elephant”, a Zündapp KS 601, can still set the pulses of two-wheeler enthusiasts racing.

The third reason is about the architecture of Nürnberg-Messe. Hall 3A, a new addition from the pen of an exceptional architect, the late Zaha Hadid, is a building that provides an extremely effective setting for vintage vehicles on two and four wheels. Both the building and the exhibits are joined by a unique technology and construction method. “This is what fans and enthusiasts in the scene are so fascinated by”, says Peter Riedhammer, Managing Director of the Nuremberg Ofenwerk venue. “Designers who are allowed to run riot.”

Classic cars at first hand

If Franconians want to succumb to the fascinating form and design exuded by vintage cars, they don’t need to stray far from their front door. Nuremberg and its surroundings offer plenty of museums and meeting places for collectors, fans and enthusiasts. They can choose from the Ofenwerk (photo), Merks Motor Museum and the Museum for Industrial Culture in the city, the Maybach Museum in Neumarkt and the Dauphin Speed Event in Hersbruck, which are located right next to the capital.
And the journey to the top has been well worth it. Up here on the sandstone rocks where Nuremberg’s imperial castle rises over the city, the view is magnificent. Where kings, electoral princes and emperors once looked down over the city’s red brick gables, the metropolis of Nuremberg and its half a million inhabitants now extends to the horizon.

In the Middle Ages, Nuremberg grew to be the most important trading and cultural city in the Holy Roman Empire of German Nations. Once again, the city has in recent years been gaining ground as a conference capital of international standing. In the process, Nürnberg-Convention has become the driver of this development.

The brand represents the collaboration between NürnbergMesse and the Nuremberg Convention and Tourist Office (CTZ). With NürnbergConvention, the Nuremberg congress specialists have been marketing the city of Nuremberg worldwide since 2011. “The NCC, conference hotels, event centres, unusual event locations and a wide range of restaurant options are major components of what Nuremberg has to offer and are optimally anchored in the region’s economic and scientific development strategies”, explains CTZ Managing Director Yvonne Coulin. “The strategic alliance NürnbergConvention makes it possible to work together to pool all of the city’s various features and congress facilities, and in this way precisely match customer demand.”

Dr Roland Fleck, CEO of NürnbergMesse Group, is satisfied with what has been achieved: “With Nürnberg-Convention we have put Nuremberg as a conference city on the radar of German and international congress planners.” Town Hall is also impressed by the momentum that NürnbergConvention is developing. For the city’s Economic Spokesman Dr Michael Fraas, the collaboration between NürnbergMesse and CTZ is a stroke of luck: “After five years, the outcomes have been excellent for Nuremberg as a congress venue,” he says. The professional representative of the city council is especially pleased that the number of beds in Nuremberg could be hugely increased as a result of trade fair and congress business. “The establishment of Nürnberg-Convention in October 2011 was a huge boost for the hotel trade. In the period from 2010 to autumn 2016, the number of hotel beds in the city rose by about 17 percent, to 17,460 beds.”

Nuremberg can now look back on years of jam-packed events. It has welcomed surgeons, pneumologists, anaesthetists, ophthalmologists and medical technicians. The major medical congresses prospered just as much as software developer conferences like the German Oracle User Conference DOAG, or events by global players like Mary Kay, Novartis, Audi and Adidas. The event calendar is once again quite full for the coming years.

Recurring major events for business and science

Dr Fleck looks back proudly at the wide range of impressive congresses and company events, including recurring large-scale events like the International Congress of German Ophthalmic Surgeons (DOC) and Developer Week, as well as newcomers like the DFB-Bundestag (national conference of the German Football Association), the iSEneC – Integration of Sustainable Energy Conference – and the Street Food Convention.

These last two events show that the key economic and scientific focal areas of the metropolitan region (in this case, sustainable energy recovery and street food) are being positively reflected in the event business. Economic Spokesman Fraas: “Where specialist expertise is already available, it makes sense to locate the relevant event there too. The systematic pursuit of our cluster strategy is therefore having a positive impact.”

The international events are growth drivers. “Whether it’s the German-Russian Raw Materials Conference, European Microwave Week or the International Congress of Hearing Aid Technicians – we’ve succeeded in bringing the event segment to Nuremberg in the years leading up to this anniversary,” says CEO Fleck.

And the future will be bringing new events to Nuremberg as well. In 2017, for example, there will be several major medical congresses and the most important gathering of the international travel industry, Germany Travel Mart (GTM) from 7 to 9 May. And while we’re on the subject of destination marketing, this event will soon be followed by the General Assembly of the Council of German Municipalities from 30 May to 1 June.
A genuine success story

Form and style: the various rooms and halls at the Nürnberg Convention Center can accommodate 12,800 people.
With his opera “Die Meistersinger von Nürnberg” (“The Master Singers of Nuremberg”), Richard Wagner put the city’s name in the repertoires of opera houses worldwide for all time. The opera presents a utopia, a society that resolves issues through song. To reinstate a Nuremberg singing competition that existed up to the 1990s and transform it into the contemporary international format of “Die Meistersinger von Nürnberg” was not a utopia, but a challenge.

There are plenty of traditions in Nuremberg that could be associated with a new singing competition. The patron of the contest and Mayor of Nuremberg, Dr Ulrich Maly, points to the city’s history of music and opera that has its origins in medieval minnesang, or courtly love songs.

Sacred music, mystery plays and instrument-making established important centres around the major Nuremberg city churches of St. Sebald and St. Lorenz. And in his opera, Wagner took up the tradition of singing schools and immortalised the famous poet and son of Nuremberg, Hans Sachs.

State Musical Director Peter Theiler, who was largely responsible for initiating the new competition, was inspired by similar thoughts. As a juror for the international singing competition in Toulouse, he noticed how proud the French city was of its tradition of medieval song. So why not do the same for Nuremberg? The new contest is also intended to create an international platform for Nuremberg to showcase itself as a city of culture to the entire world. And the idea was also to create something new: a competition that combined the Overall Category with the German Category. “Without doubt, this international singing competition reinforces the charisma of Nuremberg as an international cultural center.”
Nuremberg as a music location”, says a delighted NürnbergMesse CEO Dr Roland Fleck, in his capacity as President of the Friends of the Nuremberg State Opera.

Ultimately, more than 500 artists from all over the globe accepted the invitation to participate in the singing competition. However, before they could demonstrate their talent in pre-selection stages in Hamburg, Moscow, Stockholm, Toronto, Paris and Nuremberg, their submitted recordings had to withstand the scrutiny of Jury Chair and world-famous Wagner interpreter Professor Siegfried Jerusalem. Along with his deputy Johann Casimir Eule, Jerusalem listened to every one of the submissions and decided who would make it through to the next round.

The semi-final and final were held at the Nuremberg State Opera House, where 12 finalists performed in a gala concert accompanied by the State Philharmonic Orchestra, conducted by General Musical Director Marcus Bosch. A total of eight prizes were presented in the Overall and German categories. The first prize in the Overall category, which is worth EUR 10,000, was won by Russian mezzo soprano Maria Kataeva, who also finished third in the German category. In the German category, first prize went to US singer Jordan Shanahan, who impressed above all with his rendition from Wagner’s “Das Rheingold”. He also won the special award from the Friends of Nuremberg State Opera.

Jury Chair Jerusalem noticed one phenomenon in particular: the large number of talented young artists who had applied to be part of the competition. Because in the course of the competition they lost out to older and more experienced voices, an extra prize was awarded for talented young singers. The winner was Spanish soprano Rocío Pérez.

The final of the first “Die Meistersinger von Nürnberg” competition took place on Nuremberg’s biggest stage, the Hauptmarkt. On the eve of Nuremberg’s “Bardentreffen” music festival, the five prize-winners, accompanied by the Nuremberg State Philharmonic Orchestra and Marcus Bosch, got the local audience into the perfect mood for the major open-air singing event. The biennial “Die Meistersinger von Nürnberg” competition will happen again in 2018.
BUSINESS GROWS WHEN THE WORLD COMES TOGETHER

International exhibition year 2017

ACREX India (Delhi, India)
International Exhibition on Air Conditioning, Refrigeration & Building Services
23.02. – 25.02.

Analytica Latin America (São Paulo, Brazil)
International Exhibition of Laboratory Technology, Analysis, Biotechnology and Quality Control

AUTOMOTIVE ENGINEERING EXPO
Car Body Process Chain - from concept to final assembly
30.05. – 31.05.

BeveriaMoscow (Moscow, Russia)
International trade fair for the beverage industry
28.02. – 02.03.

BIOFACH * World’s Leading Trade Fair for Organic Food
15.02. – 18.02.

BIOFACH AMERICA – ALL THINGS ORGANIC
(Baltimore, USA)

BIOFACH AMERICA LATINA – BIO BRAZIL FAIR
(São Paulo, Brazil)
International Trade Fair for Organic Products and Agroindustry
07.06. – 10.06.

BIOFACH CHINA (Shanghai, China)
International Organic Trade Fair and Conference
25.05. – 27.05.

BIOFACH INDIA together with INDIA ORGANIC
(New Delhi, India)
09.11. – 11.11.

Brasil Cycle Fair (São Paulo, Brazil)
22.09. – 24.09.

Broadcast India Show (Mumbai, India)
12.10. – 14.10.

China Craft Beer Conference & Exhibition
(Shanghai, China)
17.05. – 19.05.

China International Diecasting
(Shanghai, China)
19.07. – 21.07.

China International Pet Show
(Shanghai, China)
16.11. – 19.11.

CRAFT BEER CHINA
(Shanghai, China)
Conference and exhibition on technologies, raw materials and marketing
17.05. – 19.05.

CRAFT BEER ITALY
(Milan, Italy)
22.11. – 23.11.

embedded world Exhibition & Conference
14.03. – 16.03.

Enforce Tac * International Exhibition & Conference
Law Enforcement, Security and Tactical Solutions
01.03. – 02.03.

European Coatings Show
ADHESIVES - SEALANTS - CONSTRUCTION CHEMICALS
04.04. – 06.04.

FCE Cosmetique (São Paulo, Brazil)
International Exhibition of Technology for the Cosmetics Industry
23.05. – 25.05.

FCE Pharma (São Paulo, Brazil)
International Exhibition of Technology for the Pharmaceutical Industry
23.05. – 25.05.

FENSTERBAU FRONTEIL INDIA
(Delhi, India)
International Trade Show, Window Door Facade, Technologies, Components, Prestressed Units
23.02. – 25.02.

FIRE & SECURITY INDIA EXPO
(Delhi, India)
23.02. – 25.02.

Greenery & Landscaping China
(Shanghai, China)
China International Fair & Conference for Greenery & Landscaping
07.06. – 09.06.

HPCI India IN COOPERATION WITH The Indian
Care Chemical Convention
(Mumbai, India)
02.03. – 03.03.

IEENA * International Trade Fair ideas Inventions New Products
02.11. – 05.11.

Insights-X * the new Stationary EXPO
05.10. – 08.10.

InterBev PROCESS
(Chicago, USA)
19.09. – 22.09.

Where Beverage Meets Technology
International Powder & Bulk Solids Processing
Conference & Exhibition
(Shanghai, China)
16.10. – 18.10.

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

it-sa The IT Security Expo and Congress
10.10. – 12.10.

IWA OutdoorClassics *
High performance in target sports, nature activities, protecting people
03.03. – 06.03.

MT-CONNECT
Industrie Medical Technology
21.06. – 22.06.

ORGANIC EXPO together with BIOFACH JAPAN
(Tokyo, Japan)
24.08. – 26.08.

PADDLEExpo * The Global Paddl enums Trade Show
19.09. – 21.09.

PCIM Europe *
Power Electronics | Intelligent Motion | Renewable Energy | Energy Management
16.05. – 18.05.

Pet South America
(São Paulo, Brazil)
15.08. – 17.08.

International Trade Show for Pet Industry Suppliers in Latin America

POWTECH
World Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids

SAE China Congress & Exhibition /
E-MOBILITY Technology China Forum
(Anning, Shanghai, China)
24.10. – 26.10.

SENSORI+TEST The Measurement Fair *
International Trade Fair for Sensors, Measuring and Testing Technologies with concurrent Conferences
30.05. – 01.06.

SMT Hybrid Packaging
System Integration in Micro Electronics - International Exhibition and Congress
16.05. – 18.05.

Spielwarenmesse * *
01.02. – 06.02.

SPS IPC Drives * Electric Automation Systems and Components
28.11. – 30.11.

UT.SEC Unmanned Technologies & Security Expo & Conference
02.03. – 03.03.

VIVANESS * International Trade Fair for Natural Personal Care
15.02. – 18.02.

Extract from the programme of events (subject to change)
* For trade buyers with legitimation only
** by external organizer
* * Date had not yet been determined at the time of publication.

nuernbergmesse.de/dates