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NürnbergMesse's Indian portfolio grows to 16 trade fairs

- **India Mattresstech Expo complements woodworking events in India**
- **NürnbergMesse India continues to build on its leading position on the subcontinent**

NürnbergMesse's international programme of trade fairs continues to gain momentum. Following the acquisition of the three market-leading fairs for the woodworking and furniture production industry in India in 2018 – INDIWOOD, DELHIWOOD and MUMBAIWOOD – the company has now added another exhibition to its portfolio. The India Mattresstech Expo is India's dedicated trade fair for mattress and upholstery manufacturing. "The India Mattresstech Expo covers an important sub-segment of the furniture industry and creates valuable synergies for our exhibitors and visitors," says Peter Ottmann, CEO of NürnbergMesse Group. "It is therefore the ideal complement to our Indian woodworking events." For his fellow CEO Dr Roland Fleck, the acquisition also represents another chapter in the success story of NürnbergMesse India: "The Indian economy is booming. With this latest member in our trade fair portfolio, NürnbergMesse India is yet again reinforcing its position as one of the leading exhibition organiser on the Indian subcontinent."

The acquisition of the India Mattresstech Expo is an important step for NürnbergMesse, as the Indian furniture industry offers good prospects for the future. In 2015 the domestic furniture market was estimated at USD 18 billion, and by 2027 it is expected to reach USD 27 billion. Progressive urbanisation, rising incomes and an increasing appreciation of high-quality bedding products are benefiting the mattress industry above all: the Indian business analytics company CRISIL forecasts an average annual growth rate for the segment of 10 percent for the period 2017 to 2021, with sales set to increase to around USD 2.08 billion.

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Combined know-how paired with decades of trade fair expertise

In South Asia, the India Mattresstech Expo is the platform for mattress and upholstery manufacturers, dealers and distributors. Alongside machinery and equipment for the production of mattresses and upholstery, the trade fair also showcases bed systems. The India Mattresstech Expo took place for the first time in Chennai in 2013 and was previously owned by Unitech Exhibitions Pvt. Ltd., which has been organising national and international trade fairs and conferences since 2001. Under the umbrella of NürnbergMesse India, the India Mattresstech Expo will celebrate its premiere from 27 February to 2 March parallel to INDIAWOOD 2020 in Bangalore. “By adding the India Mattresstech Expo to the next round of INDIAWOOD we are pooling the entire expertise of the market in one place – and therefore are offering our customers genuine added value specifically for the wood processing and furniture production industry,” says Sonia Prashar, Managing Director of NürnbergMesse India. “The thematic proximity of the trade fairs, paired with a concept tailored to the local market, reinforces the position of our exhibitions and therefore offers us the best conditions for the future.”

Investment in the future

Thanks to a fast growing, high-spending middle class, India has the potential to become one of the biggest markets for consumer goods worldwide. Recognising this potential, NürnbergMesse Group established NürnbergMesse India in 2013. “The economy in India is developing brilliantly. This offers the best prospects for NürnbergMesse India and the Indian market is becoming increasingly important for the international exhibition industry as well,” stresses Prashar. Since its establishment six years ago, NürnbergMesse India has established itself as one of the largest exhibition organisers on the Indian subcontinent. In the meantime its portfolio includes 16 trade fairs. The latest round of DELHIWOOD, which will take place for the first time under the umbrella of NürnbergMesse India from 13 to 16 March 2019, is breaking new records. It is bigger than ever, with more than 30,000 visitors and over 550 exhibitors from 35 countries gathering on some 42,000 square metres in the India Expo Centre and Mart in Greater Noida. “The rapid success of NürnbergMesse India is also attributable overall to the expertise of the NürnbergMesse Group,” Prashar continues. In line with a holistic product family strategy, trade fairs that have been established in Nuremberg are adapted overseas to the economy of the particular country and local markets. Alongside the product family of wood processing trade fairs newly created in 2018, the NürnbergMesse portfolio also includes the segments BIOFACH, Beviale, EUROGUSS, POWTECH, coatings, cybersecurity, automotive, refrigeration/AC, pets and GaLaBau.

About the NürnbergMesse Group

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 14 subsidiaries and affiliates. The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

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